

2015 ANNUAL REPORT

For the year 2015–2016

to include summary financial accounts for 2015

ANNUAL REPORT



The 2016 AGM will take place in the Westminster Lecture Theatre (Lower Tier only)
Keele University, Staffordshire, ST5 5BG
on Monday 5 September 2016 at 6:00 pm
(please bring these papers with you).

Arboricultural Association

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Your contacts at the AA

Volunteers *(members not remunerated)*

Arboricultural Association Directors and Charity Trustees:

- **Chairman** – Jago Keen, Tel: 01252 850096, Email: chair@trees.org.uk
- **Vice Chairman** – Keith Sacre, Tel: 01353 720748, Email: admin@trees.org.uk
- **Treasurer** – Laurence Vine-Chatterton, Email: admin@trees.org.uk
- **Other Directors:** Jon Heuch, Simon Holmes, Robin Jackson, Jaime Bray, Jim Quaife, Keith Sacre, Michael Sankus, Alan Parker, Ged Collins, Jonathan Cocking, Alastair Dunkin, Lisa Sanderson, and Peter Wharton

Arboricultural Association Trading Ltd Directors:

- Jim Quaife, Jonathan Cocking and Jaime Bray

The Committees:

- **Education and Training Committee**
Chairman Robin Jackson, Tel: 07590 047037, Email: chairEducation@trees.org.uk
- **Media and Communications Committee**
Chairman Alastair Durkin, Tel: 01883 732863, Email: chairMedia@trees.org.uk
- **Professional Committee**
Chairman Simon Holmes, Tel: 01189 762902, Email: chairProf@trees.org.uk

Specialist Working Groups:

- **Arborists' Working Group (AWG)**
Chairman Jaime Bray, Email: chairAWG@trees.org.uk
- **Consultants' Working Group (CWG)**
Chairman Nick Bolton, Email: chairCWG@trees.org.uk
- **Utility Arboriculture Group (UAG)**
Chairman Karl Lee, Email: chairUAG@trees.org.uk

The Branches:

Branch Liaison – Simon Cox (*Technical Officer, AA HQ*)

Branch Secretaries:

- **Cornwall** – Mark Nankervis, Tel: 01736 755218
- **East Anglia** – Jason McPhie, Email: treesmcphie@hotmail.com
- **Irish** – Felim Sheridan, Tel: +353 (0)1 2742011
- **Midland** – Lesley Adams, Tel: 01455 828822
- **Northern** – Jo Ryan, Tel: 01904 720126
- **Scottish** – Ken Harvey, Email: ScotSec@trees.org.uk
- **South Eastern** – Becki Gawthorpe, Tel: 07860 524176
- **Thames and Chiltern** – Fiona Bradshaw, Email: fionatrees@googlemail.com
- **Wales** – Mike Higgins, Tel: 01437 891688
- **Western** – Gareth Evans, Email: gareth@evans-associates.co.uk

AA Representation and Liaison:

- **Arboriculture Liaison Group**, ¹Karen Martin and Simon Richmond
- **British Standards Institution – B/213 Trees**, Simon Pryce
- **Building Research Establishment Environmental Assessment Method**, Martin Gammie
- **European Arboricultural Council**, Jonathan Cocking and Bill Matthews
- **Forestry and Planning Network**, Richard Nicholson
- **GB & NI Tree Health Advisory Group**, Jon Heuch
- **Fund 4 Trees** (*fund raising activity Ride for Research*), Mick Boddy
- **Highways Authority National Highway Sector Scheme 18**, Simon Rotheram
- **HSE Arboriculture and Forestry Advisory Group (AFAG)**, Simon Richmond and Karl Lee (*UAG*)
- **Landscape Collaborative Working Party**, ¹Karen Martin
- **Lantra SSC (Register of Tree Work Operatives (R2) Steering Group)**, Jaime Bray and Simon Richmond
- **Lantra SSC (Trees and Timber Industries Group)**, Andy Gardner for UAG Development
- **National Tree Safety Group**, Simon Richmond
- **Scottish Tree Health Advisory Group**, William Hinchliffe and Fiona Melville
- **Society for the Environment**, Peter Holloway
- **Trees and Design Action Group**, ¹Karen Martin and Keith Sacre
- **Woodland Trust Charter for Trees**, Jeremy Peirce

Staff

(All staff email contacts are firstname@trees.org.uk except Simon Cox who is simon.c@trees.org.uk)

- ¹**Karen Martin**, Chief Executive Officer
- **Simon Richmond**, Senior Technical Officer
- **Paul Smith**, Technical Officer
- **Simon Cox**, Technical Officer
- **Louisa Coley**, Financial Controller (*part-time*)
- **Laura Joule**, Administration Officer – Publications
- **Jess Palfreyman**, Administration Officer – Membership and Systems
- **Tiff Prescott**, Administration Officer – Training
- **Polly Stone**, Administration Officer – Accreditation
- **Chris Martin**, Communications and Marketing Manager (*part-time*)
- **Stephen Hodsmen**, Marketing and Administration Officer
- **Kay Chadwick**, PA to CEO, and Systems Administrator

¹ Karen Martin left on 30th June 2016

Reports of the Board of Directors for the period AGM 2015–AGM 2016



Report of the Association Chairman for the period AGM 2015–AGM 2016

It will not be a surprise to any of the members that the Association has grown in strength and profile in recent times; each of you will no doubt have seen or heard of the progress, all of you have been behind that development and many have made a direct contribution. I thank you all for supporting UK arboriculture.

Perhaps the most obvious area of development is the much enhanced engagement with parliament where we are seeing a growing knowledge of the value trees provide to society and the value of arboriculturists in delivering that value for society. Sometimes the direct value to an individual member is not readily perceivable but I can assure you that by informing and educating parliament we all gain in some form or another.

At our conference in 2015 we continued with our theme of integration and collaboration, not just during the presentations but also in the masterclasses held on the Wednesday afternoon where we all shared wisdom.

Arb Show was an outstanding success this year. Not only did we sell out of exhibitor plots but we drew in a greater number of visitors than previous years. Exhibitors reported success with many quality leads. Visitors were impressed with the volume and quality of exhibitors. We are proud to represent the arboricultural sector with this class-leading event.

One of the major projects we embarked on last year came to fruition this year. To many, this major investment in behind-the-scenes infrastructure will not be apparent but by implementing a new Customer Relationship Management system we can better serve our members. With an integrated website enabling members to join, renew or upgrade their membership, book conference and training places or buy publications, we will add to this by ensuring our accreditation schemes can benefit from the online function. In addition we will add forums, a dedicated members' area and post latest news. This upgrade to our system enables us to speed up procedures so releasing more time to do other vital work.

Another behind-the-scenes investment was the update to governance, voted in at the last AGM. With changes to legislation and the need to keep current in our charitable operating environment we implemented the update and are now working within that framework.

Working with the Government's approach to apprenticeships we have taken the lead with Trailblazer 3 apprenticeships. As is normal there have been some hurdles along the way but I understand we are now ready to roll out the scheme.

As part of our collaboration and engagement commitment we have worked with many partner organisations this last year. One in particular has stood out for me, the Royal Horticultural Society. Working alongside them in parliamentary engagement has made me realise how much work they are doing to bolster the broad church of horticulture, including arboriculture. In parallel with this work, the RHS have included us in other projects, notably those for the young people of our sector, and I am delighted that we have been part of it.



The branch network has served us well. Not only have they held over 20 events themselves but they have represented the Association at many regional events. An opportunity for branch executives to get together was held in February where they discussed the role and challenges facing branches in delivering member expectations.

Our Association has profited from the smart, intelligent, amenable and dynamic Karen Martin these last few years. Karen stepped down as CEO at the end of June to pursue her love of the arts and develop roles for the benefit of others. We haven't lost her input but will retain those skills, experience and knowledge to be deployed as and when required in an ambassadorial role. I record here our thanks as a board of directors and on behalf of the membership. We have achieved much as a result of her commitment, drive and determination.

The Association is well placed to grow and develop further in the coming years. The board has recently appointed Stewart Wardrop as our new CEO. Stewart has an exemplary background in industry and a proven record in using that acumen to develop and nurture, in his last role, a class-leading membership organisation, also in the third-sector. I look forward to welcoming Stewart when he formally joins us in October.

Jago Keen

Chairman 2015/2016

Financial performance for the period 2015 and AGM 2015–AGM 2016

The AA's income continued to grow in 2015 reaching £1,190,000 compared with £1,114,000 in 2014. The surplus for the year was £17,000 compared with £51,000 after excluding the exceptional item in 2014.

This modest decline in annual surplus was due primarily to increased activities for the benefit of members.

£147,000 of capital expenditure in respect of new software and installation support was invested in 2015. This substantial strategic investment will provide enhanced service to members, will enable the AA to increase its charitable profile in the wider community and facilitates administrative efficiency.

As a result of this investment the cash flow for the year was £97,000 negative.

Nevertheless the AA's overall financial position remains satisfactory with adequate cash flows supported by the continued successes of the ARB Show this year, training programmes and the annual conference.

Laurence Vine-Chatterton

Treasurer

Report of the Professional Committee Chairman for the period AGM 2015–AGM 2016

Professional Committee has had yet another busy year with their wide and varied remit of tasks.

Amongst the many tasks, and normal business, of the Committee I present the following selection:

- The Code of Ethics has been reviewed and updated
- Qualification and entry requirements for applicants to the Registered Consultant scheme have been reviewed
- A replacement Lead Assessor for the Registered Consultant scheme has been sourced
- Setting the terms of reference for CWG to set up task force groups with specific objectives such as delivering a competency framework, a feasibility study of another tier for approved consultants, and reviewing the AARC applicant pack
- A fellowship application has been received and approved
- The fellowship and complaints procedures have been monitored to ensure they remain fit for purpose with minor changes made to the fellowship application form
- One complaint is in process
- Monitoring the activities of the UAG with the specific aim of improving communication and service levels.
- Monitoring development of the members' area of website to maximise its value
- Reviewing entry requirements for the Professional, Associate and Technician membership grades to reflect experience.
- Establishment of a new task group to review the Professional Membership application requirement. This will include a study of allied professional competencies and entry requirements to inform the process.

Our **Consultants' Working Group** has been active reviewing the requirements of a career in arboricultural consultancy and providing a framework around which all consultants can develop their careers. Specifically the tasks identified centre around:

- The benefits of being a Registered Consultant, promoting those benefits and how the assessment process has evolved
- The full range of competencies required of a consultant for both new entrants as well as existing and established consultants. This will identify training gaps and so enable the AA to infill gaps and develop consultants
- The different skills sets required of tree officers and private sector consultants. The differences between the two are recognised, however many are common to both roles. Identification of the necessary skills set will enable more fluid movement between the roles as part of an individual's career development
- Reviewing the mentoring process that needs to assist in an individual's development
- The feasibility of a training day specifically focused on helping those who wish to apply for the Registered Consultant to ensure clarity on the requirements and its accessibility.

Utility Arboricultural Group (UAG) saw the number of members increase dramatically this year. Better communication and the provision of regular health & safety updates are proving popular. The group has a strategy to provide a more robust and transparent industry structure, for individuals and companies, supplemented by education & training, events, and industry-led assistance and support.

The UAG along with LANTRA and City & Guilds have been working on restructuring and updating the basic Utility Arboricultural (UA) qualifications. These new competencies will replace the old units UA1 Basic Electrical Awareness and UA2 Pruning and Felling Trees. They have been structured to enable easier access to the industry for young people, whilst ensuring they have sufficient skills to undertake tasks safely.

These qualifications will provide the building blocks on which the UAG hopes to stimulate recruitment into an industry which is desperately short of high quality skilled arboricultural staff. UAG workshops, supported by a Utility Arboriculture Scheme, will form the mechanism by which we can begin to develop an apprenticeship scheme specifically targeted at the Utility Arboriculture Sector.

The **Arborists' Working Group (AWG)** has been 'on tour', travelling around the country, supported by a great platform of volunteer contributors. Their continued support enables us to deliver benefits for the arborist, aiding them in their everyday working life.

Examples of recent AWG projects include working on the interface between tree officers and contractors to help them understand each other's role and creating a guidance note about toxic, hazardous and poisonous vegetation. There are many nasty outcomes from some seemingly innocuous plants.

AWG will continue to serve the arborist with business, soft skills, working practice and health and safety matters.

Simon Holmes

Chair of Professional Committee



Report of the Education and Training Committee Chairman for the period AGM 2015–AGM 2016

I started my 2013-2014 Report with *"It continues to be another year of change within the educational sector. With the upheaval of the QCF starting to settle down...."* and it is with a sense of déjà vu that I present this Report for 2015-2016.

Changes in education seem to go round in cycles and it may not come as a great surprise to many of you to read that the Qualification and Credit Framework (QCF) for qualifications no longer exists. It has now been replaced with the Regulated Qualifications Framework (RQF). The Committee continually spends a considerable amount of time and effort, both predicting and keeping track of educational changes as they happen and this year is no different, with a whole new batch of terminology to understand. Having said this, despite the fact that individual qualifications come and go, the Committee continues to engage with the key Awarding Organisations and other interested stakeholders to ensure that the important skills and knowledge are going into new qualifications as they emerge, or when they are formally reviewed, in order to support the needs of the arboricultural industry in the future.

The Committee has responded to Awarding Organisation requests for support and as a consequence, significantly contributed to shape the development of new Level 2 & 3 'Technical' qualifications which are replacing substantial 1 and 2 year QCF qualifications that 16-19 years olds study in colleges, and which employers within the industry have just about become familiar with. Along with changes to qualification titles and unit names, the most significant change is the move towards more end assessments and examinations. These will assess learning and skills across a number of units at the same time (termed 'synoptic' assessment), rather than ongoing 'bite-sized' assessment throughout the duration of the qualification. The Government's rationale for this is to increase the rigour and give the new qualifications par with GCSEs and A-levels. The result is a move back to teaching a syllabus, rather than just teaching to the assessment.

Through Simon Richmond (Senior Technical Officer) the Committee has also been able to feed into the new and emerging Trailblazer apprenticeship which will eventually replace the existing SASE apprenticeship frameworks. Similar to the new 'Technical' qualifications, the Trailblazer has reintroduced a formal end assessment which requires apprentices to be holistically assessed undertaking a range of typical work activities, rather than just small individual tasks.

The Committee continues to steer the Association's annual training plan and critically review the draft schedule for the Amenity Conference. In addition, the Committee has also reviewed and provided suggestions to improve some of the Association's own branded training courses, as well as those practical chainsaw and related qualifications offered by the main Awarding Organisations. In future, all new training activities centrally offered by the Association will be reviewed by the Committee before being advertised, in order that members can access good quality training.

With the continued support of the Board of Trustees, for a second consecutive year the Committee has been able to provide support for worthy projects through the Research Grant. It is great to see that individuals and groups are starting to engage with this support opportunity and I am pleased to say we have already had expressions of interest from potential applicants for the 2016-2017 year. Subject to approval of the 2016-2017 budget, the closing date for Research Grant applications for this forthcoming year will be 30th January 2017.

In conclusion, keeping an effective watching brief on the educational sector could not be done without the valuable input of both the elected and co-opted members of the Committee. I am continually grateful for the support, knowledge, experience, skills and willingness to challenge perceived wisdom which they all contribute to the work of the Committee throughout the year.

Dr Robin Jackson

Chair Education and Training Committee

January 2013 to date

Report of the Media and Communications Committee Chairman for the period AGM 2014–AGM 2015

This report marks my first year as Chairman of M&C, having taken over from Peter Wharton following the 2015 AGM. Peter's tenure has certainly been a tough act to follow, and a number of the highest profile changes and achievements that have reached fruition within the AA over the last year have a number of their roots firmly located within Peter and Nick Beardmore's M&C chairmanship over the last few years. The work of Peter and Nick continues to add considerable value to the AA and I would like to take this opportunity to thank them for their effort and determination that along with the hard work of AA staff, has continuously driven the AA forward with its approach to Media and Communications.

Logo

We now have a new logo to take the AA forwards. The logo was developed to a brief prepared by this Committee. The flexibility of the new logo and the shield motifs now mean that we can look at more ways to get the image of the AA into the public realm. How we go about using our new logo to best effect is therefore the next question to answer. Onwards and upwards!

E News

The E News continues to go from strength to strength, engaging with, and keeping our members up to date with news and events on a regular basis. The E News is now maintained fully in house following Peter's sterling work at its inception.

Website

Hopefully everybody will now be familiar with our new website. Obviously in terms of appearance it is far more attractive. But the real benefit comes in terms of functionality. Some of the highlights include:

- Member area – where membership renewals can be completed online and CPD can be recorded. This will be expanded in due course.
- Online booking of training and events, including conference.
- Online shop – publications etc.
- Help & Advice area has been improved and updated.
- Mobile friendly.

Social Media

As an organisation our use of social media and in particular Facebook and Twitter has improved considerably since we first 'embraced' the technology. Our Twitter feed now has over 4,500 followers and Facebook over 5,100. One post resulted in a viral outreach to over 35,000 people worldwide. What all this means is that any information we place on Facebook appears on the news feed of over 5,100 people, whether members of the AA or not and this information can spread to vast numbers. Approximately 50% of our followers are not members and we are pleased to reach out to them as part of our educational remit. This year staff resources have been specifically allocated to social media, but massive thanks must go to Nick Beardmore for all the work he has done, particularly with Facebook, over the last couple of years. He is a credit to arboriculture.

Publications

Our intention to produce guides to inform the general public reached fruition this year with the publication of two free guidance leaflets. The first editions entitled '*Guide to Tree Pruning*' and '*Guide to Trees and the Law*' were launched at the ARB Show and a further leaflet titled '*Guide to Tree Selection, Planting and Establishment*' is in the pipeline at the time of writing this report. We aim for a compendium of freely available information to raise the profile of the value of trees and the value of good tree care as part of our charitable remit.

This year the AA was granted intellectual property rights to all Tree Advice Trust publications (Practice Notes, Research Notes). These will be available as an online resource and we are investigating the update of older work and the introduction of new papers.

The Arboricultural Journal

Significant improvements have been made to the regularity of the Journal and we will resume our normal schedule up to date by the end of 2016.

Member engagement

In this year M&C has specifically been looking at ways to engage more with local authority tree officers. The various tree officer groups do a good job of bringing tree officers together and providing support. There is overlap in the membership with the AA so we are seeking ways to give our tree officer members greater support.

Sponsored by Bartlett Tree Experts, supported by Head Office, and delivered by the South East Branch, a free-to-attend training day for tree officers entitled 'Tree Protection and Planning – the Role of the Tree Officer' was attended by forty-nine tree officers from London and the south east. This event has since been duplicated in other areas of the country and has had very positive feedback. We aim to deliver more in the coming year.

As we continue through 2016 and into 2017 my thanks go to all committee members for their support and hard work in my first year as Chair. So much progress has been made by the AA in the last few years, and now we must consolidate that hard work as well as developing new projects to keep our Association relevant to modern arborists and driving forward into the future.

Alastair Durkin

Chair Media and Communications Committee



Members of the Fund4Trees Ride for Research cycle team with Jago Keen and Karen Martin, at the ARB Show in June this year.

Report of Arboricultural Association Trading Ltd (AATL) for the period AGM 2015–AGM 2016

The Company's AGM will take place at the AA Conference on 5th September at Keele University, Staffordshire. As with previous years the meeting will be attended by officers and trustees of the Arboricultural Association and the Association's Accreditation Schemes' Manager.

The company's accounts have been approved by the Directors: Jim Quaife, Jonathan Cocking and Jaime Bray.

The accounts have been approved by the company's auditors and being wholly owned by the Association, are incorporated within the Association's annual accounts.

The Lead Assessor (interim) and Panel of seven Assessors of the AA Registered Consultants Scheme (AARC) are undertaking assessments, however the number of applicants remains low. The AARC Scheme promotion will be expanded to ensure the benefits of the scheme, to consultants and clients alike, are more readily understood.

The AARC Scheme had its annual standards day in May 2016, which was attended by 31 of the current 42 RCs. Along with the business session, presentations were given by visiting speakers and lively discussion ensued.

The AA Approved Contractor (ArbAC) Scheme has seen a continued rise in numbers with 267 companies registered on the scheme as at 15 July 2016.

The scheme's TrustMark (TM) approval continues to be very popular and a considerable additional benefit to its members. Currently 203 ArbACs are registered with TM.

2016 to 2017 is expected to be a stable trading year.

As ever, the AATL Directors wish to express their thanks to and recognition of the continued commitment and enthusiasm of the team at The Malthouse headquarters.

Jim Quaife
Director, AATL

Receipt of the Accounts of the Association for Financial Year 2015

Trustees' Statement

The accounts have been audited and given an unqualified report. Copies of the accounts have been filed with Companies House and will be filed with the Charity Commission by the due date.

A full copy of the audited accounts for 2015 is available on the website www.trees.org.uk or may be obtained from the registered office The Malthouse, Stroud Green, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2015 is provided on pages 14 and 15 with a comparison to 2014.

During 2015 the Trustees put in place a 1-year business plan that aids the implementation of the 5-year rolling strategy. These plans are communicated with all committees, working parties and branch chairs. Respective objectives and work streams are agreed. A budget was implemented for 2015 based on the business plan. Details of the actual performance and re-forecast for 2016 can be seen on pages 18 and 19.

Jago Keen

Independent Auditors' Report to the Members and Trustees of the Arboricultural Association

We have audited the financial statements of The Arboricultural Association for the year ended 31 December 2015, which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Association's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Association and its Members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material mis-statement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the Company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material mis-statements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and the parent Charitable Company's affairs as at 31 December 2015, and of the Group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- the parent Charitable Company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent Charitable Company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements and the Trustees' Annual Report in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a Strategic Report.

Scott Lawrence

Senior Statutory Auditor

For and on behalf of Hazlewoods LLP, Statutory Auditor

Arboricultural Association - Summary Financial Information

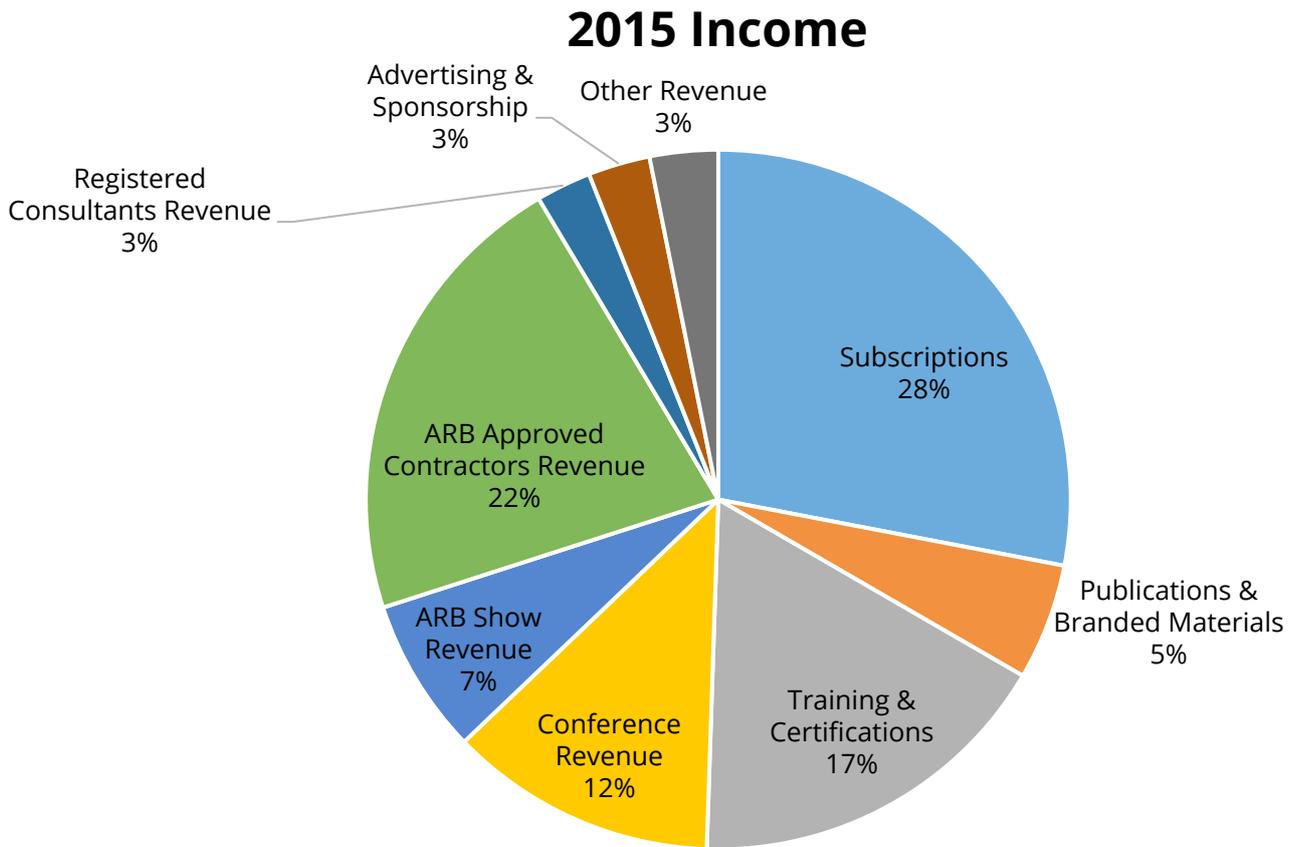
1 January 2014 to 31 December 2015

SUMMARY CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT	2015			2014		
	Income £'000	Expense £'000	Total £'000	Income £'000	Expense £'000	Total £'000
Activities to further the charity's objectives:						
Subscriptions	331.7	(64.8)	266.9	317.8	(55.9)	261.9
Publications	63.6	(70.0)	(6.4)	94.7	(74.9)	19.8
Conferences	145.5	(163.0)	(17.5)	139.8	(93.3)	46.5
Workshops and seminars	179.6	(182.2)	(2.6)	174.4	(180.2)	(5.8)
Trade fair	91.2	(121.8)	(30.6)	69.3	(100.1)	(30.8)
Meeting costs	-	(71.9)	(71.9)	-	(57.0)	(57.0)
Newsletter and journal	-	(87.9)	(87.9)	-	(78.4)	(78.4)
Grants	-	(0.2)	(0.2)	-	(2.6)	(2.6)
	<u>811.6</u>	<u>(761.8)</u>	<u>49.8</u>	<u>796.0</u>	<u>(642.4)</u>	<u>153.6</u>
Activities to generate funds:						
Consultants and contractors	284.2	(241.4)	42.8	239.2	(199.3)	39.9
Marketing and advertising	10.0	(12.1)	(2.1)	13.3	(34.8)	(21.5)
Promotion	-	(81.6)	(81.6)	-	(63.3)	(63.3)
Raffle	-	-	-	0.4	-	0.4
Management and administration	-	(16.2)	(16.2)	-	(12.5)	(12.5)
Technical support	-	(59.5)	(59.5)	-	(53.6)	(53.6)
Interest received	0.2	-	0.2	0.3	-	0.3
Sponsorship	23.7	-	23.7	-	-	-
Other activities	59.8	-	59.8	65.0	-	65.0
	<u>377.9</u>	<u>(410.8)</u>	<u>(32.9)</u>	<u>318.2</u>	<u>(363.5)</u>	<u>(45.3)</u>
Totals:	<u><u>1,189.5</u></u>	<u><u>(1,172.6)</u></u>		<u><u>1,114.2</u></u>	<u><u>(1,005.9)</u></u>	
Surplus / (deficit) of income over expenditure:			<u><u>16.90</u></u>			<u><u>108.30</u></u>
SUMMARY CONSOLIDATED BALANCE SHEET	2015		2014			
	£'000	£'000	£'000	£'000		
Fixed assets:		891.6		752.9		
Current assets:						
Stock		7.0		8.2		
Debtors		57.4		188.2		
Cash at bank and in hand		190.6		287.8		
		<u>255.0</u>		<u>484.2</u>		
Creditors due within one year:		<u>(338.5)</u>		<u>(418.8)</u>		
		(83.5)		65.4		
Creditors due after one year:		(164.2)		(191.3)		
		<u><u>643.9</u></u>		<u><u>627.0</u></u>		

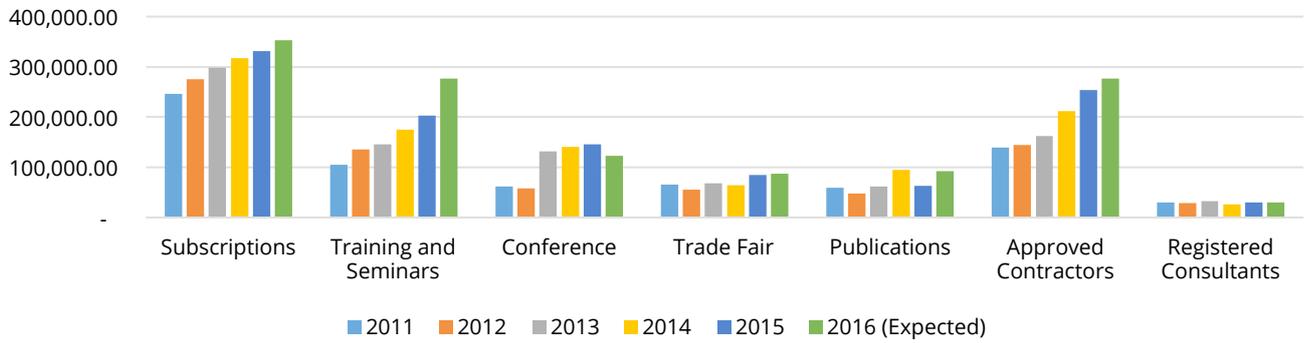
Funds:

Restricted fund	6.1	6.1
Unrestricted fund	632.9	616.0
Non-charitable reserves	4.9	4.9
	643.9	627.0

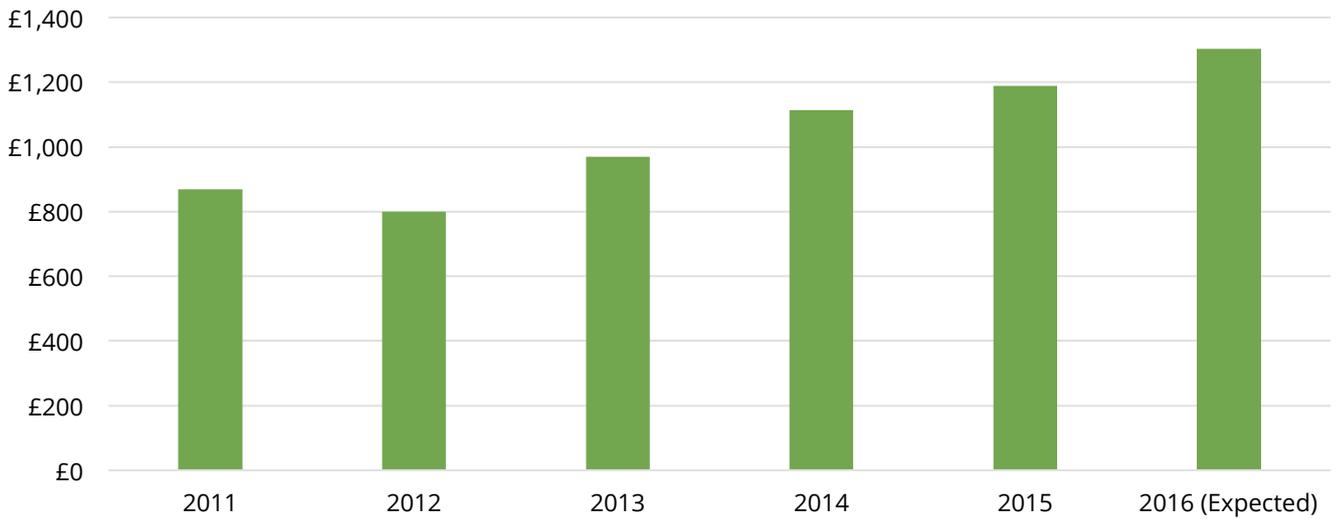
5.4 Graphical representation of 2015 Income



Income per year for Subscriptions, Training, Conference, ARB Show (Trade Fair), Publications, ARB Approved Contractors and AA Registered Consultants



Total Income per Year £'000



SUMMARY CONSOLIDATED MOVEMENT IN RESERVE FUNDS

31 December	Unrestricted Funds £	Restricted Funds £	Total £	Movement on previous year £
2011	499,940	8,306	508,246	77,823
2012	489,115	8,426	497,541	(10,705)
2013	510,389	8,345	518,734	21,193
2014	620,940	6,069	627,009	108,275
2015	637,873	6,080	643,953	16,944

MOVEMENT IN RESERVE FUNDS HELD IN BRANCH ACCOUNTS

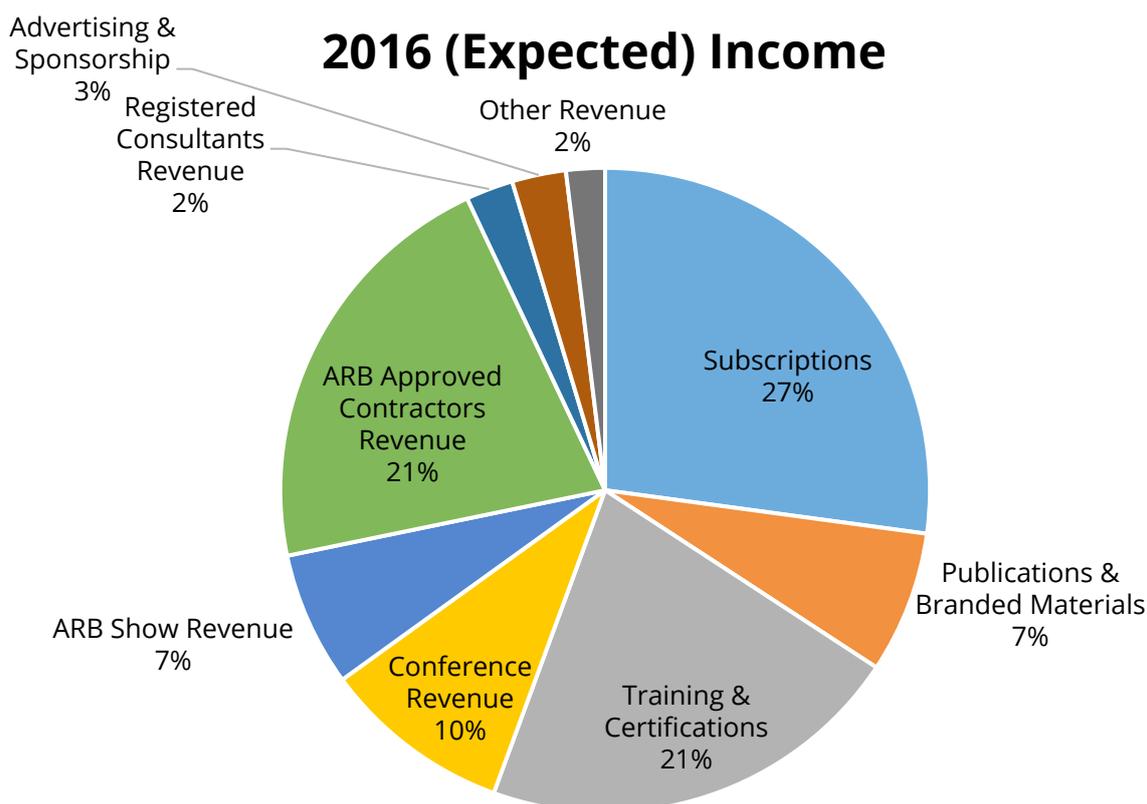
31 December	Total £	Movement on previous year £
2012	28,231	1,283
2013	32,171	3,940
2014	19,999	(12,172)
2015	22,328	2,329

Presentation of the Budget and performance for 2016 and re-forecast data as at 30 June 2016

In accordance with the Association's established practice a Business Plan and a Budget for 2016 were approved by the Board of Trustees at the start of the financial year. Performance against Budget is monitored regularly. At the present time – July 2016 – there is no reason to believe that the final outcome for the year will be materially at variance to Budget.

	Actual	Budget	Actual/forecast June
	2015	2016	2016
Sales			
Subscriptions	331,724	359,416	352,419
Branch Training Income	22,952	22,500	35,285
Publications & Branded Materials	63,553	102,672	92,244
Training & Certifications	179,631	258,020	241,237
Advertising Revenue	9,989	17,000	10,473
Conference Revenue	145,502	126,000	122,370
ARB Show Revenue	85,013	75,000	87,440
3ATC	6,236	6,000	5,771
Approved Contractors Revenue	254,196	261,835	276,139
Registered Consultants Revenue	30,002	33,250	30,625
Sponsorship	23,660	29,000	24,400
Other Revenue (2015 included postage & packing now in Membership)	37,092	26,792	25,101
Total - Sales	1,189,550	1,317,485	1,303,504
Purchases			
Membership Expenses	8,371	12,329	13,760
Publications Expenses	30,766	58,180	44,436
Editor's Expenses	12,872	13,355	13,047
Sponsorship and Marketing Expenditure	12,779	22,000	22,048
Conference Expenditure	101,878	97,000	92,640
Training Expenses	78,930	115,210	105,786
ARB Show Expenses	54,397	55,000	57,144
Branch Expenses	14,721	21,400	29,710
3ATC Expenses	3,522	3,500	2,494
Approved Contractors Expenditure	111,150	127,058	130,692
Registered Consultants Expenditure	4,756	7,000	9,656
Other Purchases	388	9,000	9,064
Total - Purchases	434,530	541,032	530,477
Gross Profit	755,020	776,453	773,027

Overheads			
Member Publications Expenses	58,798	55,843	53,252
Trustees Expenses	8,942	7,027	8,861
Committees & Other Meetings	35,150	33,425	29,881
Staff Overheads	448,394	454,557	449,131
Establishment Costs	18,737	21,688	20,565
Administration Expenses (less system costs)	73,617	91,552	98,301
Legal & Professional Fees	18,548	12,098	20,768
Finance Expenses	16,085	15,949	14,045
Depreciation, Disposal & Bad Debt	8,733	31,000	31,000
Malthouse Loan Interest	9,192	9,832	9,217
Total - Overheads	696,196	732,971	735,021
Trading Profit (for comparison to budget)	58,824	43,482	38,006
System costs (shown separately)	41,879	-	-
Operating Profit	16,945	43,482	38,006
Net Profit	16,945	43,482	38,006



Appointment of Auditors for the 2016 Accounts

Recommendation that the following be re-appointed as auditors for the coming year:

Hazlewoods LLP

Business Advisors and Chartered Accountants
Windsor House, Bayshill Road, Cheltenham, GL50 3AT

To report the retirement of Trustees during the term AGM 2015–AGM 2016

As a result of the AGM 2015 there were twelve elected Trustees of the Arboricultural Association.

(13) Heuch , Jon	(14) Sacre , Keith ⁶
(13) Quaife , Jim ³	(15) Wharton , Peter
(13) Sankus , Mike	(15) Collins , Ged
(14) Holmes , Simon ¹	(15) Durkin , Alastair ⁷
(14) Bray , Jaime	(15) Sanderson , Lisa
(14) Keen , Jago ⁵	(15) Cocking , Jonathan

(Brackets show year of election)

In addition to the above, three members were co-opted to become Trustees after the 2015 AGM

Parker, Alan **Vine-Chatterton**, Laurence⁴ **Jackson**, Robin²

Co-opted Trustees only hold office until next AGM (5th September 2016).

At each general meeting all Directors who have served a term of three years shall retire from office, except any Director who is in mid-term of office as the Chairperson.

Under the revised articles, there are a total of nine elected Trustees with five Trustees standing down/retiring on 5th September 2016:

Heuch , Jon	Keen , Jago ⁵
Quaife , Jim ³	Wharton , Peter
Sankus , Mike	

Retiring Trustees may stand again for election unless they have served three consecutive terms of office.

¹ Currently Chair of Professional Committee

² Currently Chair of Education and Training Committee

³ Currently liaison between AA and AATL

⁴ Currently Treasurer

⁵ Currently Chair

⁶ Currently Vice Chair

⁷ Currently Chair of Media and Communications Committee

Honorary titles: President and Vice Presidents

The current position is as follows:

President:	Vacant
Vice Presidents:	Mr Robin Harper Mr Robert Hillier, OBE Mr William Matthews, OBE Sir Joseph Alan Meale, MP Mr Henry Girling

Election of Association Trustees for the period AGM 2016–AGM 2017

Any member of the Association is entitled to nominate themselves for election to the role of Trustee, including those retiring unless they have served three consecutive terms of three years in office.

The following are entitled to retain Trusteeship without having to stand for election:

Sacre, Keith

Bray, Jaime

Holmes, Simon

Durkin, Alastair

Cocking, Jonathan

Collins, Ged

Sanderson, Lisa

Nominations have been received from:

Murat, Ian

Rolph, William

Sankus, Mike

A vote will be taken at AGM in order to elect up to two Trustees from the above nominees to serve for the period AGM 2016–AGM 2017.