

Arboricultural Association

2024 ANNUAL SUMMARY

For the year **2024-2025** to include
summary financial accounts for **2024**



Arboricultural
ASSOCIATION

The home of tree care



The home of tree care

Your contacts at the Association

As of July 1st, 2025

Volunteers (not remunerated)

All contact details can be found on the Association's website – www.trees.org.uk

Arboricultural Association Trustees:

- **Chair** – Neil Davies
- **Vice Chair** – Michelle Ryan
- **Treasurer** – Rob Murison
- **Other Trustees:** Laura Ancell, Sarah Armstrong, Paul Barton, Stella Bolam, Sarah Kiss, Keith Sacre, Alan Simson, Steve Westmore

Committee Chairs:

- **Finance & Governance Committee**
Chair – Neil Davies
- **Resources Committee**
Chair – Stella Bolam
- **Standards Committee**
Chair – Keith Sacre

Arboricultural Association Trading Ltd Directors (AATL):

Directors of the AATL are the Chair,
Vice Chair, CEO and Finance Manager

The Branches:

Contact details of all branches can be found on the Association's website – www.trees.org.uk

- | | |
|----------------------|------------------------------|
| • Cornwall | • Scotland |
| • East Anglia | • South Eastern |
| • Ireland | • Thames and Chiltern |
| • Midlands | • Wales |
| • Northern | • Western |



Arboricultural Association

The Malthouse, Stroud Green, Standish, Stonehouse,
Gloucestershire, GL10 3DL, United Kingdom
Tel: **+44 (0)1452 522152**
Email: admin@trees.org.uk

Cover image credit: Maisey Hammond

Association Representation and Liaison: as of July 1st, 2025:

- **Access All Areas**
 - Michelle Ryan
- **Action Oak**
 - Emma Gilmartin
- **All Party Parliamentary Gardening Horticulture Group (APPGHG)**
 - John Parker
- **Apprenticeships Trailblazer Management Group**
 - Simon Richmond and Emma Gilmartin
- **British Standards Institution B/213 Trees** – John Parker
- **Environmental Horticulture Group**
 - John Parker and Alan Simson (Planning & Infrastructure Subcommittee)
- **European Arboricultural Council**
 - Jonathan Cocking, Charles McCorkell and John Parker
- **European Forum on Urban Forestry**
 - John Parker
- **Fund4Trees**
 - Mick Boddy and Andy Hirons
- **Future of Forestry Forum**
 - Emma Gilmartin
- **HSE Arboriculture and Forestry Advisory Group**
 - Tom Hamments
- **International Society of Arboriculture**
 - John Parker
- **International Tree Climbing Competition Working Group**
 - Tom Hamments and Andrew Stewart
- **London Urban Forest Group**
 - John Parker
- **National Tree Safety Group**
 - Simon Richmond
- **Plant Health Alliance**
 - John Parker and Keith Sacre
- **Scottish Tree Health Advisory Group**
 - William Hinchliffe and Fiona Melville
- **Society for the Environment**
 - Jessica Palfreyman
- **Trees and Design Action Group**
 - John Parker

Staff

(Staff listing as of July 1st, 2025)

(All staff contact details can be found on the website)

- **Andrew Stewart**, Events Officer
- **Charlotte Millard**, Training Officer
- **Emma Gilmartin**, Senior Technical Officer
- **Hanif Bhula**, Finance Manager
- **Hollie Wells**, Approved Contractor Scheme Officer
- **Holly**, Membership Officer
- **Jane Stuart**, Membership Officer
- **Jason Ward**, Designer and Webmaster
- **Jess Palfreyman**, Membership & Systems Manager
- **John Parker**, Chief Executive Officer
- **Kate Beamish**, Finance and Publications Officer
- **Hayley Derrick**, Education and Training Officer
- **Maisey Hammond**, Marketing Officer
- **Paul Smith**, Technical Officer (Contractor Accreditation Schemes)
- **Polly Stone**, Membership and Approved Contractor Scheme Officer
- **Sarah Bryce**, Registered Consultant Scheme Officer and Editor of the ARB Magazine
- **Simon Richmond**, Senior Technical Adviser
- **Steve Hodsman**, Marketing and Communications Manager
- **Tom Hamments**, Technical Officer

Association Reports 2024–25



Report of the Chair of Trustees for the period AGM 2023 – AGM 2024

Welcome to the Arboricultural Association's Annual Summary for 2024, containing the financial summaries and a series of reports to describe the Association's activities and progress between AGM 2024 and 2025.

As you will see from the Treasurer's Report and financial summary, 2024 was a tough year in many ways and unfortunately, as expected, we delivered an in-year deficit budget. However, this was considerably smaller than the deficit included in the original budget for the year, which is positive news and a reflection of the hard work which has been done to carefully manage the Association's finances.

The Association continues to deliver a wide range of activities for its members and the wider Arboricultural sector, all of which contributes one way or another to our income. In 2024 this included further growth in the Approved Contractor and Registered Consultant Schemes, a record level of membership subscriptions, many online and in-person training courses, and continued strong publication sales. This is of course just a small taster of what we do – there is so much more, and I simply don't have time to list it here.

The two flagship events of the Association were, once again, a great success. Along with several other Trustees I enjoyed volunteering at Conference at Warwick University and the ARB Show at Westonbirt, both great examples of how the Association brings people together, shares knowledge and promotes arboriculture to the general public. Thank you to all of the volunteers, the staff team, and of course all of the speakers, exhibitors and delegates, for making these events such a pleasure to attend.



The Trustee elections this year could bring substantial changes to the Board, with six Trustees coming to the end of their terms. A full list of all members who have nominated themselves for election can be found at the end of this Annual Summary, and whatever happens I would like to thank them all for putting themselves forward to help the work of the Association. Particular thanks are due to Michelle Ryan, Association Chair for four years and Vice Chair since AGM 2024, who is standing down from the Board this year.

Neil Davies

Chair of Trustees

Report of the Chief Executive Officer for the period AGM 2023 – AGM 2024

As you will read in this Annual Summary, 2024 was a difficult financial year but one in which we were able to reduce our expected deficit considerably. Income was greater than in 2023 and we saw growth in pretty much every area of business, but unfortunately the wider economic climate means that in most cases these increases were outstripped by rising prices.

As ever, the most significant expenditure we have is payroll – the cost of employing the staff who do so much of the work (aided by our volunteers, of course) to make the Association what it is. We have been very careful to manage recruitment and have made some savings from not replacing some members of staff who have left, but at the same time we need to balance the workload that puts on others. It is also important that we properly look after our team – as well as being the right thing to do, staff retention is more efficient and economically preferable to staff replacement.

Whilst we have quite successfully diversified income streams over the last few years, our largest single source of revenue continues to be membership subscriptions. For 2024 we took the decision to freeze prices to help our members, which also had an impact on the budget. Subscription fees will need to rise in 2026, but we will of course try to keep this to a minimum. The Association staff team regularly reviews prices and fees across all departments and seeks to achieve a balance between affordability and ensuring financial viability for the organisation.

Within this Annual Summary you will also find the budget for 2025, which unfortunately shows that we are expecting another deficit year. As in previous years we will do everything we can to keep this deficit to a minimum, but it is likely that there will indeed be a deficit. Needless to say, we hope to start delivering budget surpluses soon, especially at a time when we are investing a large portion of our reserves into an essential systems renewal project, which is taking a considerable amount of time and money.

Having talked about a deficit in 2025, 2026 and an expensive project eating into our reserves, I should make it clear that the financial outlook is not as bleak as it might sound! Whilst we are indeed facing challenges, I am confident that the time, effort and resources we are investing into the Association – much of it behind the scenes – is starting to pay off. The systems renewal project in particular should have a huge impact on the way we work, and free up more time for the team to focus on other projects. And one key part of this project is a new website, which will improve things for everyone.



I would like to say thank you – both personally and on behalf of the whole organisation – to everyone who is involved in the work of the Association. The wonderful staff team, our Trustees, volunteers, Arb Ambassadors, trainers, reviewers, assessors, presenters, climbing competition organisers and participants, working party members and Branch representatives. It is incredible to see how much our members are willing to give back to this great profession, and we are immensely grateful.

John Parker
Chief Executive Officer

Report of the Treasurer for the year January 1st, 2024 - December 31st, 2024

I'm pleased to report that despite a loss of £52,000, our financial performance was better than the budgeted forecast of a deficit of £82,000. This outcome reflects our team's diligent efforts to manage resources effectively and capitalize on revenue growth opportunities.

Total income reached a record £1,833,979, representing a 4% increase from 2023. This growth was primarily driven by a rise in subscription income from increasing membership numbers, which accounted for 30% of total income. However, we also saw an increase in publications sales following a number of new releases contributing to 10% of the total revenue. Income from trading activities also rose to £456,000 following an increase in both AC and RC membership numbers.

Income from events, such as ARB Show and Conference, remained steady, demonstrating the ongoing relevance and importance of these events to our membership. While the income from these events did not experience significant growth, they continue to provide valuable networking opportunities, professional development and knowledge sharing.

Inflationary pressures continue to affect the Association and its activities, with expenditure increasing to 102% of total income. Notably staffing costs accounting for 39% of total expenditure and the cost of events continuing to rise. Despite this increase, the Association remains committed to managing its resources prudently and ensuring that expenditures align with our strategic objectives.

Our balance sheet remains strong, with cash in hand of £402,000, exceeding our Reserves Policy figure of £220,000. Net assets decreased slightly to £1,037,000, reflecting the loss for the year. However, the Association's overall financial position remains robust, and we are well-positioned to address future challenges and opportunities.

As in previous few years, The Association continues to pay down its debt. We have been able to reduce the balance of the Coronavirus Business Interruption Loan (CBIL) by a further £40,000 bringing the outstanding balance to £63,000 from the original £200,000 loan. This progress demonstrates our commitment to managing our debt obligations and reducing our financial liabilities.

Our healthy balance sheet positions us to reinvest in our activities, improving operations, and enhancing member offerings. We will continue to prioritise investments that support our strategic objectives and deliver value to our members.



2025 is looking as financially challenging as this past year, with costs continuing to rise faster than our membership pricing. To address this, we'll continue to carefully review our activities, prioritise delivering value to members, manage resources efficiently and explore opportunities to increase and diversify revenue streams. I'm confident that the Association is well-positioned to meet these challenges head on and will continue to lead, promote and represent the interests of arboriculture and the arboricultural industry.

Rob Murison
Treasurer

Report of Arboricultural Association Trading Ltd (AATL) for the year January 1st, 2024 - December 31st, 2024

The accounts of AATL have been approved by the company's auditors. Being wholly owned by the Association, these accounts are incorporated within the Association's annual accounts. The company's accounts have been approved by the Directors of AATL. The AATL Directors express their thanks to the Association's staff team who continue to make AATL a success.

Neil Davies
Chair of Trustees

Accounts and audit

Receipt of the Accounts of the Association for Financial Year 2024

Trustees' Statement

The accounts have been audited and given an unqualified report, meaning they are accurate and compliant. 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 2024 is available on the website (www.trees.org.uk/About-Us/Policies-and-Reports) or may be obtained from the registered office at The Malthouse, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2024 with a comparison to 2023 is provided in the following pages, as well as details showing year-to-date performance in 2025 alongside the 2025 budget and forecast.

The Association's Strategic Plan 2025-27 was adopted in October 2024 and came into force on January 1st, 2025. This Strategic Plan has been communicated to all members of the Association and other stakeholders.

Neil Davies

Chair of Trustees

Independent auditor's report to the members and Trustees of the Association

The summary financial accounts for the year ended 31st December 2024 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 31st December 2024. The auditor has reported on those consolidated financial statements; their report was unqualified and did not contain statements under s498 (2) or (3) Companies Act 2006 or equivalent preceding legislation.

Felicity Sang

Senior Statutory Auditor

For and on behalf of Hazlewoods LLP, Statutory Auditor

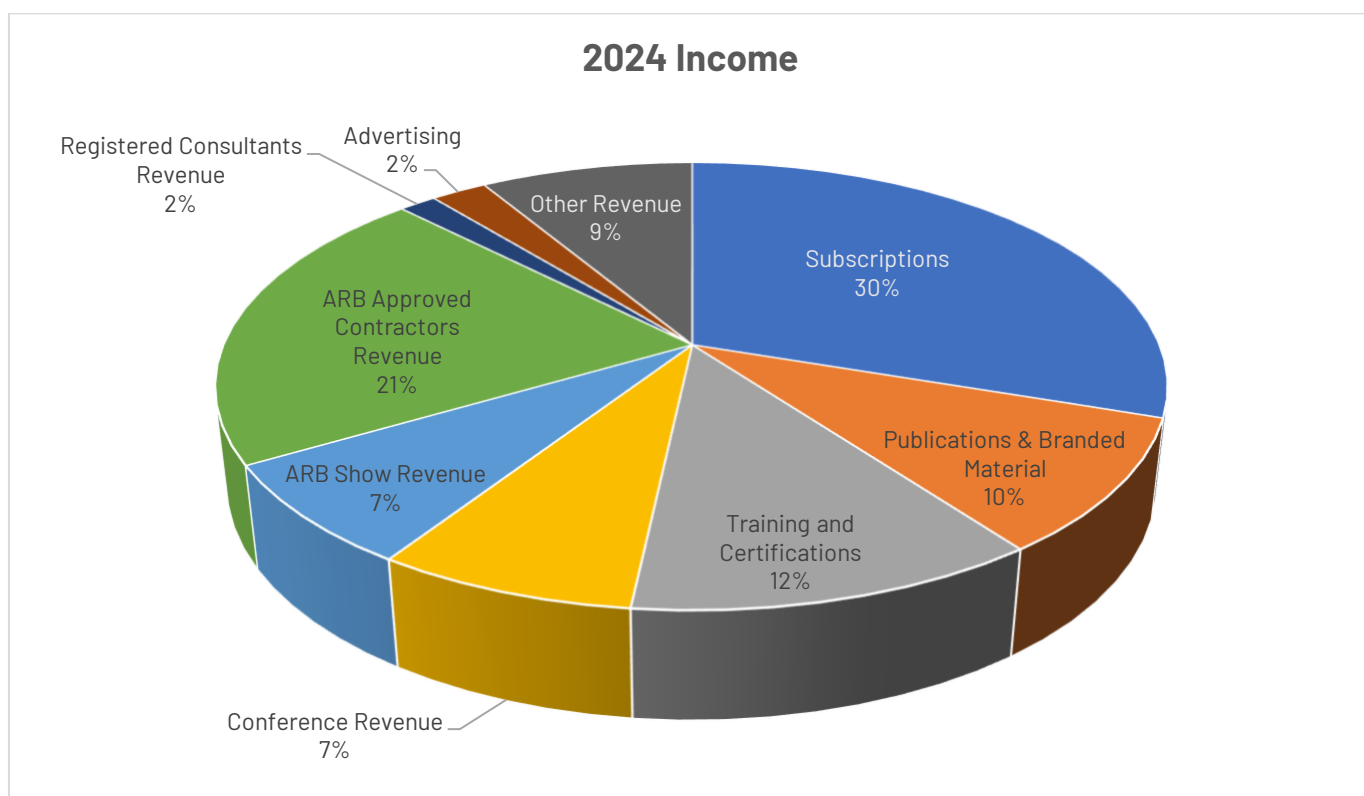
Arboricultural Association Summary Financial Information

1st January 2024–31st December 2024

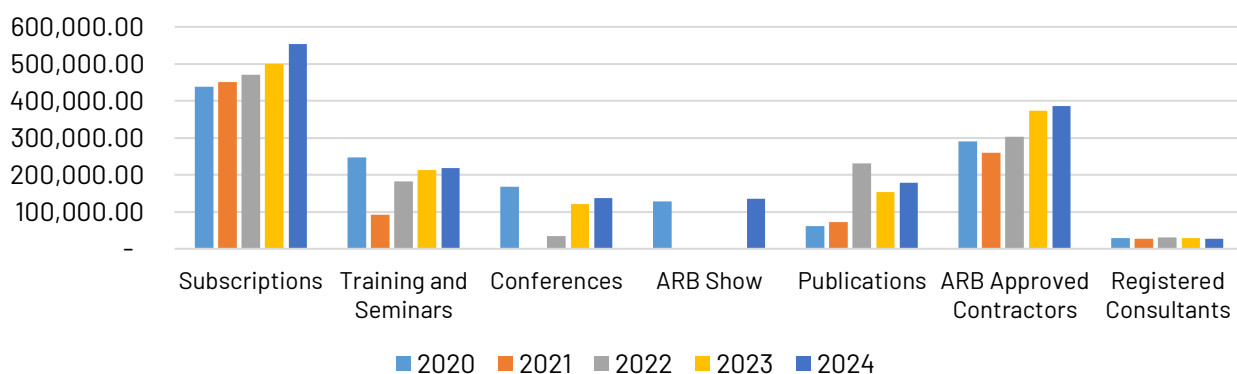
Summary consolidated income and expenditure account	2024			2023		
	Income £'000	Expense £'000	Total £'000	Income £'000	Expense £'000	Total £'000
Activities to further the charity's objectives:						
Subscriptions	553.2	(138.4)	414.8	529.5	(95.0)	434.5
Publications	177.8	(145.6)	32.2	173.3	(128.8)	44.5
Conferences	137.3	(209.4)	(72.1)	135.1	(194.6)	(59.5)
Workshops and seminars	217.4	(214.8)	2.6	218.7	(210.0)	8.7
Trade fair	134.9	(223.7)	(88.8)	171.1	(200.4)	(29.3)
Meeting costs	-	(49.0)	(49.0)	-	(40.8)	(40.8)
Newsletter and journal	-	(99.3)	(99.3)	-	(83.0)	(83.0)
Political expenditure	-	(19.8)	(19.8)	-	(18.2)	(18.2)
Grant/Other Grants	-	(44.7)	(44.7)	-	(32.7)	(32.7)
	1,220.6	(1,144.7)	75.9	1,227.7	(1,003.5)	224.2
Activities to generate funds:						
Consultants and contractors	414.0	(335.7)	78.3	386.0	(359.6)	26.4
Marketing and advertising	41.5	(18.6)	22.9	33.5	(14.8)	18.7
Promotion	-	(120.2)	(120.2)	-	(114.7)	(114.7)
Management and administration	-	(158.4)	(158.4)	-	(141.6)	(141.6)
Committees and governance	-	(43.2)	(43.2)	-	(22.0)	(22.0)
Branch expenditure	-	(23.0)	(23.0)	-	(18.4)	(18.4)
Technical support	-	(42.2)	(42.2)	-	(78.9)	(78.9)
Interest received	12.0	-	12.0	6.9	-	6.9
Other activities	145.8	-	145.8	116.0	-	116.0
	613.3	(741.3)	(128.0)	542.4	(750.0)	(207.6)
Totals:	1,833.9	(1,886.0)		1,770.1	(1,753.5)	
Net income over expenditure:			(52.1)			16.6
Gains on revaluation of fixed assets			0			0
(Deficit)/Surplus of income over expenditure			(52.1)			16.6

Summary consolidated balance sheet	2024		2023	
	£'000	£'000	£'000	£'000
Fixed assets:		887.4		856.3
Current assets:				
Stock		48.7		68.8
Debtors		110.8		148.7
Cash at bank and in hand		401.8		470.5
		<u>561.3</u>		<u>688.0</u>
Creditors due within one year:		<u>(387.6)</u>		<u>(391.1)</u>
		173.7		296.9
Creditors due after one year:		(23.3)		(63.3)
		<u>1,037.8</u>		<u>1,089.9</u>
Funds:				
Restricted fund		6.1		6.1
Unrestricted fund		890.7		942.2
Revaluation reserve		136.1		136.7
Non-charitable reserves		<u>4.9</u>		<u>4.9</u>
		<u>1,037.8</u>		<u>1,089.9</u>

Graphical representation of 2024 income



Income per year for Subscriptions, Training, Conference, ARB Show, Publications, ARB Approved Contractors and Registered Consultants



Summary consolidated movement in reserve funds

31 st December	Unrestricted Funds/Revaluation Reserve £	Restricted Funds £	Total £	Movement on previous year £
2019	790,865	6,097	796,962	43,138
2020	703,750	6,097	709,847	(87,115)
2021	865,407	6,097	871,504	161,657
2022	1,067,189	6,097	1,073,286	201,782
2023	1,083,758	6,097	1,089,855	16,569
2024	1,031,717	6,097	1,037,817	(52,038)

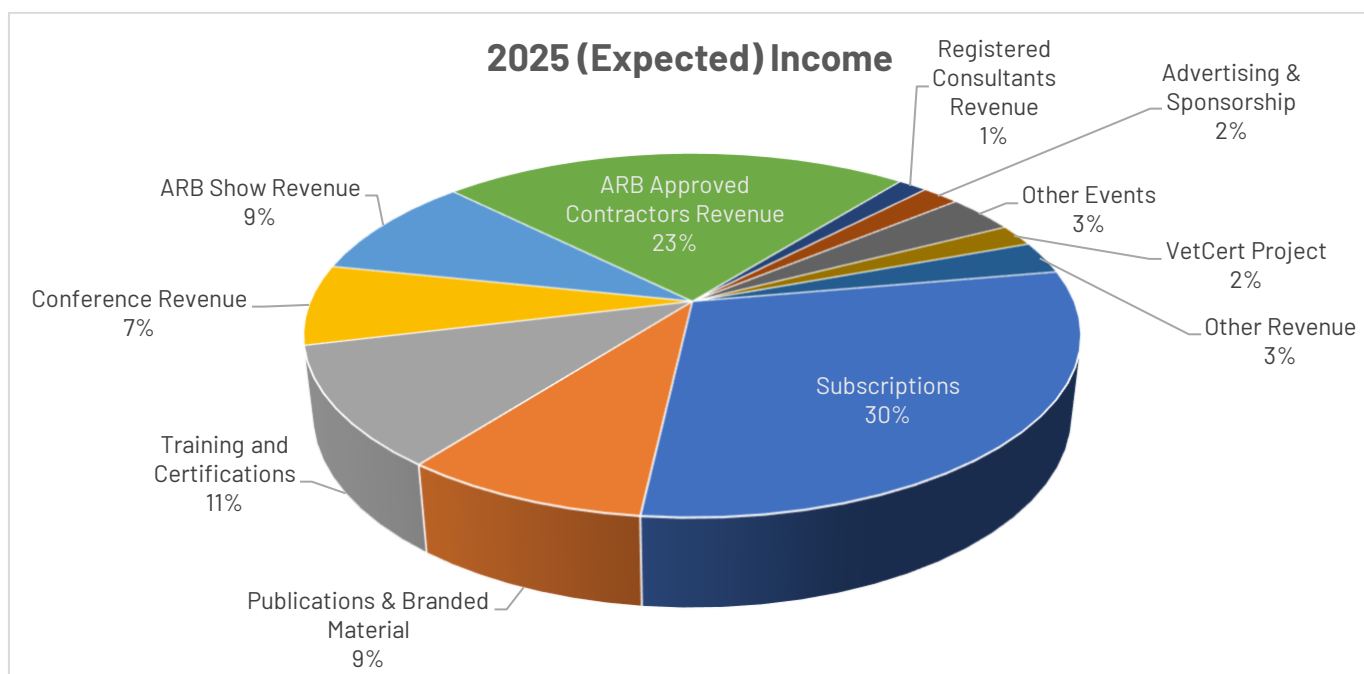
Presentation of the Budget and Performance for 2024 and Re-forecast Data as at May 31st, 2025

In accordance with the Association's established practice, a budget for 2025 was approved by the Board by the Board of Trustees at the start of the financial year. Performance against budget is monitored regularly. At the present time – August 2025 – there is no reason to believe that the final outcome for the year will be materially at variance with budget.

	Final 2024	Budget 2025	Forecast June 2025
Sales			
Subscriptions	553,199	536,895	536,571
Training & Certifications	217,374	195,000	194,343
Amenity Conference Revenue	137,317	130,000	130,000
ARB Show	134,927	140,000	166,628
In-person Events (including Branches)	29,739	57,000	56,110
Approved Contractors Revenue	386,160	436,490	421,629
Registered Consultants Revenue	27,842	27,500	26,400
Publications	177,808	165,000	157,542
Advertising Revenue	41,538	34,750	33,828
On-demand and Online Events	-	5,500	5,500
VetCert Project Revenue	53,811	35,000	35,000
Other Revenue	74,264	54,000	52,368
Total - Sales	1,833,979	1,817,135	1,815,919
Purchases			
Membership Expenses	12,192	11,000	10,186
Training Expenses	107,474	90,000	86,560
Amenity Conference Expenditure	125,099	116,500	116,500
ARB Show	103,924	121,000	108,586
In-person Events	24,766	50,000	49,557
Online Events	3,165	2,720	2,720
Approved Contractors Expenditure	175,757	204,725	204,634
Registered Consultants Expenditure	4,137	8,500	7,083
Publications Expenses	67,118	37,000	40,372
Marketing Expenditure	43,113	42,600	36,257
Partner Sponsorship	5,661	6,000	6,000
Research Grant	5,000	5,000	5,000
Editor's Expenses	18,550	18,550	19,283
APPGHG/OHRG	12,000	12,000	12,000
Climbing Competitions	22,742	23,721	22,989
VetCert Project Expenditure	38,576	30,000	28,206
Other Purchases	-	-	-
Total - Purchases	769,274	779,316	755,933
Gross Income	1,064,705	1,037,819	1,059,986

	Final	Budget	Forecast
	2024	2025	June 2025
Overheads			
Member Publications Expenses	62,761	74,782	75,737
Trustees Expenses	3,322	2,938	2,912
Committees & Other Meetings	1,172	1,485	1,154
Branch Events	16,633	6,000	4,953
Staff Expenses	20,418	18,823	17,687
Finance Expenses	22,497	20,000	20,557
Property Costs	22,640	22,000	27,606
Administration Expenses	120,127	96,500	97,122
Staff Overheads	767,485	791,044	767,973
Staff/Trustee Development	302	1,500	1,167
Internet Support and Administration	34,816	35,131	34,695
Legal & Professional Fees	29,479	20,000	28,927
Depreciation, Disposal & Bad Debt	12,254	13,000	17,425
Malthouse Loan Interest	2,837	1,347	1,286
Total - Overheads	1,116,743	1,104,550	1,099,201
Deficit before Contingency expenses	(52,038)	(66,731)	(39,215)
Contingency costs	-	2,000	10,500
Deficit Income after Contingency expenses	(52,038)	(68,731)	(49,715)

Graphical representation of 2025 (Expected) income



Annual General Meeting 2025

at 6pm on Thursday, August 28th, to be held online

Appointment of auditors for the 2025 Accounts

It is recommended that the following be appointed as auditors for the coming year:

BK Plus Cheltenham

Chartered Accountants

6 Manor Park Business Centre, MacKenzie Way, Swindon Village, Cheltenham GL51

Board of Trustees AGM 2024–2025

After the Annual General Meeting (AGM) 2024 there were eight elected Trustees of the Association.

Neil **Davies** (2022), Chair

Michelle **Ryan** (2022), Vice Chair

Rob **Murison** (2022), Treasurer

Paul **Barton** (2023)

Sarah **Kiss** (2023)

Alan **Simson** (2022)

Keith **Sacre** (2022)

Stella **Bolam** (2022)

(Brackets show year of most recent election).

In addition to the above, three Trustees were co-opted onto the Board between AGM 2024 and AGM 2025.

Sarah **Armstrong** (first co-opted 2021)

Laura Louise **Ancell** (first co-opted 2024)

Steve **Westmore** (first co-opted 2024)

At each AGM, all Trustees who have served a term of three years shall retire from office, other than any Trustee who is in mid-term of office as Chair.

At the close of the period AGM 2024 – AGM 2025 there will be six Trustees (Neil Davies, Michelle Ryan, Rob Murison, Alan Simson, Keith Sacre and Stella Bolam) reaching the end of a three year term. One of these (Neil Davies) is currently mid-term in office as Chair, and therefore does not need to retire as a Trustee until 2026.

Election of Association Trustees at AGM 2025

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

The following Trustees are entitled to remain as Trustees without standing for election:

Neil **Davies** (last elected 2022), Chair

Paul **Barton** (last elected 2023)

Sarah **Kiss** (last elected 2023)

At AGM 2025 there are five vacancies for elected Trustees.

Nominations received for Trustee elections 2025

Valid nominations have been received from the following members:

Stella **Bolam**

Rob **Murison**

Matthew **Norman**

Simon **Rotherham**

Keith **Sacre**

Tim **Shickle**

Alan **Simson**

Andy **Tipping**

Steve **Westmore**

Luke **Wickham**

Naomi **Zürcher**

Trustee election process 2025

Voting is undertaken electronically during August, with the results announced at the AGM on August 28th.