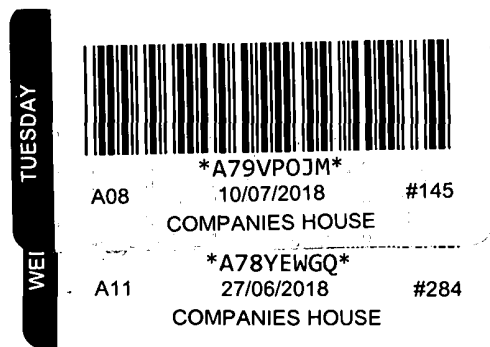


REGISTERED COMPANY NUMBER: 06210121 (England and Wales)  
REGISTERED CHARITY NUMBER: 1138312

AMENDED

REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED  
30 APRIL 2017  
FOR  
CHARITYCOMMS  
(A COMPANY LIMITED BY GUARANTEE)



Hilton Sharp & Clarke Limited  
30 New Road  
Brighton  
East Sussex  
BN1 1BN

**CHARITYCOMMS**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2017**

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**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2017**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 April 2017. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (the FRSSE) (effective 1 January 2015).

**OBJECTIVES AND ACTIVITIES**

**Our vision**

Our vision is for effective and inspiring communications to be at the heart of every charity's work for a better world.

**Our purpose**

We improve the standard of communications and champion its role in the sector. We represent, support, inspire, connect and inform our members and the wider charity communications community.

**Our goals by 2023**

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have SMT/senior board representation from communications (i.e. an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications will take place in the context of an integrated brand and organisational framework.

**Our impact**

CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

**Our impact in numbers**

- 511 organisational members, 380 individual members, 92 corporate partners adding up to over 4,000 people involved with CharityComms membership
- 53 events attended by over 3,900 charity communications professionals - that's 14 more events than last year
- 90% of event attendees said they had acquired new knowledge or enhanced skills relevant to their job after attending a CharityComms event (a 5% increase from the previous year)
- 84% of CharityComms event delegates said they would try something new in their work (a 7% increase from the previous year)

**Our impact in words**

**Knowledge Hub**

"The Knowledge Hub is a great way to keep up with what other charities are doing in your field. We find it really useful to see what tools and techniques people are using and it helps us come up with innovative ideas for campaigns and solutions to some of the challenges we all face."

**Mike Keating, digital communications manager, Samaritans**

**Peer Support Scheme**

"Honestly, I didn't expect to get so much out of the CharityComms mentoring scheme myself but found that it can be rewarding and refreshing for both mentor and mentee. In addition to sharing 'wisdom' on the daily struggles and big strategic questions mentees are dealing with, I myself learned a lot about how to effectively coach someone and I do take away at least one valuable insight each time we meet. A great scheme to be part of!"

**Mike Thiedke, Director of Public Engagement, Plan International UK, CharityComms mentor**

**Conference**

"Extremely well organised. Lots of information prior to the event. Lovely food all day. Friendly staff. Diverse range of content. Best conference I've been to in a long time!"

**Ann Scott, campaigns manager, Crime stoppers Trust - attended the Behaviour change conference, July 2016**

**Seminar**

"These half-day seminars are great. I can get my work done in the morning and then have an interesting afternoon of new things I can apply to my job."

**Liam Johnson, communications officer, Contact the Elderly - attended the Burst the bubble seminar, November 2016**

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2017**

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## **OBJECTIVES AND ACTIVITIES**

### **Small charities communications conference**

"Thank you for a fantastic conference - jam packed day with useful and informative presentations and sessions. Excellent value for money and an invaluable opportunity to network with peers in similar organisations. More of the same next year please!"

**Angharad Wyn Jones, communications manager, Play Wales**

### **Stepping into Comms Leadership**

"The CharityComms Leadership course was fantastic. Having access to three CEOs from the sector who were very open in sharing their career journey and all the highs and lows that came with it, gave a fascinating insight and some real solid learning points... Networking with other colleagues on the course was very beneficial to me and I feel I have a network of people I can call on to share ideas and ask advice from."

**Claire Melia-Tompkins, head of PR and engagement, Action for Children - attended Stepping into Comms Leadership, Spring 2017**

## **PUBLIC BENEFIT**

The trustees confirm that they have complied with the requirement set out in the Charities (Accounts and Reports) Regulations 2008 to report on how they have carried out their charity's purposes for the public benefit, and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations for the benefit of the public throughout the UK by the provision of resources to optimise their communications.

CharityComms delivers public benefit by providing free or low-cost resources, skill and best practice sharing and training, all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

## **SIGNIFICANT ACTIVITIES**

At CharityComms, our aim is to connect, inform, empower and inspire comms professionals in the charity sector. We're working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

Our 2016-17 business plan identified 9 primary objectives for the year:

1. Improving membership retention and marketing
2. Running a small charities event directed to charities with less than £2m turnover.
3. Improving our Special Interest Groups (SIGs) working closely with steering groups, reviewing venues, exploring live streaming and new SIGs where there is demand and growing network groups across the UK.
5. Improving the overall event experience: booking system, automation, integration with Salesforce as well as refreshing and renewing content.
6. Increasing our digital reach and the impact of digital communications to grow membership recruitment and engagement.
7. Developing existing products and services
8. Extending our offer around professional development
9. Creating new partnerships and collaborations with other organisations to improve our reach - including improving public perception of charities working with sector bodies, including NCVO, ACEVO and IoF.

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2017**

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**STRATEGIC REPORT**

**Achievement and performance**

**Membership**

CharityComms' strength lies in our network. In the words of Lisa Martin, Senior Media Officer, Wateraid, one of our large charity organisational members:

"Being an organisational member of CharityComms is very useful for WaterAid. Having access to all of the seminars and resources is really helpful, and enables people to attend a range of different events throughout the year and develop their skills. Hearing what others are doing, and sharing what is working and what isn't are really valuable - and the CharityComms network enables us to do that easily."

Membership is not only useful to large and small organisations alike but our ability to cater to individual needs at every stage of their career, within any comms discipline, makes us a valuable tool for both the organisation and the individual to have access to a wealth of talent and points of view.

Freelancer individual members find being part of a network useful to assist them in connecting with organisations they could potentially work with. We run a corporate partner scheme for suppliers to the charity sector which is useful for members who are looking for organisations who understand the sector and its challenges.

Our UK-wide networking groups, along with our ability to stream our seminars online through Periscope has allowed our membership network to grow outside of our London base.

Organisational membership of CharityComms has reduced during the year from 525 to 511 charities due to the reduction in the number of children charities e.g. Hospice UK.

Our organisational membership group is made up of charities with small and large annual turnovers. We have an 88% renewal rate for our large organisational members (turnover of £2m+) and an 85% renewal rate for our smaller organisational members (turnover below £2m). We've recognised a need for more tailored benefits for small charity members and will be putting a focus on this over the next few years, starting with running a conference specifically for small charities in the autumn of 2016.

"Running a tiny organisation means making every penny and every minute count. As organisational members of Charity Comms we get access to practical best practice guides, quality training events and a wide network of colleagues. The knowledge hub is pretty much always our first port of call with comms questions and I don't think I have ever left a Charity Comms event without either a brand-new idea to try out straight away or a set of questions to ask back at base".

**Liz O'Neill, Director, GM Freeze.**

Our individual membership grew from 329 to 380 individual members. We have a much higher turnover of individual members as people move around and out of the sector, or upgrade to organisational membership. This year we welcomed 221 new individual members and our renewal rate was 48%.

"Charity comms membership has been an excellent resource for me personally and our charity over the past year. As part of a relatively small comms team it's been great to keep up to date with what's going on in the sector, hear from other charities, as well as make use of all the resources on the Charity Comms website. It has definitely helped us shape our own strategy and practices."

**Hannah Chambers, Marketing and communications manager, Royal Parks Foundation, individual member**

We grew from 84 to 92 corporate partners, with a 68% renewal rate.

"Being a corporate member of CharityComms has been fantastic for our co-operative. We've had many referrals from our listing on the supplier directory, giving us the opportunity to work on brilliant projects for game-changing organisations. Thank you CharityComms."

**Nadiya Donovan, director, wave**

**Peer support scheme**

Peer-to-peer sharing is at the heart of what we do as an organisation, this takes place in everything we do, and it is epitomised by our peer support scheme, which includes a mentoring service, access to affordable coaching and one-off meetings with professionals in the sector. One of CharityComms' guiding principles is that we respect the wisdom and experience of our members and will facilitate its dissemination and their advocacy of communications best practice.

We matched 146 people through our peer support scheme in 2016-17 (up from 102 the previous year), including 117 mentoring partnerships, 26 one-off meetings and 3 coaching relationships.

"The scheme has been really important at this point in my early marketing management career. My mentor Ali had been at Macmillan for an impressive stretch and built a great deal of insight and experience to our meetings.

We discussed everything from stakeholder management to video content that works best when short. Having someone to sound ideas off was helpful in repackaging our existing printed booklet.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2017

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#### STRATEGIC REPORT

##### Achievement and performance

I joined the scheme during a maternity contract and Ali had some great advice on how to identify some organisational needs to my manager, as well as ideas for a new role so that I could continue to work at Shelter towards the end of the contract. She also introduced me to a content manager at Macmillan and shared some useful information about content working in the charity comms sector.... I'd really recommend having a mentor at whatever point you are in your charity comms career - getting an independent view on a project really can add a bit of insider value or something you'd just never thought of before."

**Katie Palmer, Brand marketing manager, The floating Theatre, mentee**

##### Events

CharityComms' events bring our mission to life by showcasing examples of innovation and best practice and allowing our network to share their successes, failures, challenges and solutions with their peers.

"I really enjoy coming to these sessions and learning about different areas of our work, as well as meeting colleagues from other organisations. Having events which are part talk, part group discussion work very well."

**Ruvani de Silva, communications manager, Coram - attended The internal communicator's digital toolkit seminar, June 2017**

We aim to inform, inspire and empower delegates to use effective communications to better serve their beneficiaries and supporters. This year we ran 53 events (including seminars, conferences, special interest groups, UK-wide groups, workshops and networking events) attended by nearly 4,000 charity communications professionals, 50% more delegates than last year. We introduced a new special interest group: the Campaign Network, and three new UK-wide groups: Midlands, Scotland and Wales. We also continued to live stream our seminars and film some of our special interest group events to reach more members across the UK.

"Really well-organised event, met some great people from other charities, and learnt a lot that I could take back to my role and share with colleagues... Thanks very much for putting on such an informative day!"

**Claire Martin, comms/events co-ordinator, Macmillan Cancer Support - attended the Behind the headlines conference, December 2016**

We completed our first series of Stepping into Comms Leadership workshops and ran a second series in the Spring, for small peer groups of senior communications professionals looking to move into leadership. Three charity CEOs shared their experience of moving into leadership through communications roles.

"CharityComms' Stepping into Leadership course has been one of the most helpful things career-wise I've ever done."

**Michelle Saxby, head of PR and communications, Teenage Cancer Trust - attended Stepping into Comms Leadership, Autumn 2016**

We ran our first conference specifically for small charities, attended by 87 comms professionals working, and 95% of delegates rated the day as good or excellent.

"It was an awesome event - not a word I often use in my work, but the best one to describe this! Fantastically organised with a good balance of discussion, presentations and break-out sessions with a scattering of interesting debate and humour for good measure."

**Fiona Cromwell, marketing and fundraising officer, Designability - attended the Small charities communications conference, September 2016**

Over the year, 95% of conference delegates and 95% of seminar delegates rated our events as good or excellent.

"CharityComms always put on the best conferences. They are so well organised and thought out with high quality speakers, plenty of breaks and refreshments. I always leave feeling not just inspired but with actions I can implement in my own organisation. Thank you guys for another excellent conference!"

**Fran Swaine, digital marketing consultant - attended the Behaviour change conference, July 2017**

##### Digital communications

CharityComms delivers valued and valuable free content to a rising number of readers via our website, eNews and social media channels. Unique visits to [www.charitycomms.org.uk](http://www.charitycomms.org.uk) rose by 15% from 128,070 last year to 147,140 in 2015-16. We posted 121 new articles on the site, 30 more than last year - a mixture of thought-leadership pieces, inspiring case studies and practical top tips and grew our email list by 5% to 9,694 opted-in individuals. Our Twitter following at 1 May 2016 stood at 35,508, generating 25,010 referrals to our website.

- Inspiring article from @CharityComms on the 5 villains of charity films and how to overcome them. <https://goo.gl/EPHKKV> - @smulveydesigns

- "Make like Frozen and let it go" - excellent article about devolving communications on @charitycomms <http://buff.ly/2c8WVsu> - @richardsved

- Really interesting @CharityComms article on charities using #WhatsApp <http://www.charitycomms.org.uk/articles/how-charities-are-adopting-whatsapp> ... #nfpotech - @mkeating121

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2017**

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**STRATEGIC REPORT**

**Achievement and performance**

**Best practice guides, reports and resources**

CharityComms' best practice guides contain inspirational ideas and examples of great comms work from across the sector. Each guide has a steering group which ensures the final product is representative of the spectrum of ideas, experiences and wisdom available. Guides are designed to help communicators build their skills and address key challenges. They are free to download from the CharityComms website, and we also distribute printed copies at our events.

" Charity Marketing and Communications Salary Survey 2016. Published 7 June 2016. 432 downloads by 30 April 2017

" How to talk to your trustees about communications. Published 13 September 2016. 825 downloads by 30 April 2017

- Companion guide - Understanding communications: a brief guide for charity trustees. Published 23 November 2016. 103 downloads by 30 April 2017

" Whatever next? - Public Engagement in 2010. Published February 2017. 399 downloads by 30 April 2017

" A Year in the life: our guide to annual publications, 2nd edition. Published in partnership with Sarah Fitzgerald and Eden Stanley, 19 April 2017.

Meanwhile, our most popular best practice guide to date - Branding Inside Out- was downloaded 411 times this year, bringing total downloads for this guide alone to 3,929 since it was published in 2012.

**CharityComms Digital Benchmark**

CharityComms' Digital Benchmark is a syndicate of charities pooling their digital data to benchmark their digital performance in communications, campaigns and fundraising. This is a unique collaboration of 41 charities aimed at improving the performance of participating organisations. A new platform which provides real-time reporting of the Benchmark data is now being trialled by participants.

"CharityComms offers an excellent way of understanding how charities are performing and the Benchmark contains a healthy mix of medium to large charities across different sectors to give a balanced view of how well the industry is performing. We greatly value CharityComms' expertise in gathering and analysing the data and have always appreciated the detailed reports and presentations."

**Aytug Ozeli, former advertising and marketing manager, Scope**

**AskCharity**

AskCharity is CharityComms' free media matching service, designed to help charities and journalists work together. Journalists use it to find case studies, spokespeople and information from charities. Charities use it to expand their media contacts lists, develop relationships and achieve more (or broader) media coverage. This year 1,044 requests for information were sent by journalists to AskCharity registered charities.

"As a magazine journalist focussing on real life stories, AskCharity is an invaluable service when it comes to finding moving, uplifting and thought provoking case study led stories. Contacting multiple charities at once is a hugely helpful tool, and the service always gives me great results - I have nothing but praise!"

**Ella Dove, freelance journalist**

**Understanding Charities Group**

CharityComms has continued to take a leading role in the Understanding Charities Group, the cross-sector coalition aiming to maintain levels of public trust and confidence in charities while increasing understanding of the way modern charities work. In 2016/17, alongside encouraging charities to communicate their individual impact, we needed to demonstrate the collective impact of the work of the charity and voluntary sector. This was started with the February 2017 Charity Today report produced by ACEVO, CharityComms, IoF and CAF. NCVO is now working to develop more robust but media friendly data to demonstrate the sector's collective impact and therefore the effect of the public's donations.

**Financial review**

**Financial summary**

The accounts report a very successful year for the charity company with net incoming resources of £598,477. Assets exceed liabilities as shown on the balance sheet with a very healthy bank balance of £468,447, giving us the opportunity to invest in products and services for our members in the year ahead. The majority of the creditors balance, £65,545 represents deferred income that will be realised in the coming year.

Overall income rose 9.5% year on year with costs increasing by 12%. The increase in expenditure was largely a result of increased staffing and pay rises required to assist with business growth.

**Developments 2017 -2018**

Building on our strong financial performance over the past few years, CharityComms is investing some of the cumulative profit we've built up back into our products and services. Objectives include

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2017**

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**STRATEGIC REPORT**

**Financial review**

- Implementing our audience segmentation insights to improve the overall membership experience
- Focusing on 5 main conferences to ensure sustainable income and best meet our charitable objectives
- Reviewing and improving our digital content
- Improving the remote experience for our seminar delegates
- Growing and reaching new groups in Birmingham, Cardiff and Edinburgh and considering a North-East Group
- Launching our resources and tools document hub to support best practice across the sector

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing Document**

The charity is controlled by its governing document, the memorandum and articles of association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06210121 (England and Wales)

**Registered Charity number**

1138312

**Registered office**

2-6 Tenter Ground  
Spitalfields  
London  
E1 7NH

**Trustees**

|                    |                     |
|--------------------|---------------------|
| J A Grounds        |                     |
| S Palmer           | - resigned 30.6.17  |
| G Scott-Spicer     |                     |
| V Shooter          | - resigned 30.6.17  |
| Mrs L Dallmeyer    |                     |
| S O'Farrell        |                     |
| Ms D Holland       | - resigned 14.2.17  |
| Ms J Abels         |                     |
| H Leylabi          |                     |
| Ms A Warley        | - resigned 22.11.16 |
| Ms K Hall          |                     |
| Ms L S Burns       | - resigned 4.9.17   |
| L Abell            | - appointed 18.9.17 |
| C Gardiner         | - appointed 18.9.17 |
| C Chymera-Holloway | - appointed 18.9.17 |

**Senior Managers**

| <u>Title</u>            | <u>Name</u> | <u>Appointment/Resignation</u> |
|-------------------------|-------------|--------------------------------|
| Director                | V Browning  | Resigned 9 February 2017       |
| Chief Executive Officer | A Warley    | Appointed 20 February 2017     |

**Independent examiner**

Hilton Sharp & Clarke Limited  
30 New Road  
Brighton  
East Sussex  
BN1 1BN

**CHARITYCOMMS**

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 APRIL 2017**

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**REFERENCE AND ADMINISTRATIVE DETAILS**

**Bankers**

The Co-operative Bank PLC  
Business Direct  
PO Box 250  
Skelmerdale  
Lancashire  
WN8 6WT

**Professional Advisers**

Lucas Fettes & Partners Limited  
Plough Court  
37 Lombard Street  
London  
EC3V 9BQ

**COMMENCEMENT OF ACTIVITIES**

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010.

Report of the trustees, incorporating a strategic report, approved by order of the board of trustees, as the company directors, on 22 September 2017 and signed on the board's behalf by:



J A Grounds - Trustee

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CHARITYCOMMS

I report on the accounts for the year ended 30 April 2017 set out on pages nine to seventeen.

### Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of FCA.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

### Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

### Independent examiner's statement

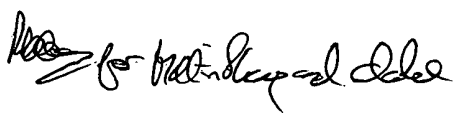
In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements

- to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Roger Moore  
FCA  
Hilton Sharp & Clarke  
1st Floor Atlantic House  
Jengers Mead  
Billingshurst  
West Sussex  
RH14 9PB

Date: 23rd September 2017

**CHARITYCOMMS**

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 APRIL 2017**

|                                                                   |       | 2017<br>Unrestricted<br>fund<br>£ | 2016<br>Total<br>funds<br>£ |
|-------------------------------------------------------------------|-------|-----------------------------------|-----------------------------|
| <b>INCOME AND ENDOWMENTS FROM</b>                                 | Notes |                                   |                             |
| Donations and legacies                                            | 2     | 385,731                           | 337,199                     |
| Other trading activities                                          | 3     | 211,360                           | 208,912                     |
| Investment income                                                 | 4     | 1,386                             | 894                         |
| <b>Total</b>                                                      |       | <u>598,477</u>                    | <u>547,005</u>              |
| <br><b>EXPENDITURE ON</b>                                         |       |                                   |                             |
| <b>Raising funds</b>                                              |       |                                   |                             |
| Other trading activities                                          | 5     | 527,369                           | 470,292                     |
|                                                                   |       | <u>527,369</u>                    | <u>470,292</u>              |
| <br><b>NET INCOME</b>                                             |       | <u>71,108</u>                     | <u>76,713</u>               |
| <br><b>RECONCILIATION OF FUNDS</b>                                |       |                                   |                             |
| <b>Total funds brought forward</b>                                |       | 183,853                           | 107,140                     |
| <br><b>TOTAL FUNDS CARRIED FORWARD</b>                            |       | <u><u>254,961</u></u>             | <u><u>183,853</u></u>       |
| <br><b>CONTINUING OPERATIONS</b>                                  |       |                                   |                             |
| All income and expenditure has arisen from continuing activities. |       |                                   |                             |

The notes form part of these financial statements

**CHARITYCOMMS**

**BALANCE SHEET  
AT 30 APRIL 2017**

|                                              |       | 2017<br>Unrestricted<br>fund<br>£ | 2016<br>Total<br>funds<br>£ |
|----------------------------------------------|-------|-----------------------------------|-----------------------------|
| <b>FIXED ASSETS</b>                          | Notes |                                   |                             |
| Tangible assets                              | 12    | 14,183                            | 18,911                      |
| <b>CURRENT ASSETS</b>                        |       |                                   |                             |
| Debtors                                      | 13    | 63,312                            | 63,801                      |
| Cash at bank and in hand                     |       | 468,447                           | 372,617                     |
|                                              |       | <u>531,759</u>                    | <u>436,418</u>              |
| <b>CREDITORS</b>                             |       |                                   |                             |
| Amounts falling due within one year          | 14    | (65,545)                          | (64,824)                    |
| <b>NET CURRENT ASSETS</b>                    |       | <u>466,214</u>                    | <u>371,594</u>              |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       | 480,397                           | 390,505                     |
| <b>ACCRUALS AND DEFERRED INCOME</b>          | 15    | (225,436)                         | (206,652)                   |
| <b>NET ASSETS</b>                            |       | <u>254,961</u>                    | <u>183,853</u>              |
| <b>FUNDS</b>                                 | 16    |                                   |                             |
| Unrestricted funds                           |       | 254,961                           | 183,853                     |
| <b>TOTAL FUNDS</b>                           |       | <u>254,961</u>                    | <u>183,853</u>              |

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2017 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The financial statements were approved by the Board of Trustees on 22 September 2017 and were signed on its behalf by:



J A Grounds -Trustee

The notes form part of these financial statements

**CHARITYCOMMS**

**CASH FLOW STATEMENT  
FOR THE YEAR ENDED 30 APRIL 2017**

|                                                                           | Notes | 2017<br>£             | 2016<br>£             |
|---------------------------------------------------------------------------|-------|-----------------------|-----------------------|
| <b>Cash flows from operating activities:</b>                              |       |                       |                       |
| Cash generated from operations                                            | 1     | <u>94,444</u>         | <u>135,065</u>        |
| <b>Net cash provided by (used in) operating activities</b>                |       | <u>94,444</u>         | <u>135,065</u>        |
| <br><b>Cash flows from investing activities:</b>                          |       |                       |                       |
| Purchase of tangible fixed assets                                         |       | -                     | (10,256)              |
| Interest received                                                         |       | <u>1,386</u>          | <u>894</u>            |
| <b>Net cash provided by (used in) investing activities</b>                |       | <u>1,386</u>          | <u>(9,362)</u>        |
| <br><b>Change in cash and cash equivalents in the reporting period</b>    |       | <br><u>95,830</u>     | <br><u>125,703</u>    |
| <b>Cash and cash equivalents at the beginning of the reporting period</b> |       | <u>372,617</u>        | <u>246,914</u>        |
| <b>Cash and cash equivalents at the end of the reporting period</b>       |       | <u><u>468,447</u></u> | <u><u>372,617</u></u> |

The notes form part of these financial statements

**CHARITYCOMMS**

**NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 30 APRIL 2017**

**1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

|                                                                                           | <b>2017</b>   | <b>2016</b>    |
|-------------------------------------------------------------------------------------------|---------------|----------------|
|                                                                                           | <b>£</b>      | <b>£</b>       |
| <b>Net income for the reporting period (as per the statement of financial activities)</b> | <b>71,108</b> | <b>76,713</b>  |
| <b>Adjustments for:</b>                                                                   |               |                |
| Depreciation charges                                                                      | 4,727         | 6,309          |
| Interest received                                                                         | (1,386)       | (894)          |
| Decrease/(increase) in debtors                                                            | 489           | (21,640)       |
| Increase in creditors                                                                     | 19,506        | 74,577         |
| <b>Net cash provided by (used in) operating activities</b>                                | <b>94,444</b> | <b>135,065</b> |

## CHARITYCOMMS

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2017

#### 1. ACCOUNTING POLICIES

##### Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

|                    |                           |
|--------------------|---------------------------|
| Computer equipment | - 25% on reducing balance |
| Website            | - 25% on reducing balance |

##### Taxation

The charity is exempt from corporation tax on its charitable activities.

##### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

#### 2. DONATIONS AND LEGACIES

|               | 2017           | 2016           |
|---------------|----------------|----------------|
|               | £              | £              |
| Donations     | 18,000         | 18,000         |
| Subscriptions | 367,731        | 319,199        |
|               | <u>385,731</u> | <u>337,199</u> |

#### 3. OTHER TRADING ACTIVITIES

|             | 2017           | 2016           |
|-------------|----------------|----------------|
|             | £              | £              |
| Conferences | <u>211,360</u> | <u>208,912</u> |

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2017**

**4. INVESTMENT INCOME**

|                          | 2017         | 2016       |
|--------------------------|--------------|------------|
|                          | £            | £          |
| Deposit account interest | <u>1,386</u> | <u>894</u> |

**5. OTHER TRADING ACTIVITIES**

|               | 2017           | 2016           |
|---------------|----------------|----------------|
|               | £              | £              |
| Purchases     | 137,557        | 147,280        |
| Bad debts     | -              | 3,270          |
| Support costs | <u>389,812</u> | <u>319,742</u> |
|               | <u>527,369</u> | <u>470,292</u> |

**6. SUPPORT COSTS**

|                          | Management<br>£ | Finance<br>£ | Information<br>technology<br>£ |
|--------------------------|-----------------|--------------|--------------------------------|
| Other trading activities | <u>34,685</u>   | <u>3,094</u> | <u>7,319</u>                   |

|                          | Human<br>resources<br>£ | Other<br>£    | Governance<br>costs<br>£ | Totals<br>£    |
|--------------------------|-------------------------|---------------|--------------------------|----------------|
| Other trading activities | <u>300,815</u>          | <u>41,649</u> | <u>2,250</u>             | <u>389,812</u> |

**7. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

|                             | 2017         | 2016         |
|-----------------------------|--------------|--------------|
|                             | £            | £            |
| Depreciation - owned assets | <u>4,728</u> | <u>6,309</u> |

**8. INDEPENDENT EXAMINER'S REMUNERATION**

|                                     | 2017         | 2016         |
|-------------------------------------|--------------|--------------|
|                                     | £            | £            |
| Independent examiner's remuneration | <u>2,000</u> | <u>2,000</u> |
| Total non-audit fees                | <u>2,000</u> | <u>2,000</u> |

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2017**

**9. TRUSTEES' REMUNERATION AND BENEFITS**

**Trustees' expenses**

During the year the Charity did not pay any expenses on behalf of trustees:

| <b>Description</b>      | <b>2017</b> | <b>2016</b>  |
|-------------------------|-------------|--------------|
| Direct Costs            | -           | 623          |
| Staff Expenses          | -           | 687          |
| <b>Total</b>            | <b>-</b>    | <b>1,310</b> |
| Reimbursed in year      | -           | (1,310)      |
| Outstanding at year end | -           | -            |

**10. STAFF COSTS**

|                       | <b>2017</b>    | <b>2016</b>    |
|-----------------------|----------------|----------------|
|                       | <b>£</b>       | <b>£</b>       |
| Wages and salaries    | 271,756        | 208,951        |
| Social security costs | 21,580         | 22,603         |
| Other pension costs   | 7,479          | 5,551          |
| <b>Total</b>          | <b>300,815</b> | <b>237,105</b> |

The average monthly number of employees during the year was as follows:

|  | <b>2017</b> | <b>2016</b> |
|--|-------------|-------------|
|  | <b>8</b>    | <b>7</b>    |

No employees received emoluments in excess of £60,000.

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

|                                    | <b>Unrestricted fund<br/>£</b> |
|------------------------------------|--------------------------------|
| <b>INCOME AND ENDOWMENTS FROM</b>  |                                |
| Donations and legacies             | 337,199                        |
| Other trading activities           | 208,912                        |
| Investment income                  | 894                            |
| <b>Total</b>                       | <b>547,005</b>                 |
| <b>EXPENDITURE ON</b>              |                                |
| Raising funds                      | 470,292                        |
| <b>Total</b>                       | <b>470,292</b>                 |
| <b>NET INCOME</b>                  | <b>76,713</b>                  |
| <b>RECONCILIATION OF FUNDS</b>     |                                |
| <b>Total funds brought forward</b> | <b>107,140</b>                 |

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2017**

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

Unrestricted  
fund  
£

**TOTAL FUNDS CARRIED FORWARD**

183,853

**12. TANGIBLE FIXED ASSETS**

|                                 | Computer<br>equipment<br>£ | Website<br>£  | Totals<br>£   |
|---------------------------------|----------------------------|---------------|---------------|
| <b>COST</b>                     |                            |               |               |
| At 1 May 2016 and 30 April 2017 | <u>5,404</u>               | <u>46,984</u> | <u>52,388</u> |
| <b>DEPRECIATION</b>             |                            |               |               |
| At 1 May 2016                   | 2,491                      | 30,986        | 33,477        |
| Charge for year                 | 728                        | 4,000         | 4,728         |
| At 30 April 2017                | <u>3,219</u>               | <u>34,986</u> | <u>38,205</u> |
| <b>NET BOOK VALUE</b>           |                            |               |               |
| At 30 April 2017                | <u>2,185</u>               | <u>11,998</u> | <u>14,183</u> |
| At 30 April 2016                | <u>2,913</u>               | <u>15,998</u> | <u>18,911</u> |

**13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

|               | 2017<br>£     | 2016<br>£     |
|---------------|---------------|---------------|
| Trade debtors | 63,312        | 58,307        |
| Other debtors | -             | 5,494         |
|               | <u>63,312</u> | <u>63,801</u> |

**14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

|                                 | 2017<br>£     | 2016<br>£     |
|---------------------------------|---------------|---------------|
| Trade creditors                 | 31,891        | 28,948        |
| Social security and other taxes | 4,437         | 10,532        |
| VAT                             | 24,769        | 20,086        |
| Other creditors                 | 2,448         | 3,258         |
| Accrued expenses                | 2,000         | 2,000         |
|                                 | <u>65,545</u> | <u>64,824</u> |

**15. ACCRUALS AND DEFERRED INCOME**

Membership income is invoiced annually and recognised in the period of consumption.

£225,436 (2016: £206,652) has been deferred to the following accounting period.

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2017**

**16. MOVEMENT IN FUNDS**

|                           | At 1.5.16<br>£ | Net movement<br>in funds<br>£ | At 30.4.17<br>£ |
|---------------------------|----------------|-------------------------------|-----------------|
| <b>Unrestricted funds</b> |                |                               |                 |
| General fund              | 183,853        | 71,108                        | 254,961         |
| <b>TOTAL FUNDS</b>        | <u>183,853</u> | <u>71,108</u>                 | <u>254,961</u>  |

Net movement in funds, included in the above are as follows:

|                           | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | Movement in<br>funds<br>£ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| <b>Unrestricted funds</b> |                            |                            |                           |
| General fund              | 598,477                    | (527,369)                  | 71,108                    |
| <b>TOTAL FUNDS</b>        | <u>598,477</u>             | <u>(527,369)</u>           | <u>71,108</u>             |

**Comparatives for movement in funds**

|                           | At 1.5.15<br>£ | Net movement<br>in funds<br>£ | At 30.4.16<br>£ |
|---------------------------|----------------|-------------------------------|-----------------|
| <b>Unrestricted Funds</b> |                |                               |                 |
| General fund              | 107,140        | 76,713                        | 183,853         |
| <b>TOTAL FUNDS</b>        | <u>107,140</u> | <u>76,713</u>                 | <u>183,853</u>  |

Comparative net movement in funds, included in the above are as follows:

|                           | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | Movement in<br>funds<br>£ |
|---------------------------|----------------------------|----------------------------|---------------------------|
| <b>Unrestricted funds</b> |                            |                            |                           |
| General fund              | 547,005                    | (470,292)                  | 76,713                    |
| <b>TOTAL FUNDS</b>        | <u>547,005</u>             | <u>(470,292)</u>           | <u>76,713</u>             |

**17. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 April 2017.

**CHARITYCOMMS**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 APRIL 2017**

|                                            | 2017<br>£      | 2016<br>£      |
|--------------------------------------------|----------------|----------------|
| <b>INCOME AND ENDOWMENTS</b>               |                |                |
| <b>Donations and legacies</b>              |                |                |
| Donations                                  | 18,000         | 18,000         |
| Subscriptions                              | 367,731        | 319,199        |
|                                            | <u>385,731</u> | <u>337,199</u> |
| <b>Other trading activities</b>            |                |                |
| Conferences                                | 211,360        | 208,912        |
| <b>Investment income</b>                   |                |                |
| Deposit account interest                   | 1,386          | 894            |
| <b>Total incoming resources</b>            | <u>598,477</u> | <u>547,005</u> |
| <b>EXPENDITURE</b>                         |                |                |
| <b>Other trading activities</b>            |                |                |
| Direct costs                               | 137,557        | 147,280        |
| Bad debts                                  | -              | 3,270          |
|                                            | <u>137,557</u> | <u>150,550</u> |
| <b>Support costs</b>                       |                |                |
| <b>Management</b>                          |                |                |
| Consultancy fees                           | 34,685         | 26,133         |
| Consultancy fees - Understanding Charities | -              | 12,366         |
|                                            | <u>34,685</u>  | <u>38,499</u>  |
| <b>Finance</b>                             |                |                |
| Bank charges                               | 3,094          | 2,078          |
| <b>Information technology</b>              |                |                |
| Website maintenance                        | 7,319          | 4,536          |
| <b>Human resources</b>                     |                |                |
| Wages                                      | 271,756        | 208,951        |
| Social security                            | 21,580         | 22,603         |
| Pensions                                   | 7,479          | 5,551          |
|                                            | <u>300,815</u> | <u>237,105</u> |
| <b>Other</b>                               |                |                |
| Computer software                          | 2,752          | 3,080          |
| Staff expenses                             | 9,470          | 7,235          |
| Rent                                       | 24,700         | 18,000         |
| Computer equipment depreciation            | 728            | 977            |
| Website depreciation                       | 3,999          | 5,332          |
|                                            | <u>41,649</u>  | <u>34,624</u>  |
| <b>Governance costs</b>                    |                |                |
| Independent examiner's remuneration        | 2,000          | 2,000          |
| Legal fees                                 | 250            | 900            |
|                                            | <u>2,250</u>   | <u>2,900</u>   |
| <b>Total resources expended</b>            | <u>527,369</u> | <u>470,292</u> |

This page does not form part of the statutory financial statements

**CHARITYCOMMS**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 APRIL 2017**

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|            | 2017<br>£     | 2016<br>£     |
|------------|---------------|---------------|
| Net income | <u>71,108</u> | <u>76,713</u> |

This page does not form part of the statutory financial statements