

# THE TUTORS' ASSOCIATION

**6<sup>th</sup> Annual General Meeting Wednesday 26<sup>th</sup> June 2019**

**Hosted by Get My Grades, 2nd Floor, Equitable House Business Centre,  
General Gordon Square, Woolwich, London, SE18 6FH**

**Commencing at 16.00**





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Notice is hereby given that the 6<sup>th</sup> Annual General Meeting of the Tutors' Association will be held  
on Wednesday 26<sup>th</sup> June 2019

Hosted by Get My Grades, 2nd Floor, Equitable House Business Centre,  
General Gordon Square, Woolwich, London, SE18 6FH

Commencing at 16.00

**Agenda**

1. Welcome from Tim Morris the President of the Association.
2. Apologies for absence.
3. Approval of the minutes of the 5<sup>th</sup> Annual General Meeting held on 26<sup>th</sup> June 2018.
4. To receive the President's report on behalf of the board for the year ending 31<sup>st</sup> March 2019.
5. To receive the Treasurer's Report on behalf of the board for the year ending 31<sup>st</sup> March 2019.
6. To announce the composition of the board for the ensuing year 2019/2020.
7. General Members discussion
8. Close 17.00

**By order of the Board**

*Chris Lenton*

**CT Lenton FTA, FCCA, FCIS, FCIM**  
**Director & Secretary**  
20<sup>th</sup> May 2019

Minutes of the 5<sup>th</sup> Annual General Meeting held on 26<sup>th</sup> June 2018 at  
The University of London, Room 3C,  
Student Central, Malet Street, London, WC1E 7HU

**Those Present:**

**Directors of the Association**

Adam Muckle FTA	President
Tim Morris MTA	Treasurer
Richard Evans MTA	
Will Orr-Ewing MTA	
Will Petty MTA (Online)	
Ariane Mercurius-Taylor MTA (Online)	
Ambika Pindoria MTA	
Chris Sanders MA	
Chris Lenton FTA, FCCA, FCIS	Chief Executive & Secretary

**Members**

Christine Abdelmoutaleb MTA (Online)	Private Tutor
Lucy Cawkwell MTA	Osborne Cawkwell
Leo Evans MTA (Online)	The Profs
John Harris MTA	Private Tutor
Victoria Lenton MTA	Private Tutor
John Nichols MTA	Private Tutor
Simon de Pinna MTA	Private Tutor
Mark Reid MTA	Private Tutor
Dr. Stathis Stefanidis MTA	Phi Tuition
Wesley Sanders MTA	Athena Tuition
Mark Taylor MTA	Hamstead & Frognal Tutors

**Non-Members representing a Corporate Member**

Sophie Taylor Barthorpe	Simply Learning Tuition
Ellie Caldwell	Simply Learning Tuition
Anna Swift	Enjoy Education

**Non Members**

Liz Bharj (Online)	TTA Membership & Administration
Nicola Cottee (Online)	TTA Sales
Henri Estrada	Photographer
Mark Harris (Online)	
Ruth Palomino (Online)	TTA Marketing Manager

**Apologies**

Ikechi Ajoku MTA	The Total Child Limited
Sherry Bent MTA	Brandenburg Bent Tutorials Ltd
Peter Bradbury MTA	Private Tutor
Anita Busby MTA	Private Tutor
Chris Cain MTA	Private Tutor
Paul Clark MTA	Private Tutor
Steven Fogarty MTA	Private Tutor
Jen Fox	Action Tutoring
Del Fazoranti MTA	Tutor Doctor
Amit Gadhia MTA	Lotus Tutors
Nicola Garcia MTA	Private Tutor
Jodi Hodgkins MTA	Private Tutor
Joe Hytner MTA	Private Tutor
Sue Laidlaw MTA	Laidlaw Education
Iseult Catherine O'Brien MTA	Private Tutor
Joan Opie MTA	Private Tutor
Helen Osmond MTA	Private Tutor
Tom Mather	British Home Tutoring
Nathaniel McCullagh MTA	Simply Learning Tuition
Andrew Murray MTA	Home School Tutoring
Zac Newman MTA	Newman Tuition
Alexander Nikitich	Carfax Private Tutors
Lucy Parsons MTA	Private Tutor
Suzanne Reece MTA	Inspired to Study
Dr Rosemary Russell MTA	Private Tutor
Kate Shand FTA	Enjoy Education
Becky Simms MTA	Private Tutor
Leah Stewart MTA	Private Tutor
Frederick Sugarman-Warner MTA	TTA Director
Emma Swanson MTA	Tutoring Futures TTA Director
Vanessa Thompsett MTA	Private Tutor
Sally Waugh MTA	Private Tutor
David Whitley MTA	Private Tutor
Emily Sweerts de Landas Wyborgh	Kings Tutors

**Proceedings:**

The President welcomed everyone to the meeting.

**AGM 01/18 Apologies for absence**

Apologies for absence are noted in the attendance record above.

**AGM 02/18 Approval of the Minutes of the 4<sup>th</sup> AGM held on 25<sup>th</sup> July 2017.**

The minutes of the 4<sup>th</sup> Annual General Meeting held on 25<sup>th</sup> July 2017 were approved unanimously.

Proposed: Chris Sanders

Seconded: Ambika Pindoria

**AGM 03/16 President's Address and Report on behalf of the Board for the year ended 31<sup>st</sup> March 2017**

The President gave the following address:

I would like to start by thanking you all for making this year a resoundingly successful one. The Association has continued to grow, and now boasts more than 700 Members, with a year on year growth rate of more than 35%. As it approaches its fifth birthday, it is still developing, as also, I believe, is its ultimate potential. We have achieved much this year, but it is only the beginning of what is to come. It is time for us to reflect, to look at how we can make an impact and to the future.

Our Conference last year was, by any standards, a roaring success. The feat of showcasing the diversity of our sector and attracting over 200 delegates, is something that everyone involved should feel immensely proud of. Further evidence of this is that we have already attracted seven sponsors for the 2018 Conference and received enough speaker submissions for a Conference of twice the length. As a consequence, the size of this year's conference at the Barbican on 16<sup>th</sup> October will be bigger and the programme even more ambitious. It will be an opportunity to learn, develop and network and a great day of celebrating our profession.

Our Summit in April provided another tangible example of our members coming together as a community of professionals to enhance our skills. Thank you in particular to Emma for setting up that event. Our regular monthly webinars hosted by Ambika, Richard and myself have allowed Members to exchange ideas and insights on various aspects of tutoring. If you have not had a chance to attend one, I would heartily recommend them to you; whatever role you have in the sector there will be at least one that is relevant and right for you. Thank you Ambika and Richard, guests and all involved for making them so worthwhile.

Our Blog, as well as demonstrating that we are a community of professionals with a bank of knowledge, has published more than thirty substantive articles in the past year. Member Emma Williams, who is both a teacher and a tutor, in a recent article wrote:

*"I have taken several students from the bottom of their class to the top. What this feels like is hard to convey but suffice to say it is emphatically empowering. This positivity has filtered into my classroom practice and has somehow made me feel as if anything were possible."*

Tutors Aspire indeed. Such reflections show a truer picture of the tutoring landscape than many of the articles that used to feature in the public discourse do. This aspect of broadening the narrative in the public debate about tutoring is something the Association is passionate about. I myself have spoken at the Independent Schools Show, the Education Investor Summit, to the BBC and to a wide range of media publications on behalf of the Association. I believe that these activities, along with our social media presence and the efforts of other Members and other educators at large, are slowly starting to shift perceptions in the way our profession is being perceived and reported. Indeed, the Association's very existence as a professional body is itself, I believe, one of the reasons we hear less and less polemical and hysterical articles about tutoring from critics and we now have a far more measured commentary. That is to be welcomed and we will continue to work hard to ensure that it continues.

A consultancy firm recently launched its White Paper on the Private Tuition Industry to which we made a substantial contribution. We have also recently been contacted by the Association of Graduate Careers Advisory Services to provide a Private Tutor profile for the Prospects website. It is a reflection of the progress we are making that there is such interest in us as an authoritative, representative voice on the profession and how far the Association's brand is taken seriously.

Following the Sutton Trust's annual report on tutoring, Will Orr-Ewing and I met with Directors of the Trust. I have no doubt that the profession as a whole, and this association in particular through the engagement of its members, can have a positive impact on social mobility. We have also developed a connection with the homeless charity Centrepoin to tutor and mentor homeless 16 to 25-year olds to help them back on their feet. At the Conference we will hear from the Prisoners' Education Trust about the research they have done on the impact of education on rehabilitating offenders, and the opportunities that exist for tutors to help. The message is that tutoring can be a dynamic and effective force for change not only in the field of education but in society as a whole. This recognition is growing, and I would encourage us all to look for opportunities to contribute within this wider picture.

Following an enquiry at last year's AGM, Ariane, another of our Directors, has been investigating whether the Association would qualify to become a Community Interest Company. The result is that we would, and we are now exploring more fully exactly what benefits might accrue were we to make such a move. Stephen R Covey said that "a human being's genius, passion, loyalty and tenacious creativity are volunteered only. The world's greatest problems will be solved by passionate, unleashed volunteers." I would like to thank my fellow-Directors for volunteering their time this year and for those serving on panels when called upon; without you the Association simply would not advance.

To the future now. One of the things that we have been able to do as a result of the success of last year's conference, is to invest in a new membership system. We have christened it 'Astute' and it's now ready for launch. Astute has significantly enhanced functionality that will allow for greater interactivity between staff, members and the public, as well as streamlining many of the day-to-day tasks for the secretariat. We believe this will be a game-changer for further expansion and help us make the most of the sheer energy, good-will and activity that is being channelled into the Association at this moment in time. Alongside our Treasurer Tim, I would like to thank all those in the ever-expanding office - Chris, Chris, Ruth, Liz and Nicola for their dedication to the cause, and as ever, I look forward to working with you all in the year ahead.

Members applauded the President and commented as follows:

1. The Association has increased its marketing spending. What was included in the figures? (MT)
2. Last year the Association had made sufficient surpluses to invest in a person part time to create and deliver a marketing plan. This was seen by the directors as critical to our growth and the costs shown in the accounts relate principally to our Marketing Manager Ruth Palomino. (AM)
3. How well have you done in marketing terms? (SS)

4. The Association's growth in marketing terms has been very good and membership was now 30% up on last year. In addition, the success of last year's conference in terms of delegates numbers and sponsorship was achieved in no small measure by Ruth. And I am pleased to report that we have almost sold out of sponsorships packages for this year's conference and there is only exhibitor table left. Ruth has been central to this success. (AM)
5. How would you assess the Association's public profile and how successful have we been in raising it? (LC)
6. The Association punches well above its weight and has a high profile. The President has been interviewed many times both for the BBC and newspapers and contributed articles. He has also attended a number of important events as mentioned in his speech. Last year's conference boosted our profile and this year's is expected to do the same. (CS)
7. Has the Association the capability to look at the demographics of the membership? (SS)
8. The present system does not allow for this but the new one will. This will enable us to see the spread of our members. We are, however, probably London centric so there is a real need to run regional events. The new system will have this capability and many other tools beside. (CL)
9. What are the features of the searchable Member's Register? (SB)
10. The new system will allow the public to search our register of members to see whether the tutor or tutoring company they have selected is a member or not. Members will decide how much information about themselves will be made public. It will become a major benefit allowing on the one hand tutoring companies to find tutors and on the other helping members to promote themselves. (CL)
11. Richard Evans requested a 20-minute demonstration of the new system for his colleagues. (RE)
12. A demonstration will be arranged for all Directors. (CL)
13. Should there not be a National Register of Tutors backed by the government, no tutor should be allowed to practice unless they are on this register? (SB)
14. The National Register of Tutors is something we would welcome. However, it is an aspiration at the moment. The profession is not regulated in the same way that the teaching profession is but perhaps pressure from the public and the Association will persuade the government that those tutoring children should at least have passed a DBS check and that would, in effect, potentially create a register which could be run and administered by the Association. (CS)
15. This register would be separate from the Association's members' register but naturally all members would automatically be on it. (CS)
16. It was hoped that in the fullness of time clients and parents would be driving the demand and insisting that any tutor or tutoring company they use be on the members' register. This would be a strong sign of the Association's success. (CS)
17. The new system is due to be launched in late July and every member will be receiving an email with their login details. This will enable members to update their profile and preferences and indeed start to join any special interest groups. It is essential that every member responds to this email. (AM)
18. It was suggested that access to the new system could be trialled to enable members to learn how to get around the functions. (MT)

**The report was received unanimously.**

**Proposed: Mark Taylor**

**Seconded: John Harris**

### **AGM 04/18 Honorary Fellowship – Adam Muckle FTA**

Chris Sanders addressed the meeting:

I am delighted to address you this afternoon in connection with our President Adam Muckle. Adam was one of the first individual tutors to join the Association when it launched in October 2013; his membership number M0032 testifies to that. From the very first, he has been a great supporter of the Association and he was elected to the Board three years ago on 13 July 2015 becoming President on 3<sup>rd</sup> March 2016. He was then foolish (or should I say generous) enough to agree to stay on for a second term in March 2017.

Throughout his presidency he has worked tirelessly for the organisation and is personally responsible for introducing many new individuals and tutoring companies into membership. Although I am delighted at the number of members who are now involved with helping the Association grow, the main responsibility for the development of the Association over the past two years is down to Adam, working hand in hand with Chris Lenton. The result is clear to see not just in the membership numbers but in the state of our finances and in our growing reputation in the educational marketplace.

Adam has also been the driving force behind our first two national conferences, and he has continued this drive with the establishment and engagement of the conference committee who are organising this year's conference. Testament to his success and his continuing, tireless selling of the Association is that we have already sold virtually all the sponsorship packages for this year's event four months before it takes place. Quite how Adam finds the time, never mind the energy, to combine his role as President with the establishment and growth of a highly successful tutoring practice is anyone's guess; but the fact that he has done so will, I hope, encourage others to step forward in the future. But not yet, as he has agreed to stay on for a further - although he assures me it will be the last - year as President.

We are all deeply indebted to Adam for what he has contributed to the Association and for what he has achieved, and in recognition of his services to the Association the Board has unanimously agreed to award him a Fellowship with their heartfelt thanks for his extraordinary contribution to the Association and to the profession. Members applauded, and Adam was presented with his new certificate.

### **AGM 05/18 Treasure's report on behalf of the board for the year ending 31<sup>st</sup> March 2018**

The Honorary Treasurer (TM) referred members to his report his report previously circulated and commented that:

The Association was in a strong financial position as the figures testify. The membership growth over the last twelve months has been good and we seeking to accelerate this growth. The number of events have increased especially the webinars and the 2017 National Conference was a huge success which we intend to repeat this year. I am happy to report to Members that the Association is in rude financial health and has a strong balance sheet. (TM)

Members commented as follows:

1. The surpluses generated are to be applauded but what are they to be used for? (RE)
2. As a not for profit organisation the surpluses will be used to improve member benefits through free events and subsidised services. In addition, we shall be investing in our operating plan to deliver the growth and influence of the Association. (CL)

3. We will shortly be conducting a membership benefits survey to establish what it is that members want and what they do and don't use. (CL)
4. What are our targets and are we working to any sort of plan? (MR)
5. An operating plan was approved by the board in January this year. It is detailed and contains the tactical actions to be carried out. It is a working document that sits in the office and is reviewed monthly. (CL)
6. Is it possible for this plan to be published? (SP)
7. It is lengthy, but a synopsis would be published. (CL)
8. Do the directors have KPIs? (MT)
9. All directors contribute hugely to the work of the Association. Their principal KPIs are to promote the Association and Membership recruitment. (TM)
10. Where are the objectives of the Association and have they been reviewed? (SP)
11. They can be found on page 13 of the AGM booklet. We are delivering on the first six but not the 7<sup>th</sup> and it is not currently planned to offer qualifications at this stage of the Association's development. (AM)
12. The increase in marketing spending was commented on again. (JN)
13. This was to be welcomed as it was contributing to the increase of the Association's profile which was growing significantly. (TM)
14. Members were advised that the Association still lacked the resources to undertake major marketing campaigns including advertising, media and TV, research and email campaigns. We do what we can with the money available. (RP)
15. The Association was keen to have members contribute articles for the Blog. (AM)
16. Phi Tuition use the Association's membership to promote their business. The Association's code of practice and ethics legitimises their business and is made available to clients. (SS)
17. How was tutoring being perceived by schools? (SS)
18. The relationship with state schools was discussed where private tutoring was seen as supplementary education and supported. (AM) TM commented on Tutor Doctor's relationship with Reading Council, which was working very well, and other Councils where there was no tutoring relationship.
19. As the profession is not regulated, how is the Association dealing with this issue and complaints against tutors? (LC)
20. The Association receives complaints, but many are not in connection with members. Those that are have been dealt with and this has resulted in several suspensions and some membership terminations. (CL)
21. How are we progressing with getting our profession recognised, Chartered Status and higher profile? (LC)
22. We continue to invest in public relations, media interviews, articles and blogs. Our social media presence is strong, and we have a lot of followers. We are some way off before we can approach the Privy Council about an application for Chartered Status. There are strict criteria principally that members of the profession would be expected to join the Association and that we had sufficient members which would represent a significant part of the profession in the UK. We estimate that we would need to get the membership up to about 30,000 which in the context of the potential market should be achievable. (CL)

**The Treasurer's report was received unanimously.**

**Proposed: John Harris**

**Seconded: Lucy Cawkwell**

**AGM 06/17 The Composition of the board for the ensuing year 2018/19**

The Secretary announced the composition of the new board for the ensuing year as:

Adam Muckle FTA	President
Tim Morris ATA	Treasurer
Richard Evans MTA	
Will Orr-Ewing ATA	
Ariane Mercurius-Taylor MTA	
William Petty ATA	
Ambika Pindoria MTA	
Frederick Sugarman-Warner MTA	
Chris Sanders MA	
Emma Swanson ATA	
Chris Lenton FTA, ACCA, FCIS	Chief Executive & Secretary

The meeting concluded at 17.00 pm.

*Chris Lenton*

**Chris Lenton FTA, FCCA, FCIS, FCIM**  
**Chief Executive & Secretary**  
26<sup>th</sup> June 2018

**Company Number: 6729532**

**A Private Company Limited by Guarantee**

**The Tutors' Association**

**Report and Financial Statements**

**to**

**31<sup>st</sup> March 2019**

**Company Number: 6729532, A Private Company Limited by Guarantee,  
Report and Financial Statements as at 31<sup>st</sup> March 2019**

**Directors**

R. N. T. Evans MTA  
A. Mercurius-Taylor MTA  
T. R. Morris MTA  
A. D. Muckle MTA Resigned 17<sup>th</sup> March 2019  
W. R. Orr-Ewing MTA  
W. P. R. Petty MTA  
A. S. Pindoria MTA  
C. N. W Sanders MA  
F. T. Sugarman-Warner MTA Resigned 16<sup>th</sup> July 2018  
E. L. Swanson MTA Resigned 25<sup>th</sup> March 2019  
C. T. Lenton FTA, FCIS, FCCA

**Secretary and Registered Office**

C. T. Lenton FTA, FCIS, FCCA  
15 Bencombe Road  
Marlow, Bucks, SL7 3NZ

**Solicitors**

Pitmans LLP  
1 Crown Court,  
66 Cheapside,  
London,  
EC2V 6LR

**Bankers**

HSBC Plc  
46 High Street,  
Marlow, Bucks,  
SL7 1AT

## Report of the Directors

The directors present their report and financial statements for the year ended 31<sup>st</sup> March 2019.

### Review of Activities

This year has been a busy one for the Association. We have focused more firmly than ever before on putting a more robust infrastructure in place to support our members. Key amongst these developments was the launch of Astute, our new membership platform, that has significantly simplified some aspects of administration whilst at the same time offering new ways for members to collaborate and exchange information.

But it is not only systems that we have invested in; we now have a team of three dedicated staff, all on extended contracts, who provide the core marketing, membership and financial skills on which the future growth of the Association will be based. This in turn has enabled us to take a more professional approach to both membership renewal and credit control, both of which will make the Association stronger in the long-term. We have also invested in a greater range of member benefits. In the short-term, these actions are responsible for the small loss made in the financial year, but this has been a conscious investment-based decision by the Board, and we are confident that the Association will return to profit next year, which we will continue to re-invest.

In the last twelve months, we have run our most extensive programme of events ever, including a range of extremely popular seminars on topics ranging from growing your business to special needs, while our Conference in October was our most successful to date. The continued development of a programme of both face-to face and web-based forums for the exchange of information continues to be one of our most important – and most valued – commitments.

November saw the Association take its first steps into representing the profession as a whole when BEIS announced a series of inspections that had the potential to adversely affect the functioning of the whole sector. We succeeded in getting them to suspend their inspections of member organisations pending publication of advice. While the issue has not gone away, it represents a significant acknowledgement of the Association's leading role in the tutoring landscape.

Finally, no mention of the last year would be complete without a big 'thank you' to our retiring President, Adam Muckle. The energy, commitment and time he put into the Association was little short of remarkable. He also demonstrated that it is possible to combine an extremely successful tutoring practice with giving time to the Association. As an organisation we continue to depend to a substantial extent on the contributions from volunteers such as Adam, and in that spirit, we also welcome the four newly-elected Directors to the Board.

### Objectives

The Association was set up with the following objectives which will be subject to review in light of consultation with our growing membership:

1. To promote best practice in Tutoring for the benefit of members, students and the public.

2. To commission, promote and expand the horizon of knowledge and research in what has become a highly dynamic, innovative and internationally minded industry.
3. To develop a membership body of individuals and corporate members whose interests are in tutoring and tutoring management.
4. To provide opportunities for tutors to enhance their skills and knowledge through the provision of seminars, workshops, conferences and CPD-style events.
5. To provide tutors with the opportunity to network with their peers for the exchange of information, experience and opportunities
6. To provide a set of recognised standards and a code of ethics that members agree to follow in the interests of enhancing the reputation of both the Association and the Profession.
7. To provide means of assessing knowledge, skill and experience of the principles and practice of tutoring and to organise educational and certification programmes, courses and examinations in tutoring and other appropriate topics and, subject to any law, to award certificates, charters, degrees, diplomas and prizes as appropriate to successful examinees who pass such assessments and tests in such manner as the Board of Directors may determine from time to time.

## Constitution and Governance

### The Board

The Board comprised of the following people:

T. R. Morris MTA	President
A. Mercurius-Taylor MTA	Treasurer
R. N. T. Evans MTA	
A. D. Muckle FTA	Resigned 17 <sup>th</sup> March 2019
W. R. Orr-Ewing MTA	
W. P. R. Petty MTA	
A. S. Pindoria MTA	
C. N. W Sanders MA	
F. T. Sugarman-Warner MTA	Resigned 16 <sup>th</sup> July 2018
E. L. Swanson MTA	Resigned 25 <sup>th</sup> March 2019
C. T. Lenton FTA, FCIS, FCCA	

### Elections and Officers of the Association

Adam Muckle FTA resigned as President on 17<sup>th</sup> March 2019. Tim Morris MTA resigned his position as Treasurer on 17<sup>th</sup> March and was elected President of the Association. Ariane Mercurius-Taylor MTA was elected Treasurer on 17<sup>th</sup> March.

By order of the Board

*Tim Morris*

**T. Morris MTA**

**President of the Association & Director**

**Date: 1<sup>st</sup> May 2019**

## Honorary Treasurer's Report

### Overview

There was a deficit for the year of £4,130 (Surplus £9,867, 2018) . This year has seen considerable investment in the Association in terms of staffing, resources and membership software. In addition, a change in accounting policy with regard to the recognition of income the board agreed that all membership subscriptions overdue by more than three months should be credited. This accounted for £4,950 of the deficit.

We have new members of staff and we have recently acquired a proprietary software CRM Membership package to manage and develop our membership. This went online in November 2019. The major success of the year has to be our third conference held at the Barbican Centre in October 2018. It was a huge success and significantly raised our profile.

Membership has grown 27% year on year and we fully anticipate the rate of growth to increase in the new financial year as our new systems come online. In addition, there will be new membership welcome packs and the introduction of a membership card to each member. The new system will enable us to create a searchable membership directory which will enable the public to check whether their chosen tutor or tutoring company is a member. Each member will be responsible for their own information and what can be seen in this directory.

Planning for this year's conference is already at an advanced stage. It will be held at a new venue, The Royal Society in London on 25<sup>th</sup> October 2019. The conference will be about the same size as last year and the call for papers has already gone out. The feedback from last year's conference was extremely positive and we intend to build on that success. We expect to sell out so please ensure that you book your places early!

### Income and Expenditure

Income for the year rose 31% to £104,596 (£80,115 2018) and costs rose 55% £108,726 (£70,248, 2018) reflecting our increased investment in membership benefits, administration, staffing and marketing. As mentioned above this has produced a small deficit £4,130 (Surplus £9,867, 2018).

### Outlook

The Directors have approved a new operating plan for 2019/20 which is currently being implemented. The Directors and I are confident that during the forthcoming year the Association will produce a surplus from a significantly larger membership. It is the Board's intention to build our reserves whilst improving membership engagement.

No report would be complete without acknowledging and thanking my colleagues who are all volunteers and give of their time and resources so generously and the staff for all their hard work throughout the year. I remain confident that the Association will continue to develop and grow and that it will have a prosperous year ahead.

*A. Mercurius-Taylor*

**A. Mercurius-Taylor**  
**Treasurer & Director**  
**Date: 1<sup>st</sup> May 2019**

Profit and Loss Account for the Period  
Ending 31<sup>st</sup> March 2019

	£ 2019	£ 2018
<b>Income</b>		
Membership Subscriptions	74,261	58,494
Conference, Workshops and Seminars	30,335	22,158
<b>Total Income</b>	<b><u>104,596</u></b>	<b><u>80,115</u></b>
<b>Expenditure</b>		
Administration	19,000	17,500
Conference, Workshop and Seminars	19,554	15,211
Membership and Benefits	6,277	6,391
Governance and Board	3,126	2,591
Staff Costs	45,393	14,200
Office Expenses	7,685	4,286
Rent & Rates	3,000	3,000
IT & Web	2,416	4,099
Travel	2,275	2,970
<b>Total Expenditure</b>	<b><u>108,726</u></b>	<b><u>70,248</u></b>
<b>Surplus/(Deficit) for the Period</b>	<b><u>(4,130)</u></b>	<b><u>9,867</u></b>
<b>Balance Brought Forward</b>	<b>21,899</b>	<b>1,546</b>
<b>Balance Carried Forward</b>	<b><u>17,769</u></b>	<b><u>21,899</u></b>

Balance Sheet  
as at 31<sup>st</sup> March 2019

	Notes	<u>2019</u> £	<u>2018</u> £
<b>Fixed Assets</b>			
Furniture and Fittings	1	1,029	1,301
Software	1	3,450	4,200
<b>Total Net Fixed Assets</b>		<b><u>4,479</u></b>	<b><u>5,501</u></b>
<b>Current Assets</b>			
Bank		1,360	-
Debtors	2	26,601	19,699
Other Debtors	3	6,556	13,413
<b>Total Current Assets</b>		<b><u>34,517</u></b>	<b><u>33,112</u></b>
<b>Current Liabilities</b>			
Amounts falling due within one year	4	<b><u>(21,227)</u></b>	<b><u>(16,714)</u></b>
<b>Net Current Liabilities</b>		<b>17,769</b>	<b>21,899</b>
<b>Creditors</b>			
Amounts falling due after one year	5	-	-
<b>Total Assets Less Current Liabilities</b>		<b><u>17,769</u></b>	<b><u>21,899</u></b>
<b>Reserves</b>			
Accumulated Reserves		21,899	12,032
Profit and Loss Account		<b><u>(4,130)</u></b>	<b><u>9,867</u></b>
<b>Total Reserves</b>		<b><u>17,769</u></b>	<b><u>21,899</u></b>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) Ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These financial statements have been prepared in accordance with the special provisions for small Companies under Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These financial statements were approved by the Board on 24<sup>th</sup> April 2019

*Tim Morris*

*A. Mercurius-Taylor*

**T. Morris**  
**President & Director**  
**Date: 1<sup>st</sup> May 2019**

**A. Mercurius-Taylor**  
**Treasurer & Director**

## ACCOUNTING POLICIES

### Basis of accounting

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

### Income

Income is included in the profit and loss account on the basis of amount receivable for the year. Membership subscriptions that have remained unpaid for more than three months by the year end are credited.

### Operating lease agreements

Rentals applicable to operating leases, where substantially all of the benefits and risks of ownership remain with the lessor, are charged against profits on a straight-line basis over the period of the lease.

### Depreciation

The rates of depreciation applied to the Association's assets are as follows:

Furniture and Fittings	25%
Software	20%
IT Equipment	33%

All depreciation is calculated on a reducing balance basis

### 1. Fixed Assets

	2019	2018
<b>Furniture and Fittings Cost</b>		
At 1 <sup>st</sup> April 2018	2,875	1,549
Additions	<u>307</u>	<u>1,326</u>
At 31 <sup>st</sup> March 2019	<b><u>3,182</u></b>	<b><u>2,875</u></b>
<b>Depreciation</b>		
At 1 <sup>st</sup> April 2018	1,301	668
Charge for the year	<u>852</u>	<u>906</u>
At 31 <sup>st</sup> March 2019	<b><u>2,153</u></b>	<b><u>1,574</u></b>
<b>Net Book Value</b>	<b><u>1,029</u></b>	<b><u>1,301</u></b>
 <b>Software Cost</b>		
At 1 <sup>st</sup> April 2018	5,250	-
Additions	-	5,250
At 31 <sup>st</sup> March 2019	<b><u>5,250</u></b>	<b><u>5,250</u></b> -
<b>Depreciation</b>		
At 1 <sup>st</sup> April 2018	1,050	-
Charge for the year	750	1,050
At 31 <sup>st</sup> March 2019	<u>1,800</u>	<u>1,050</u>
<b>Net Book Value</b>	<b><u>3,450</u></b>	<b><u>4,200</u></b>
 <b>At 1<sup>st</sup> April 2018</b>		<b><u>5,501</u></b>
<b>At 31<sup>st</sup> March 2019</b>	<b><u>4,479</u></b>	

## 2. Debtors

The accounts are prepared on an accruals basis and subscriptions are invoiced when they become due. Those who have not paid within three months of issue are credited. The value of this in 2019 was £5,940 including VAT and impacted the surplus by £4950. This is a change in accounting policy agreed by the board. Since the year end some of these members have renewed. The increase in debtors is attributable to the membership growth achieved and more Corporate Members taking up the direct debit option.

3. Other Debtors	2019	2018
<b>Prepaid Expenses</b>		
Conference 2019	3,512	10,250
Membership Software	2,954	2,700
HMRC VAT	-	144
Prepayments	90	463
<b>Total</b>	<b><u>6,556</u></b>	<b><u>13,413</u></b>

## 4. Creditors amounts falling due within one year

Loans	2019	2018
S&S Partners Limited	-	1,644
Lenton & Associates Limited	13,000	5,000
<b>Total</b>	<b><u>13,000</u></b>	<b><u>6,644</u></b>
Trade Creditors	-	9,533
Bank overdraft	-	207
HMRC	1,827	-
Deferred income	6,400	330
<b>Total</b>	<b><u>8,227</u></b>	<b><u>10,070</u></b>
<b>Total</b>	<b><u>21,227</u></b>	<b><u>16,714</u></b>

- a) C. T. Lenton who owns Lenton and Associates Limited is a director of the company and has made a short-term loan to the company. Interest on this loan is 5% per annum.
- b) Deferred income £6,400 is in respect of the National Conference October 2019.

## 5. Creditors amounts falling due beyond one year

The no amounts falling due beyond one year.

## 6. Taxation

- a) The Association has been set up as a not for profit membership and confirmation has been received from HMRC that provided the professional activities undertaken by the Association are for the benefit of the members then the income from membership will be treated a "mutual" in nature and therefore not taxable. Profits on all commercial activities will be subject to corporation tax and the prevailing rate.

- b) The Association has been approved by HMRC under section 344 of the Income Tax (Earnings and Pensions) Act 2003 as an approved body for the purposes of Members obtaining tax relief for members on their annual subscriptions.
- c) The Association is registered for Value Added Tax.

## 7. Going concern

The results show an accumulated deficit of £4,130 (surplus £9,867, 2018) and can meet all its liabilities during the ensuing year.

## 8. Contingent Liabilities

There are no contingent liabilities.

## 9. Transactions with the Directors

- a) All services by Directors given in their capacity as Directors of the company and on the board, are honorary.
- b) Travel expenses were paid in the year to C. Lenton in the sum of £1,031 (£783, 2018), A. Muckle in the sum of £128 (£86, 2018), C. N. W. Sanders in the sum of £557 (£776, 2018), A. Pindoria in the sum of £47 (£0, 2019) and Tim Morris in the sum of £62 (£0, 2018) all of whom are or have served as directors of the company during the financial year.
- c) Other services were provided by companies in which two of the directors had an interest. During the year fees of £20,000 (£18,000, 2018) were charged in respect of corporate governance, finance and administration services rendered by Lenton & Associates Limited, in which C. T. Lenton, director of the company, is a director and fees of £6,000 (£6,000, 2018) were charged in respect of marketing services rendered by S&S Partners Limited in which C. N. W. Sanders a director of the company, is a director.

## 10. Not for Profit Company limited by guarantee

The company is limited by guarantee and has no share capital. Each member's liability is limited to £1 (one pound). There is no distribution clause and members cannot benefit from the proceeds of any winding up.

## 11. Membership

Membership of the Association grew by 27% and as at 31<sup>st</sup> March 2019 was as follows:

	<b>2019</b>	<b>2018</b>
Fellows	7	7
Individual Members	623	469
Corporate Members	209	180
Corporate Affiliates	<u>18</u>	<u>19</u>
Total	<b><u>857</u></b>	<b><u>674</u></b>