

A photograph of a person with their arms raised in a forest, surrounded by falling leaves. The person is silhouetted against a bright, sunlit background. The scene is filled with green leaves and branches, creating a sense of being immersed in nature.

# 2016 Annual Report

For the year 2016–2017 to include summary financial accounts for 2016

The 2017 AGM will take place in the Alumni Auditorium (lower front section only)  
University of Exeter, Streatham Campus, Northcote House, Exeter, EX4 4QJ  
on Monday 11th September 2017 at 6:00 pm  
(please bring these papers with you).



Arboricultural  
ASSOCIATION

[trees.org.uk](http://trees.org.uk)

## Arboricultural Association

The Malthouse, Stroud Green, Standish, Stonehouse,  
Gloucestershire, GL10 3DL, United Kingdom

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# Your contacts at the AA

## Volunteers *(members not remunerated)*

### **Arboricultural Association Directors and Charity Trustees:**

- **Chairman** - Keith Sacre, Tel: 01353 720748, Email: chair@trees.org.uk
- **Vice Chairman** - Jaime Bray, Tel: 02476 335 853, Email: ViceChair@trees.org.uk
- **Treasurer** - Laurence Vine-Chatterton, Email: admin@trees.org.uk
- **Other Directors:** Jonathan Cocking, Ged Collins, Alastair Durkin, Simon Holmes, Robin Jackson, Ian Murat, Alan Parker and Michael Sankus

### **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* Andy Gardner, Email: chairUAG@trees.org.uk

### **The Branches:**

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**, Simon Richmond
- **British Standards Institution – B/213 Trees**, Simon Pryce
- **European Arboricultural Council**, Jonathan Cocking and Bill Matthews
- **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 Andy Gardner (*UAG*)
- **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**, Keith Sacre
- **Woodland Trust Charter for Trees**, Jeremy Peirce
- **R2 Scheme**, Simon Richmond and Jaime Bray
- **Apprenticeships**, Simon Richmond
- **All Party Parliamentary Gardening Horticulture Group**, Stewart Wardrop and Stephen Hodsmen
- **Ornamental Horticulture Roundtable Group**, Stewart Wardrop
- **Greener UK**, Stewart Wardrop and Stephen Hodsmen

## Staff

(Staff listing as of 1<sup>st</sup> August 2017)

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

(Karen Martin – CEO left 30<sup>th</sup> June 2016)

(Stewart Wardrop – CEO appointed 3<sup>rd</sup> October 2016)

- **Stewart Wardrop**, Chief Executive Officer
- **Simon Richmond**, Senior Technical Officer
- **Simon Cox**, Technical Officer
- **Paul Smith**, Technical Officer
- **Jess Palfreyman**, Administration Officer - Membership and Systems
- **Polly Stone**, Administration Officer - Accreditation
- **Steve Hodsmen**, Marketing Officer
- **Kay Chadwick**, Systems Administrator and PA to CEO
- **Jane Stuart**, Administration Officer - Publications
- **Emma Hall**, Administration Officer - Training
- **Hanif Bhula**, Financial Controller
- **Olivia Boston**, Administration Officer - Events



# Reports of the Board of Directors for the period AGM 2016–AGM 2017



## **Report of the Association Chairman for the period AGM 2016 – AGM 2017**

Last September only seems like yesterday, how time has flown by. Hopefully you, our members, will have seen or heard some of the progress we have made as the Association continues to change and develop.

For a short period in 2016, the Association was without a CEO following the departure of Karen Martin. Can I place on record my thanks to the staff at HQ and the previous Chairman, Jago Keen, for all the sterling work to ensure business remained “as usual” whilst awaiting the arrival of the new CEO, Stewart Wardrop, who joined in October. The September AGM then signalled a change of Chairman as I succeeded Jago, under whose direction much has been achieved and sound foundations laid.

Stewart and I have built a strong working relationship since last October and have enjoyed the advantage of a solid platform built of the hard work from our predecessors and the Board of Trustees at the time. Our political outreach continues to develop with an ongoing series of meetings in both houses culminating in a very successful event in July held in the gardens adjacent to Parliament, attended by members of both houses. During this event Lord Framlingham was made a Life Fellow of the Association and presented with a framed certificate to that effect. In addition to this we have actively engaged with many individual MPs and MEPs, this engagement really does pay dividends with subsequent invitations to input, address or attend events we previously would not have even heard of or be invited to. Our membership of the All Party Parliamentary Group also opens new doors, most recently via a meeting with the Environment Minister, George Eustice, giving an opportunity to raise questions directly relating to our industry.

Relations with the International Society of Arboriculture continue to develop to the mutual advantage of both organisations with an ISA Director spending a week with the HQ team in May. This activity is being reciprocated with Stewart and I planning to attend the ISA conference in Washington at the end of July.

I also spoke at the Arb Australia Conference held in Canberra in late April/early May and discussed ways in which the two Associations could work more closely together to the mutual benefit of members.

Discussions have been held with the Institute of Chartered Foresters, The London Tree Officers Association, The National Association of Tree Officers and the Consulting Arborist Society as to how the organisations might work together more closely to achieve mutually beneficial and clearly defined agreed aims and objectives, these talks continue.

The Association's published 'Bio-security Statement' was well received and widely endorsed. These large number of professionals and representative organisations as well as DEFRA, The Forestry Commission and Kew Gardens, amongst others. On this subject the Association is recognised for taking an industry lead and a short film featuring politicians and the leading representatives from many organisations was produced at Kew Gardens.

The ARB Show moved inside the Arboretum at Westonbirt this year. It was a great success with records broken in terms of attendance and number of exhibitors. This new location, albeit only a few hundred yards from prior years, helped transform the public-reach of the show especially on the Saturday. The raising of the public profile of the Association has been a very loud and clear message from many of our members and is now something that is considered in almost everything we do.

During the past 9 months Stewart and I have attended branch events in Scotland, Ireland and the South East and have been encouraged by the energy and enthusiasm apparent at branch level. This was reinforced by another successful "Branching Out" day in March, which was attended by representatives from all branches.

Internally, the new IT system, installed last year, is finally beginning to deliver some of the anticipated benefits with teething problems being gradually overcome. The *ARB Magazine* continues to develop with the first digital version being made available in the summer and we have further development plans in the pipeline for the magazine. Our promotional material is in the process of a complete overhaul with a focus on earlier promotion of events, targeted promotion of training courses and increased use of digital and social media. One current obstacle, relating to high-speed broadband provision will shortly be overcome through the installation of a dedicated line. This will be an investment, which will ensure we can fully utilise our IT system whilst giving capacity to transform our digital member facing activity in the years ahead.

A busy year, yet there is much to consider into the future as we continue to face many challenges.

The Association's end-of-year cash position required very careful management by the Malthouse team. This lack of available cash reserves represents a barrier to further ambition or development being achieved. The Association remains asset-rich, through owning the HQ building, but cash-poor. However, the Trustees will be working on improving this situation as part of the strategic planning and business review process.

We have two well-recognised and highly regarded accreditation schemes, namely the Registered Consultants Scheme and the Approved Contractors Scheme with membership levels remaining consistent over recent years. These, along with our training offer, need to be reviewed continually to ensure we meet the needs of all sectors of a rapidly changing market place; indeed, our whole service provision to members needs to keep pace with ever changing demand.

These are just some of the challenges which the Board of Trustees will face as they plan the strategic pathway, for not only next year, but future years as well.

I would like to record my thanks to all the staff at the Malthouse, both current and those who have left during the past year, Branch Committee Members across the country, Committee Chairs and Committee Members, the Trustees, and all the others who, either directly or indirectly, have contributed their support, time and efforts to developing the Association.

**Keith Sacre**

*Chairman 2016/2017*

## Financial performance for the period 2016 and AGM 2016 – AGM 2017

The AA's income grew by 3% in 2016 to £1,224,000.

Income from membership subscriptions accounted for 29% of total income, while income from the Accreditation schemes represented 23% of the total. The other main sources of income were training and certifications at 15% and the annual conference at 9%.

A modest surplus of £19,000 for the year was achieved which was similar to last year.

The net cash flow for the year was £7,000 positive as no major capital expenditures were made and as at 31<sup>st</sup> December the cash position was £211,000. The AA's cash position fluctuates substantially during the year due to the seasonal timing of income streams such as subscriptions.

During 2017 the AA continues to make progress with income increasing, for example with good attendance at our ARB Show at Westonbirt Arboretum, positive cash flow and again a surplus for the year is planned.

### **Laurence Vine-Chatterton**

*Treasurer*

## Report of the Professional Committee Chairman for the period AGM 2016 – AGM 2017

### **PC AGM Report 2017**

It seems no time since I sat to write the annual PC committee report and here I am contemplating this one on a bright and sunny July afternoon, I should be outdoors! In the last 10 months, members of PC have been active in many areas, for example; reviewing the use of the AA logo; preparing a new remit for the CWG; Complaints and Code of Ethics procedure; CPD recording; the Affiliate Contractor Scheme; considering the Ordinary membership category; and engagement with the Utility Arboriculture Group (UAG) to name a few.

As always, I would like to start by thanking my fellow colleagues for their generosity and support over the past year, in particular those whose term of office ends with the AGM.

The first meeting following the AGM in 2016 was in November where we co-opted Jonathan Cocking, Registered Consultant, as the liaison between PC and the Registered Consultants group. Jonathan has held this post for a number of years and it provides a valuable conduit for information.

Dealga O'Callaghan had to retire from the committee due to ill health and Paul Barton was duly elected to replace him. Further meetings were held in February 2017 and May 2017 and our final meeting before this year's AGM will be held on 3<sup>rd</sup> August at HQ.

This year's AGM will see three Committee members ending their tenure; Tim Pursey, Charlie Griffies and James Fuller, and you may have seen the recent E-news calling for nominations. Enthusiasm and experience, coupled with a willingness to get your hands dirty, are just some of the attributes required, so do not hesitate to put your nomination in for consideration. The AA is a broad church and if you have a particular skill set to share please consider a position on PC. If you would like any further information on the work of PC or the role of PC members, then please do not hesitate to contact HQ for more information.

Set out below, are summaries of the main Committee activities and milestones since the 2016 AGM.

### **Membership grades**

PC reviewed the Professional, Technical, Associate, Student and more recently the Ordinary membership grades. In particular, we reviewed the application criteria and assessment route to ensure they were fit for purpose. The requirements for all the grades are subject to continuous scrutiny to ensure they meet the needs of a changing industry and we welcome any feedback on them. Of particular note is a change to the Student grade recognizing those on part-time courses, subject to certain conditions. For example, the course must have a minimum duration. We are actively engaged in looking at the Ordinary member grade, after all who wants to be ordinary?

### **Complaints procedure**

Following a series of verbal and email concerns received by staff at HQ over the activities of an ARB Approved Contractor, the Professional Committee reviewed the Complaints Procedure to ensure it remains fit for purpose. This resulted in a minor change to the procedure allowing staff to bring to the attention of PC any member that may have breached the Code of Ethics or Professional Conduct guidelines (whistle blowing). The matter was brought to the attention of the Board and the amendment was agreed and the complaints procedure amended accordingly.

### **Online CPD recording**

PC are working alongside HQ to test the online system to ensure members can record their CPD online, this is work in progress.

### **Code of Ethics**

This piece of work has been led entirely by Mike Sankus and we are grateful for the time and effort devoted to the task. We reviewed the first draft in May of this year and it is hoped that a final version will be ready for approval at the August meeting.

### **The Affiliate Contractor Scheme**

Paul Smith from HQ presented the Affiliate Contractor Scheme to PC. The scheme is designed as a stepping stone for those contractors aspiring to be ARB Approved. PC reviewed the scheme requirements and, subject to some minor changes, it was approved and put before the Board for their approval prior to launching at the ARB Show. PC recognise that the scheme is in its infancy and will be monitoring the situation closely to ensure it remains fit for purpose.

### **The Arborists' Working Group (AWG)**

During the last year, the AWG has continued to support arborist's and the Arboricultural Association in the continuation of raising professional standards in the industry.

The group is positive about both the Association and the industry. Numbers within the group are strong. A variety of avenues to attract proactive members are utilised.

There are currently circa 30 people engaged with the AWG. That engagement varies from implementing and bringing to fruition various tasks, being a sounding board for industry issues, and additionally helping out at the Arb Show in running the Arborists' workshop and Knot Tying Competition, the latter of which has become a feature of the Arb Show due to the sustained efforts of several AWG volunteers.

The support from AA HQ continues to be of significant benefit. The presence of the group; as an avenue for arborists to voice their concerns with industry issues, and additionally contribute to the continued professionalisation of the industry that they love, has much value and demonstrates the AA's continued role in being the voice of arboriculture.

The soon to be released 'Climbing Guide to Aerial Inspections' is an example of the items the group disseminates to industry. Various other guidance notes are nearing completion.

May I just take this opportunity to thank the AA membership for the continued support it offers the AWG and the Association as a whole.

**Jaime Bray,**  
*Chair AWG*

### **Consultant's Working Group (CWG)**

Following a short break in the activities of the CWG, PC delivered a new remit to the Chair of CWG, Nick Bolton. This was centred around a review of the AARC application process and assessment protocols.

It is recognised that the process is not a one-stop-shop nor does it fit the needs of all aspiring Registered Consultants and the subject could easily take up an entire article in its own right. PC have identified that more can and must be done to assist those aspiring to be an AARC, many of whom are delivering high quality work but who have yet to put an application together.

Therefore, CWG will be developing a one-day workshop for those aspiring to be AARC. Details of the day are not yet ready, but it will look at the myths surrounding the scheme; challenges facing applicants; hear from a recently successful AARC applicant; provide a how-to session on preparing your application; looking at the type of reports suitable for the various categories, and other useful advice, all delivered by industry respected individuals. It is hoped that a pilot workshop will then be followed by rolling out the workshop around the country, perhaps with the assistance of the branches.

CWG have also been tasked with reviewing the existing AARC scheme, including re-assessment of the existing AARCs. This task will be led by CWG with the Lead Assessor advising and supported by PC. There are no details at the time of writing, but PC recognise that the RC scheme must have a robust system of checks and balances.

#### **Utility Arboriculture Group (UAG)**

UAG saw the number of members remain steady this year. Better communication and the provision of regular Health and 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 and training, events, and industry-led assistance and support. To ensure we continue the updates we have also launched "Hot Topic Bullets". These are designed to provide information on current topics affecting our industry and guidance on best practice.

The UAG along with LANTRA and City and Guilds have been working on restructuring and updating the basic Utility Arboricultural (UA) qualifications. These new competencies are now ready to be launched this September and will replace the old UA units. 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.

The UAG has developed the Utility Arb Approved Contractor Scheme over the past 12 months with the Scheme being launched this summer. The first assessments being carried out towards the end of July. The Scheme is designed to mirror the ARB Approved Contractor Scheme, but with more of a focus on the utility sectors and the compliance and standards that apply to these areas more specifically.

**Andy Gardner**, *Chair UAG*

#### **Simon Holmes**

*Chair of Professional Committee*



**Jaime Bray**, Vice Chair, joining the fun of the Först Looping bike at the ARB Show.



## Report of the Education and Training Committee Chairman for the period AGM 2016 – AGM 2017

This year the Committee has been bolstered by new members, one with expertise in ISA qualifications, as well as one who has brought the perspective as a current arboricultural student at college. The latter is helpful to remind those of us for whom college was several (or perhaps more than several) years ago, what it is like to be a student just starting off on their career journey. As time moves on, it is potentially easy to forget about the excitement and enthusiasm associated with early career choices. As an Association, and a Committee, supporting arboricultural students must and will continue to be a core part of our role.

For quite a few years now, the Committee has provided the Association with a Guide to Qualifications and Careers leaflet. This has been an invaluable publication used extensively by college lecturers, careers advisors, parents, students etc., to help illustrate the wide range of potential careers associated with the arboricultural and related industries. In addition, it is used to show the potential arboricultural professionals of the future, the different educational and training options open to them. With the Regulated Qualifications Framework (RQF) now fully in place, the leaflet is being redesigned and the Committee is actively planning a new format that engages with the needs of the key users. This is an exciting development and we look forward to sharing this with the Association during the next year.

There is an increasingly diverse range of employment opportunities and associated career pathways available. Historically, we are used to considering these pathways as being linear, when in reality they are branched and the students of today are accepting and expecting to step off and step on these pathways to meet their individual needs throughout their career. Therefore, the Committee supports many training and education opportunities, which provide members of the Association with choice. In this respect, the Association's own training provision continues to evolve in response to demand and need. Feedback from anyone who attends these events is always welcome, so please try to provide as much detail as possible at the end of any event you attend so that we can help to continually improve the service to Association members.

As in previous years, the Committee continues to engage with the key awarding organisations and other interested stakeholders to build the important skills and knowledge into new qualifications, to ensure that the end products are fit for purpose. This year the Committee has responded to further awarding organisation requests for support; this demonstrates the importance placed on the Association's endorsement. The Committee is keen to engage as early as possible in the qualification development process, so we are able to influence both the structure and the technical content. However, despite significant input, the Committee has not been in a position at this point in time to support some proposed new qualifications and recognises that the Association's endorsement has value and is only given following appropriate scrutiny.

As I noted in last year's report, through Simon Richmond (Senior Technical Officer), the Association and Committee has helped to steer the new 'Arborist' Trailblazer apprenticeship standard, which will eventually replace the existing SASE apprenticeship frameworks. We are pleased to note that this new apprenticeship standard has just 'gone live' within the last couple of weeks. This presents an exciting development for the industry and allows individual employers much more input into the training programme of their apprentices and has a realistic level of funding allocated to it. Similar to the new 'technical' qualifications which are starting to be delivered in colleges, the Trailblazer increasingly focuses on formal end point assessment. This requires apprentices to be holistically assessed undertaking a range of typical work activities at the very end of their training programme, rather than just small discrete individual tasks assessed throughout their training programme.

In another departure from the apprenticeships of recent years, the new standard requires all apprentices to achieve a range of chainsaw and aerial treework qualifications as part of their training programme. Association members looking to grow their own workforce are strongly encouraged to consider taking on an apprentice.

With the continued support of the Board of Trustees, for a third consecutive year the Committee has been in the fortunate position to be able to provide support for worthy projects through the Research Grant. Unfortunately, the level of interest this year has not been as high as in the previous years and subsequently, the Committee chose not to allocate any financial support. We would strongly encourage any Association members, college lecturers or current students: if you have an idea for a project that has the potential to benefit amenity tree care, please consider submitting an application. Subject to Trustees' approval of the 2017-2018 budget, the closing date for Research Grant applications for this forthcoming year will be 31<sup>st</sup> January 2018, so start thinking about your potential application now!

Although I end my report each year by thanking the Committee, I cannot stress enough how nothing would be done without the valuable input of both the elected and co-opted members of the Committee, in particular the Vice-Chair. I am continually grateful for the support, knowledge, experience, skills and challenge they all contribute to the work of the Committee throughout the year.

**Dr Robin Jackson**

*Chair Education and Training Committee*

January 2013 to 2017



# Report of the Media and Communications Committee Chairman for the period AGM 2016 – AGM 2017

M&C Committee has been busy this past twelve months, supporting our full-time Marketing Officer Stephen Hodson as he gently nudges the Association into 21st century media, marketing and communications. In the past, there have been grumbles that the Association has been slow to modernise, but we are now making some great leaps forward.

## **Qualified Member Logos**

We now have our new qualified member logos to proudly display on our letterheads and signatures. It has long been said that we haven't used our distinctive logo to best advantage of either the Arboricultural Association as an organisation, or its members. What other organisation would seek to hide our logo from view? To my mind this was one of the most progressive moves we could have made and enables our qualified members – Technician, Professional and Fellow, to display their membership credentials in their own promotional material.

## **Website**

Improvements continue to be made to our website. Watch out for separate member and public areas in the near future, and a revamped careers area is a priority.

## **Social Media**

Our social media presence has improved dramatically in the past year and we now boast over 8,600 likes and follows on Facebook and our posts regularly reach over 20,000 people. We also have over 5,700 followers on Twitter. Our curve is on a sharp upward trajectory and our marketing is beginning to reap the rewards of a far more social media focused strategy. A high-quality YouTube channel is the next major media project, with content to include tree advice animations, 'how-to' guides for members and careers advice videos.

## **The Arboricultural Journal**

After a few hiccups over the last few years, the *Arboricultural Journal* is once more falling through the letterbox regularly. The quality of papers continues to be excellent, and I hope you will agree that it has struck the right balance between academic research and its practical application. The Journal has published some fantastic original research from UK arborists in recent years, and not just interesting research to mull over and possibly forget, but also with practical conclusions that can be used in the field to guide our tree management decisions. Great stuff!

## **The ARB Magazine**

As members are no doubt aware by now, the summer edition of the *ARB Magazine* was the first to go digital. Again, another example of the Association moving into the 21<sup>st</sup> century! Furthermore, in the future our members will be able to access a digital archive of the *ARB Magazine*, which would be a fantastic additional benefit of AA membership.

## **Political Engagement**

The Association has been busy this year promoting the importance of amenity trees and their managers to the All Party Parliamentary Group for Horticulture and Gardening (APPGHG) - a collective of MPs and Peers who are particularly interested in the value of the sector and who hold portfolio for related matters. In July representatives of the AA presented to the APPGHG on Arboriculture as a career; the current and future threats to the urban forest; and the value of trees and tree officers, with a particular emphasis on how both must be regarded as an investment and not a cost. The AA will continue to lobby Government on the importance of trees and tree managers on behalf of its members.

## **The Future**

As we continue through 2017 and into 2018 my thanks go to all committee members for their support and hard work. Much progress has been made by the Association recently, but we mustn't rest on our laurels. Instead we must continue to drive forward the importance of trees, both to the public and to government at a local and a national level.

## **Alastair Durkin**

*Chair Media and Communications Committee*



## Report of Arboricultural Association Trading Ltd (AATL) for the period AGM 2016 – AGM 2017

The Company's AGM will take place at the AA Conference on 11th September 2017 at the University of Exeter. 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 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 2017, which was attended by 34 of the current 42 RCs. Along with the business session, presentations were given by visiting speakers and lively discussion ensued.

The ARB Approved Contractor (ArbAC) Scheme has seen a continued rise in numbers with 270 companies registered on the scheme as at 14<sup>th</sup> July 2017.

The Scheme's TrustMark (TM) approval continues to be very popular and a considerable additional benefit to its members. Currently 209 ArbACs are registered with TM.

2017 to 2018 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*



©Sean Harding



# Receipt of the Accounts of the Association for Financial Year 2016

## **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 2016 is available on the website [www.trees.org.uk/About-Us/Policies-and-Reports](http://www.trees.org.uk/About-Us/Policies-and-Reports) or may be obtained from the registered office at The Malthouse, Stroud Green, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2016 is provided on pages 14 and 15 with a comparison to 2015.

During 2016 the Trustees put in place a 1-year business plan that aids the implementation of the 3-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 2016 based on the business plan. Details of the actual performance and re-forecast for 2017 can be seen on pages 18 and 19.

## **Keith Sacre**

*Chairman*

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

The summary financial accounts for the year ended 31 December 2016 included in this report do not constitute statutory financial statements. The summary financial accounts are extracted from the Group's consolidated statutory financial statements for the year ended 31 December 2016. The auditor has reported on those consolidated statutory financial statements; their report was unqualified and did not contain statements under s498(2) or (3) Companies Act 2006 or equivalent preceding legislation.

## **Scott Lawrence**

*Senior Statutory Auditor*

For and on behalf of Hazlewoods LLP, Statutory Auditor

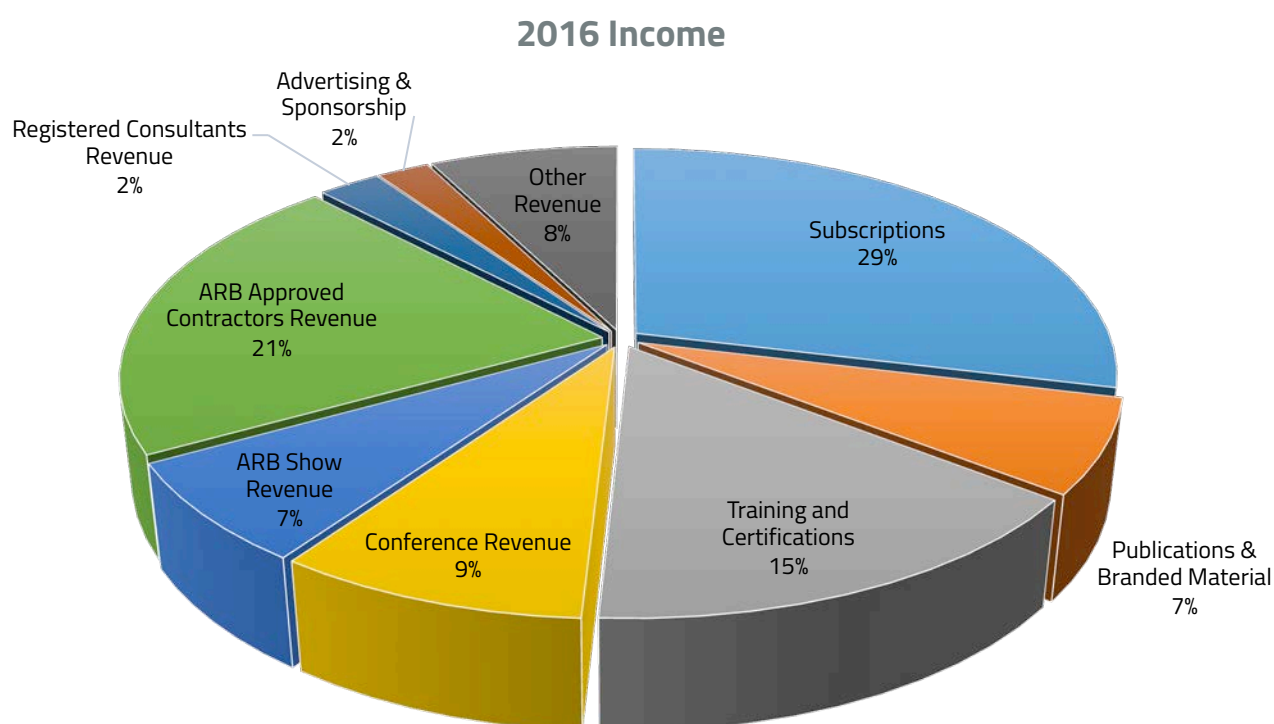
# Arboricultural Association - Summary Financial Information

## 1 January 2015 to 31 December 2016

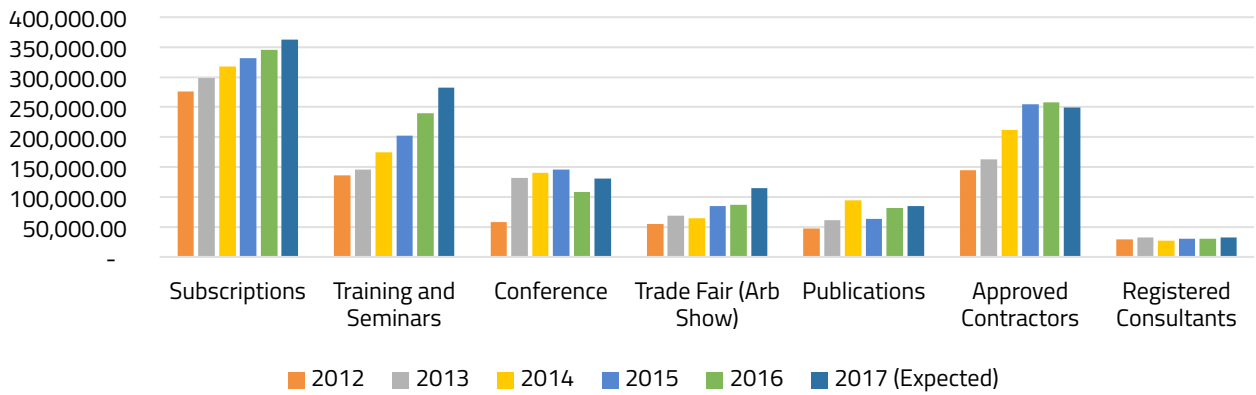
<b>SUMMARY CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT</b>	<b>2016</b>			<b>2015</b>		
	Income £'000	Expense £'000	Total £'000	Income £'000	Expense £'000	Total £'000
<b>Activities to further the charity's objectives:</b>						
Subscriptions	353.1	(67.6)	285.5	331.7	(64.8)	266.9
Publications	81.6	(58.2)	23.4	63.6	(70.0)	(6.4)
Conferences	108.2	(137.5)	(29.3)	145.5	(163.0)	(17.5)
Workshops and seminars	188.0	(208.6)	(20.6)	179.6	(182.2)	(2.6)
Trade fair	87.3	(128.8)	(41.5)	91.2	(121.8)	(30.6)
Meeting costs	-	(67.3)	(67.3)	-	(71.9)	(71.9)
Newsletter and journal	-	(76.8)	(76.8)	-	(87.9)	(87.9)
Grants	-	(3.4)	(3.4)	-	(0.2)	(0.2)
	<u>818.2</u>	<u>(748.2)</u>	<u>70.0</u>	<u>811.6</u>	<u>(761.8)</u>	<u>49.8</u>
<b>Activities to generate funds:</b>						
Consultants and contractors	288.1	(249.9)	38.2	284.2	(241.4)	42.8
Marketing and advertising	0.1	(12.3)	(12.2)	10.0	(12.1)	(2.1)
Promotion	-	(88.1)	(88.1)	-	(81.6)	(81.6)
Raffle	-	-	-	-	-	-
Management and administration	-	(11.8)	(11.8)	-	(16.2)	(16.2)
Technical support	-	(95.0)	(95.0)	-	(59.5)	(59.5)
Interest received	0.2	-	0.2	0.2	-	0.2
Sponsorship	25.5	-	25.5	23.7	-	23.7
Other activities	91.9	-	91.9	59.8	-	59.8
	<u>405.8</u>	<u>(457.1)</u>	<u>(51.3)</u>	<u>377.9</u>	<u>(410.8)</u>	<u>(32.9)</u>
<b>Totals:</b>	<u><u>1,224.0</u></u>	<u><u>(1,205.3)</u></u>		<u><u>1,189.5</u></u>	<u><u>(1,172.6)</u></u>	
<b>Surplus / (deficit) of income over expenditure:</b>		<u><u>18.70</u></u>			<u><u>16.90</u></u>	

SUMMARY CONSOLIDATED BALANCE SHEET	2016		2015	
	£'000	£'000	£'000	£'000
<b>Fixed assets:</b>		862.4		891.6
<b>Current assets:</b>				
Stock	14.1		7.0	
Debtors	98.4		43.9	
Cash at bank and in hand	211.3		204.1	
	<u>323.8</u>		<u>255.0</u>	
<b>Creditors due within one year:</b>				
	<u>(378.4)</u>		<u>(338.5)</u>	
		(54.6)		(83.5)
<b>Creditors due after one year:</b>				
		(145.1)		(164.2)
		<u><b>662.7</b></u>		<u><b>643.9</b></u>
<b>Funds:</b>				
Restricted fund		6.1		6.1
Unrestricted fund		651.7		632.9
Non-charitable reserves		4.9		4.9
		<u><b>662.7</b></u>		<u><b>643.9</b></u>

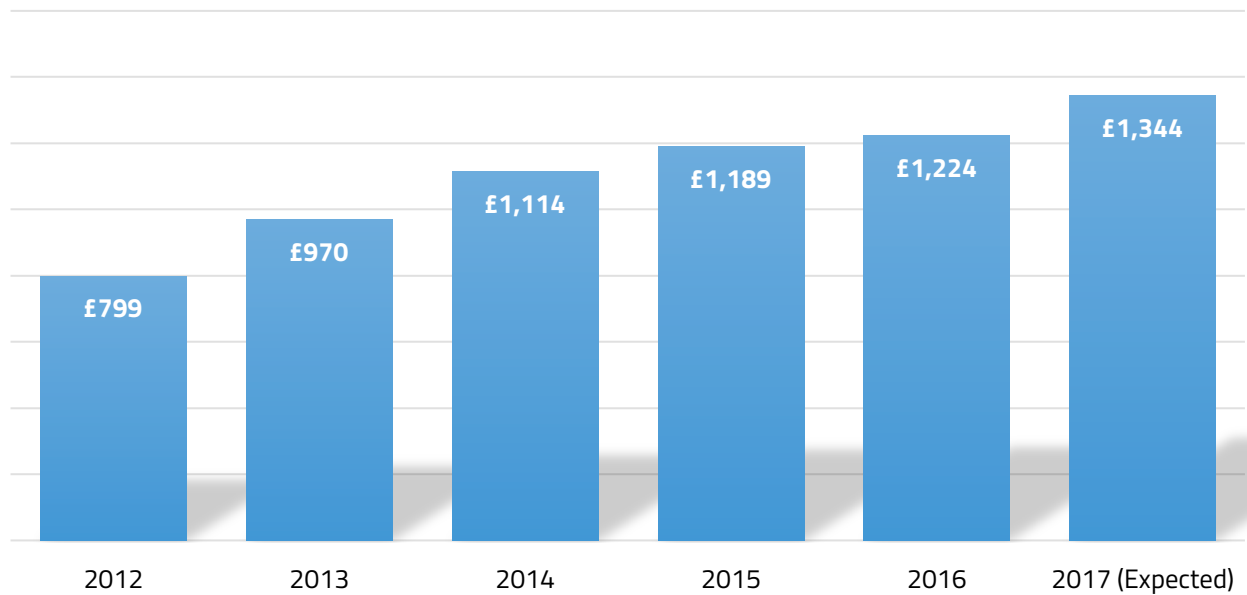
### Graphical representation of 2016 Income



### Income per year for Subscriptions, Training, Conference, Trade Fair, Publications, Approved Contractors and 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
2016	656,608	6,086	662,694	18,741

## MOVEMENT IN RESERVE FUNDS HELD IN BRANCH ACCOUNTS

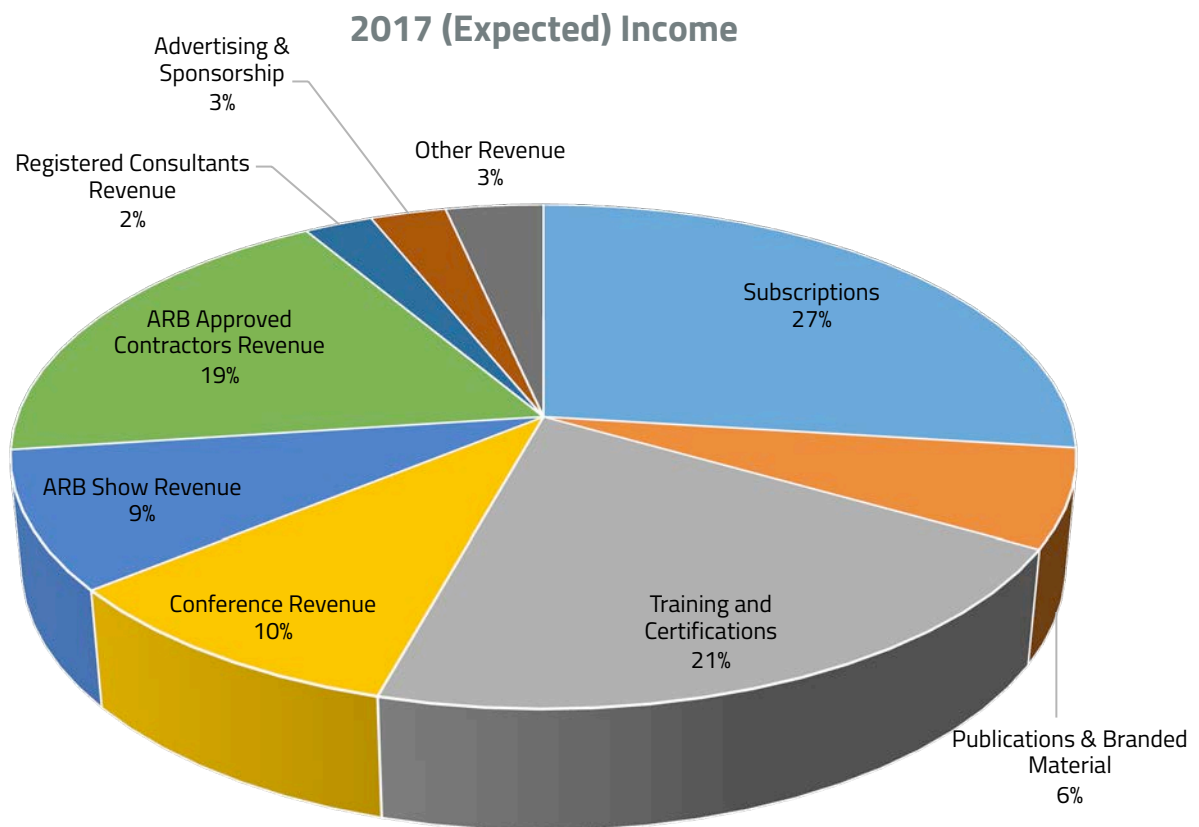
31 December	Total £	Movement on previous year £
2012	28,231	1,283
2013	32,171	3,940
2014	19,999	(12,172)
2015	22,328	2,329
2016	18,434	(3,894)

## Presentation of the Budget and Performance for 2017 and Re-forecast Data as at 30 June 2017

In accordance with the Association's established practice, a Business Plan and a Budget for 2017 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 2017 – there is no reason to believe that the final outcome for the year will be materially at variance to Budget.

	Actual 2016	Budget 2017	Actual/Forecast June 2017
<b>Sales</b>			
Subscriptions	345,852	360,492	362,637
Branch Training Income	52,087	31,000	32,007
Publications & Branded Materials	81,625	84,850	84,832
Training & Certifications	188,040	215,000	250,641
Advertising Revenue	54	22,000	13,943
Conference Revenue	108,170	123,500	131,123
ARB show Revenue	87,342	93,500	115,026
3ATC	5,771	6,000	3,930
Approved Contractors Revenue	257,730	283,000	249,400
Registered Consultants Revenue	30,358	33,000	32,592
Sponsorship	25,527	29,000	22,000
Other Revenue	34,211	44,419	46,329
<b>Total - Sales</b>	<b>1,216,767</b>	<b>1,325,761</b>	<b>1,344,460</b>
<b>Purchases</b>			
Membership Expenses	11,094	10,500	11,134
Publications Expenses	17,717	53,600	48,424
Editor's Expenses	13,177	12,635	14,142
Sponsorship and Marketing Expenditure	16,448	20,000	17,334
Conference Expenditure	73,806	91,000	93,491
Training Expenses	102,221	94,800	110,139
ARB Show Expenses	58,028	61,500	59,815
Branch Expenses	47,210	27,000	27,555
3ATC Expenses	3,686	5,500	6,281
Approved Contractors Expenditure	110,030	135,500	116,719
Registered Consultants Expenditure	5,120	10,300	10,300
Other Purchases	7,710	23,000	7,376
<b>Total - Purchases</b>	<b>466,246</b>	<b>545,335</b>	<b>522,710</b>
<b>Gross Profit</b>	<b>750,522</b>	<b>780,427</b>	<b>821,750</b>

	Actual 2016	Budget 2017	Actual/Forecast June 2017
<b>Overheads</b>			
Member Publications Expenses	52,512	54,400	58,697
Trustees Expenses	11,461	6,000	7,189
Committees & Other Meetings	26,843	24,100	27,885
Staff Overheads	454,963	464,115	479,013
Establishment Costs	15,922	22,060	24,833
Administration Expenses (less system costs)	104,203	108,840	112,334
Legal & Professional Fees	13,547	12,802	14,040
Finance Expenses	12,405	14,750	15,862
Depreciation, Disposal & Bad Debt	33,371	30,100	33,371
Malthouse Loan Interest	6,554	9,400	9,421
<b>Total - Overheads</b>	<b>731,781</b>	<b>746,567</b>	<b>782,645</b>
<b>Net Profit</b>	<b>18,741</b>	<b>33,859</b>	<b>39,105</b>



# Appointment of Auditors for the 2017 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 2016 – AGM 2017

As a result of the AGM 2016 there were nine elected Trustees of the Arboricultural Association.

(14) <b>Holmes</b> , Simon <sup>1</sup>	(15) <b>Cocking</b> , Jonathan
(14) <b>Bray</b> , Jaime <sup>2</sup>	(16) <b>Sacre</b> , Keith <sup>5</sup>
(15) <b>Collins</b> , Ged	(16) <b>Sankus</b> , Mike
(15) <b>Durkin</b> , Alastair <sup>3</sup>	(16) <b>Murat</b> , Ian
(15) <b>Sanderson</b> , Lisa <sup>4</sup>	

*(Brackets show year of election)*

In addition to the above, three members were Co-opted to become Trustees after the 2016 AGM

**Jackson**, Robin<sup>6</sup>      **Vine-Chatterton**, Laurence<sup>7</sup>      **Parker**, Alan

Co-opted Trustees only hold office until next AGM (11<sup>th</sup> September 2017).

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.

From the 11th September 2017, we have three Trustee vacancies as a result of retirement or resignation:

**Holmes**, Simon<sup>1</sup>      **Bray**, Jaime<sup>2</sup>  
**Sanderson**, Lisa<sup>4</sup>

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

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<sup>1</sup> Currently Chair of Professional Committee

<sup>2</sup> Currently Vice Chair

<sup>3</sup> Currently Chair of Media and Communications Committee

<sup>4</sup> Resigned December 2016

<sup>5</sup> Currently Chair

<sup>6</sup> Currently Chair of Education and Training Committee

<sup>7</sup> Currently Treasurer

### 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

**Cocking**, Jonathan

**Collins**, Ged

**Durkin**, Alastair

**Murat**, Ian

**Sankus**, Michael

Nominations have been received from:

**Holmes**, Simon

**Bray**, Jaime

**Sehmi**, Navin

**Rolph**, Will

A vote will be taken at AGM in order to elect up to three Trustees from the above nominees to serve for the period AGM 2017 – AGM 2020.