

2017

Annual Report

For the year **2017–2018** to include
summary financial accounts for 2017

The 2018 AGM will take place in the Alumni Auditorium
(lower front section only)

**University of Exeter, Streatham Campus,
Northcote House, Exeter, EX4 4QJ**

On Monday 10th September 2018 at 6:00pm
(please bring these papers with you)



Your contacts at the AA

Volunteers (*members not remunerated*);

All contacts details can be found on the AA website www.trees.org.uk

Arboricultural Association Directors and Charity Trustees:

- **Chairman** – Keith Sacre
- **Vice Chairman** – Jaime Bray
- **Treasurer** – Laurence Vine-Chatterton
- **Other Directors:** Jonathan Cocking, Ged Collins, Alastair Durkin, Simon Holmes, Robin Jackson, Ian Murat, Michael Sankus and Navin Sehmi

Arboricultural Association Trading Ltd Directors:

- Jaime Bray and Jim Quaife

The Committees:

- **Education and Training Committee**
Chairman – Robin Jackson
- **Media and Communications Committee**
Chairman – Paul Jenks (from July 2018); Alastair Durkin (to July 2018)
- **Professional Committee**
Chairman – Simon Holmes

Specialist Working Groups:

- **Arborists' Working Group (AWG)**
Chairman – Navin Sehmi
- **Consultants' Working Group (CWG)**
Chairman – Nick Bolton
- **Utility Arboriculture Group (UAG)**
Chairman – Andy Gardner

The Branches:

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

- **Cornwall**
- **East Anglia**
- **Irish**
- **Midland**
- **Northern**
- **Scottish**
- **South Eastern**
- **Thames and Chiltern**
- **Wales**
- **Western**



Arboricultural Association

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

Tel: **+44 (0)1452 522152**

Email: admin@trees.org.uk

AA Representation and Liaison:

- **Arboriculture Liaison Group**, Simon Richmond
- **British Standards Institution – B/213 Trees**, Simon Pryce
- **European Arboricultural Council**, Jonathan Cocking and Keith Sacre
- **GB & NI Tree Health Advisory Group**, Jon Heuch
- **Fund4Trees** (*fund raising activity Ride for Research*), Andy Hirons and 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
- **Apprenticeships**, Simon Richmond
- **All Party Parliamentary Gardening Horticulture Group**, Stewart Wardrop and Stephen Hodson
- **Ornamental Horticulture Roundtable Group**, Stewart Wardrop and Stephen Hodson
- **Greener UK**, Stewart Wardrop and Stephen Hodson
- **Tree Champion Roundtable Group**, Stewart Wardrop and Keith Sacre

Staff

(Staff listing as of 1st July 2018)

(All staff email contacts are firstname@trees.org.uk; except Paul McBride who is paul.m@trees.org.uk)

(PT = Part-time position)

- **Kate Beamish**, Administration Officer – Finance (PT)
- **Hanif Bhula**, Financial Controller
- **Olivia Boston**, Administration Officer – Events
- **Emma Hall**, Administration Officer – Training
- **Steve Hodson**, Marketing Officer
- **Paul McBride**, Technical Officer
- **Jim Mullholland**, Technical Officer (PT)
- **Jess Palfreyman**, Administration Officer – Membership and Systems (PT)
- **Simon Richmond**, Senior Technical Officer
- **Paul Smith**, Technical Officer
- **Polly Stone**, Administration Officer – Accreditation
- **Jane Stuart**, Administration Officer – Publications
- **Stewart Wardrop**, Chief Executive Officer

Reports of the Board of Directors for the period AGM 2017–AGM 2018



Report of the Association Chairman for the period AGM 2017 – AGM 2018

It is amazing how quickly two years disappears. At this year's conference, September 2018, I will hand over the Chairmanship to the capable hands of the next Chairman, who I'm sure will share my common passion for the Association and its development.

Over the past two years I believe we have built a good and strong working relationship between the Board of Trustees and the whole of the staff at The Malthouse. In the last year especially this relationship has developed with a commonality of purpose, developed and documented in the new Strategic Plan prepared and endorsed by the board. Whatever the individual characteristics of myself and the new Chair you, the members, can be assured of a continuity of direction and continued building on the progress already made.

So, the last year, 2017. It is very difficult to know where to start. You will see from what follows in this report, that our financial position has much improved. For this we owe much to the stewardship of our CEO Stewart Wardrop and our Financial Controller Hanif Bhula. As an Association we cannot develop and offer a more comprehensive service to our members as well as meet the requirements of the charities commission without adequate and liquid financial resources and reserves. Tackling this has been and remains a priority for the association.

Our marketing has improved exponentially. You will all have noticed the re-invigorated style and content of the output. Here we owe much to the energy and drive of Stephen Hodsmen who has grasped the challenges of his new position and responded with new ideas and a freshness of approach. Our use of all forms of digital media, Facebook, Twitter, Instagram and LinkedIn has increased dramatically. During the year, the Association has organised over 115 courses which have attracted some 2000 attendees but perhaps the most satisfying change is that very few courses are now cancelled because of a lack of attendees; this dramatic change is testament to the new focused digital marketing techniques we now use.

The ARB Show continues to thrive. Moving inside the actual Arboretum at Westonbirt has proven to be a great success and our relationship with the Arboretum continues to strengthen. The 2017 conference, with its emphasis on biosecurity, was another success with record attendance; the conference clearly demonstrated where the Association has taken a lead on this matter, with several new initiatives now in the pipeline. The filmed address by HRH The Prince of Wales just served to accentuate the work in raising the Association's profile carried out during the year. Again, it is the work of all staff members which must be highlighted, however special praise must go to our "veteran" Simon Richmond who has consistently planned, managed and delivered successful events year on year.

Our political profile has increased immeasurably and we have worked hard in collaborating with other organisations to raise the profile of arboriculture and trees in general. Our presence at parliament has been frequent, and we are developing a reputation as an organisation to be consulted on the topical arboricultural events of the day. This serves to increase our influence in areas of policy formation and increases our relevance in the wider tree debate. We have developed our relationships and associations with many partner groups including a growing number of international ones. Our activity with the International Society of Arboriculture continues to strengthen and we can look forward to seeing the benefits of our international contacts and partnerships yielding benefits to members and the AA in the foreseeable future.

Our membership continues to grow and there are now well over 2500 members, with a now booming student sector. This investment, in our student offering by the Association, is part of a long-term plan that many of these students will hopefully become our Technician, Professional and Fellow members of the future.

The jewel in the crown must be the *ARB Magazine* which has improved consistently throughout the year. It is now widely recognised as being among the best of its kind, internationally. Plans to digitise the magazine were formulated and discussed and this initiative is now being put into action. However, there is still much to do. *The Arboricultural Journal* is recognised as not having the level of impact we desire within its peer group. Therefore, we need to ensure that we continually attract the level of research papers that we as an organisation should be aspiring to. In line with the Strategic Plan we are working with the Editor to develop and deliver the actions required to ensure the Journal progresses.

We run two accreditation schemes within the Association, namely The Registered Consultants and the AA Approved Contractors Schemes, membership of both has been relatively static over recent years. The development of our Schemes has been identified as a strategic priority for the Association. Resources will be directed to all our Schemes to ensure they remain relevant, attractive and beneficially useful, not only for existing members but crucially to the potential new Scheme members of the future.

So, listed above are some of the challenges which the new Chairman will face as well as some of the successes he can hopefully build upon.



I would like to take this opportunity to thank all the staff at the Malthouse for all the support and efforts they have made during my term as Chairman. Under our CEO, Stewart's, guidance they have become a dynamic and vibrant team and should be congratulated for their efforts in working to drive the Association forward.

Keith Sacre
Chairman 2017/2018



Financial Performance

for the period 2017 and AGM 2017 – AGM 2018

I am pleased to report that the AA continued to improve its financial performance in 2017. Total income increased by 10% over the previous year to £ 1,349,000 with subscriptions accounting for 27% of our total income. Workshops and seminars were the second largest source of income accounting for 16% of the total.

The income from the annual conference contributed 12% and the annual Arb Show 9% of the total. These two events were again both successful financially. It is also pleasing to see that the AA is continuing to broaden the sources of its income and this provides increasing financial stability.

The surplus for the year was £47,000 which was an improvement on last year's £19,000.

There was a positive net cash inflow of £173,000 in 2017 and this good result was due partly to the better timing of receipts of subscriptions as well as overall operational improvement.



During 2018 the AA continues to make good progress in increasing its income, with increasing membership numbers and another successful ARB Show at Westonbirt Arboretum.

We expect to realise another surplus for the year 2018 and continue to improve our reserves.

Laurence Vine-Chatterton
Treasurer

Report of the Professional Committee (PC) Chairman

for the period AGM 2017 – AGM 2018

PC AGM Report 2018

2017 saw considerable activity from the members of the Professional Committee supporting the various working groups and the staff at HQ. The members of Professional Committee are to be thanked for their service and willingness in helping to promptly determine and/or resolve such issues encompassing a wide and varied range of topics including procedures, processes and protocols; complaint determinations; awards and certifications as well as providing counsel and advice as required. A short report on activity, from the Chair of each of the working groups, is below.

Code of Ethics

An updated version of the Code of Ethics, including a new whistleblowing policy, is currently with the Trustees for approval. Our thanks must go to Mike Sankus for undertaking and delivering this update.

Membership

A vote was held within our "Ordinary" membership grade and from 2019 "Ordinary" grade membership will be re-designated "Foundation" member.

Student Membership

As part of our strategic review it was quickly recognised that our engagement with students left a lot to be desired. To improve this the student membership was moved to a free-of-charge basis for all those students studying a course with over 25 hours educational instruction; this decision allowed students studying some part time courses to enrol. As potential members of the future its crucial we improve and develop our student-facing offering.

Student Conference



First mooted in 2017 we will be delivering our first Student Conference in conjunction with Merrist Wood in October 2018; industry support has been considerable, and we already have significant interest from other educational establishments for potential events in 2019.

Simon Holmes
Chair of Professional Committee

The Arborists' Working Group (AWG)

The AWG continues to grow as a source of valuable information for arborists and company owners alike. There is a strong core group of circa 10 volunteers that regularly commit their time to the group's projects and provide further assistance to UK arboriculture. On the fringe of this core group there are now circa 35 other volunteers who act as a sounding board and assist where feasible.

There are several projects on the radar for the AWG. Some are due for completion imminently, others are in the initial assessment phase and will be addressed as time permits. These will be available in the Help for Arborists section on the re-vamped website.



The group is currently in the process of re-evaluating/creating new; terms of reference and core values. This will help focus the next 12 months of AWG work. As always, the group will benefit from enthusiastic, motivated and driven people. Please do not hesitate to contact AA HQ to express an interest in getting involved with the AWG. May we take this opportunity to thank the membership for its ongoing support in the continued professionalisation of the industry.

Jaime Bray

Chair AWG until March 2018

Consultant's Working Group (CWG) – 2017/18

The Consultants' Working Group has been focused on delivering two projects this year, both relating to the Registered Consultants Scheme.

Over the past few years, the Registered Consultants Scheme has maintained a steady membership, representing those consultants who have achieved recognition of reaching the highest standards in the industry. In order to expand upon the success of the Scheme and increase membership numbers, CWG was tasked with considering what barriers might be perceived as preventing potential applicants from applying.

As with the Approved Contractor Scheme, it was recognised that a factor playing a key role in increasing numbers within the Registered Consultants' Scheme was the demystification of what is required through the application process. To that end CWG recommended to the Professional Committee that an Aspiring Registered Consultant Day be arranged. This free-to-attend event would explain the precise requirements the application process, the expectations of the Assessors of the Scheme, and help to define where potential applicants might find help and support. Two of these days have now been held with positive feedback from attendees. At each day, one attendee has the opportunity to win a free application submission, with a number of others indicating an intention to submit an application within 12 months. One key feature of these days that is now being looked at by CWG is how to set up an online platform through which applicants can help and support each other through the process. A recommendation for this has been submitted to the Professional Committee for review.

The second task that CWG has completed over the year is the preparation and submission of a Quality Assurance Scheme to monitor the standard of work being prepared by existing members of the RC Scheme. This document has been presented to the Professional Committee and is under review with the Trustees.



CWG have been tasked with reviewing the existing AARC scheme and have been instrumental in the delivery of new Quality assurance process.

Nick Bolton

Chair CWG

Utility Arboriculture Group (UAG)

Utility Arboriculture Group (UAG) saw the number of members increase slightly this year. Better communication and the provision of regular Health and Safety updates are proving popular. The group has published its short, medium and long-term objectives, which we aim to achieve within the next 5yrs. This builds on the long-term 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. The "Hot Topic Bulletins" have been well received and they are a welcome addition too. 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 qualifications have been trialled earlier in the year and will have their launch officially this summer. In addition to the operational units, LANTRA and the UAG are developing a utility arb surveying qualification that will have a modular structure allowing for it to be tailored to the aspects of the sector the surveyor operates in.

The UAG has developed the Utility Arb Approved Contractor Scheme over the past 12 months with the Scheme being launched last 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. More companies have been signing up to be assessed under the new scheme and it is a great addition to help improve the standards across our sector.



A representative of the UAG was invited to speak at the Arboriculture Australia conference back in May. I gave a presentation on the new qualifications and accreditation scheme. Both were well received and there is a desire to improve the communication and sharing of knowledge across the globe.

Andy Gardner

Chair UAG

Report of the Education and Training Committee (E&T) Chairman for the period AGM 2017 – AGM 2018

Another year, another annual review. However, this year we seem to have some clarity over the long-term strategic direction of vocational education and training. Employer involvement and ownership of the 'finished product', be they an apprentice or student, has become increasingly important. We know that changes to the apprenticeship programmes in England are being modelled and translated into the classroom/training room over the coming years. E&T have spent time this year supporting the Association's Technical Officers to input into the related government consultations around vocational education and training. However, these are often challenging to spot and frequently have short deadlines for submissions. The Association's need to monitor and provide its perspective into these consultations is critical to ensure the long-term skills needs of our industry are accounted for. Superficially, these consultations often appear to have little immediate relevance, but they have a danger of growing legs and running off in a direction that would negatively affect our industry.

For example, E&T reviewed some of the suggested job roles associated with the tree work industry which will likely be used to drive and prioritise future developments by the new and emerging 'Panels'; be they 'Route Panels' or 'T Level Panels'. The Gatsby Foundation undertook much of this structural work and although they had sought to validate their work at an early stage, E&T expressed concerns over the perception that new entrants to our industry would only be able to enter through an apprenticeship route. We also fed back our concerns over the limited range of perceived job roles relating to arboriculture.

In terms of apprenticeships, at the end of last year we had the approval of the Arborist Apprenticeship Standard that now has been live for almost 12 months. During this period, we have had over 80 apprentices start, which is a great achievement and endorsement from the industry for the new standard. The move from what was continuous assessment on the apprenticeship framework over to end-point assessment (EPA) with the standard has added nervousness and an element of unpredictability into the process. However, the collective belief is that those apprentices who successfully come out the other end will be well rounded, in respect of their skills and knowledge, as well as having the behaviours to positively contribute to any business. Fortunately, the risk currently faced by some industries with the new apprenticeship standards has not befallen arboriculture; we have an approved end-point assessment organisation in place.

The majority of the strategic changes referred to above are applicable to England only. Association members in Scotland, Wales and Northern Ireland may or may not consider themselves fortunate, where it could be broadly considered business as usual. However, I caveat this with no guarantee this would not change in the near future. Therefore E&T continues to try to track and follow any strategic vocational education and training issues, irrespective of where in the UK they may be. We would welcome Association Members alerting us to anything you think we should be aware of so we can continually evaluate and represent the interests of the Association.

This year also saw an increasing interest the Association's Research Grant. We received a good range of applications with more diverse and thought out applications being submitted for support. This is an indication that the Research Grant is establishing a place within the research community to support small-scale projects that have relevance to arboriculture. Now that we are starting to consistently get applications coming through, we look forward to seeing the impact of this support coming through over forthcoming years.

Finally, E&T continues to engage and support awarding organisations with their qualification developments, in order to try to get the best possible training options available for potential new entrants in the future, or for those already in the industry looking to upskill themselves. In order to strengthen and enhance these mutually beneficial relationships, starting this year, the four main regulated awarding organisations who offer Arboriculture qualifications have been invited to attend two meetings per year. E&T believe this is a positive step forward in helping the Association to shape education and training from the practitioner's perspective.



E&T would like to acknowledge and thank the team at The Malthouse for their support throughout the year and in particular, the Technical Officers for their input into meetings and associated discussions throughout the year.

Dr Robin Jackson
Chair Education and Training Committee

Report of the Media and Communications Committee (M&C) Chairman for the period AGM 2016 – AGM 2017

M&C Committee was busy during 2017, providing support to our Marketing team who continue to drive the Association forward with fresh and innovative media, marketing and communications strategies. The AA has made such great leaps forward recently that frankly there is not enough space in this report to list all the achievements, but believe me, if you took a snapshot of what the Association was doing a few years ago, and compared with now, then you would be amazed at what has been achieved by the team at the Malthouse with the resources available. We must ensure that the progress continues.

New Chairman of M&C

In November 2017 Paul Jenks was elected as Chair of M&C with Alastair Durkin standing down after two years in the role. Paul brings with him a wealth of experience in the arboricultural industry and plenty of fresh ideas to the committee.

Website

Improvements continue to be made to our website, with the new careers pages a particular highlight. Please do check it out if you haven't already.

Social Media

Our social media presence has carried on its sharp upward curve in the past year and we now boast over 11,700 likes on Facebook. We also have over 6,500 followers on Twitter. Our marketing strategy is now almost completely social media focused and this has reaped rewards both in terms of our public reach, our attendance on training courses, and our annual marketing spend.

YouTube

Winter 2017 saw the launch of our 'Talking Trees' series of videos aimed at raising awareness of the benefits of trees and the professionals who manage them. The first three videos released in 2017 included interviews with Mike Raupp, Ted Green and Matt Wells. At the time of writing the series has been extended to include interviews with David Lonsdale and Paula Shrewsbury. The series focuses on asking our experts what inspired them to work with trees, how we should be reacting to the threat of pests and diseases and what we can do to protect urban trees. The next subject area for video content will be short promotional clips for Association Membership and the Approved Contractor scheme.

The videos are very high quality, entertaining and informative. If you haven't already seen them then please get yourself over to YouTube and check out the Arb Association's channel.

The Arboricultural Journal

The Arboricultural Journal continues to provide a high standard of content, with great original UK and international research being published in every issue. The editorial board has also been expanded with greater diversity of professional background and the editorial board also acting as ambassadors. The committee is currently looking at ways to make the Journal more accessible, with the potential for abstracts to be published in the *ARB Magazine* as a 'signpost' to the Journal.

The ARB Magazine

The *ARB Magazine* is rightly the pride of the Association, with its consistently superb content admired by other industry bodies. It is now published digitally as well as in print, and is to be made available as a subscription publication abroad. This is another example of the Association moving into the 21st century, and increasing its global reach.

The days are gone where if you wrote an article then it was almost certain to be published. With so many industry authors now writing high quality articles because they want to contribute to the magazine, the editorial team can really pick the very best content for each issue. The Association is now in a position to really push for the highest quality content, and that can only be a good thing. Keep the articles coming folks!

Political Engagement

The Association continues to engage politically with Members of Parliament and the House of Lords and through its membership of 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. Things are looking very interesting for trees in political circles with the new Government Tree Champion, Sir William Worsley, having been appointed in June. You can be sure that the AA will be engaging with Sir William at the earliest opportunity.





The Future

As we continue through 2018 my thanks go to all committee members for their support during my time as Chair of M&C. Much progress has been made by the Association recently, but we mustn't rest on our laurels. 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

Immediate Past Chair of the Media and Communications Committee

Report of Arboricultural Association Trading Ltd (AATL) for the period AGM 2017 – AGM 2018

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

In accordance with the Association's published strategic plan covering 2018-2020 the Association's Trustees set targets and review the performance of each accreditation scheme to ensure continued relevance and that effective public and member value are being delivered.



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

Jim Quaife & Jaime Bray

Directors, AATL

Receipt of the Accounts of the Association for Financial Year 2017

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 2017 is available on the website www.trees.org.uk/About-Us/Policies-and-Reports or may be obtained from the registered office The Malthouse, Stroud Green, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2017 is provided along with a comparison to 2016 in the following pages.

At the start of 2018 the Trustees agreed a 1-year Business Plan in support of the new 3-year strategy which covers the period 2018-2020.



The new strategy plan has been widely communicated to all members and branches with committees and working groups pursuing objectives in support of the strategic plan. A budget was implemented for 2017 based on the Business Plan. Details re actual performance and re-forecast for 2018 can be seen on the following pages.

Keith Sacre

Chairman of the Trustees 2017/2018

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

The summary financial accounts for the year ended 31st December 2017 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 2017. 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.

Scott Lawrence

Senior Statutory Auditor

For and on behalf of Hazlewoods LLP, Statutory Auditor

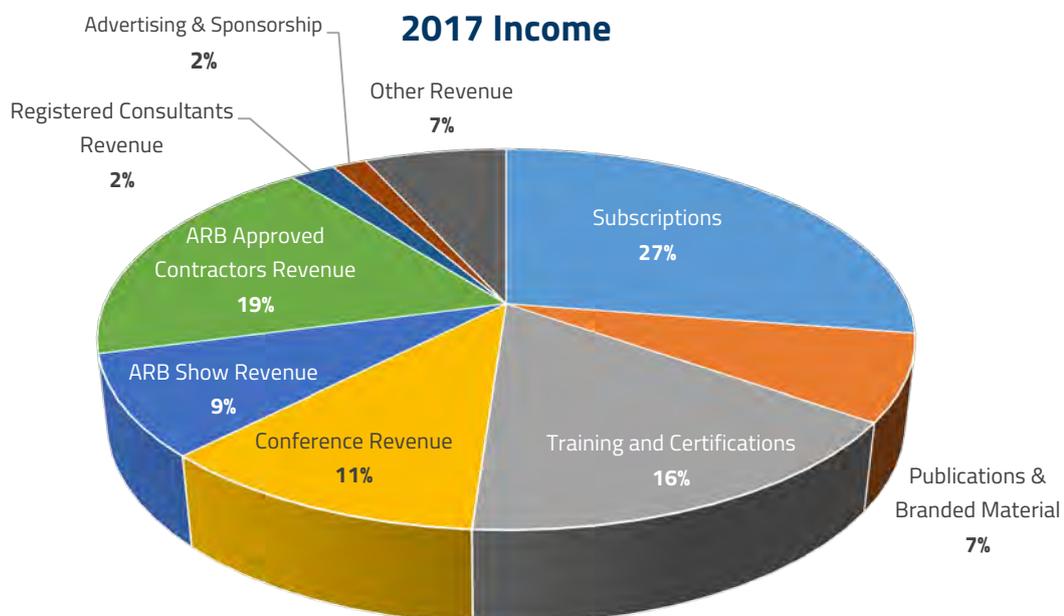
Arboricultural Association Summary Financial Information

1 January 2017 to 31 December 2017

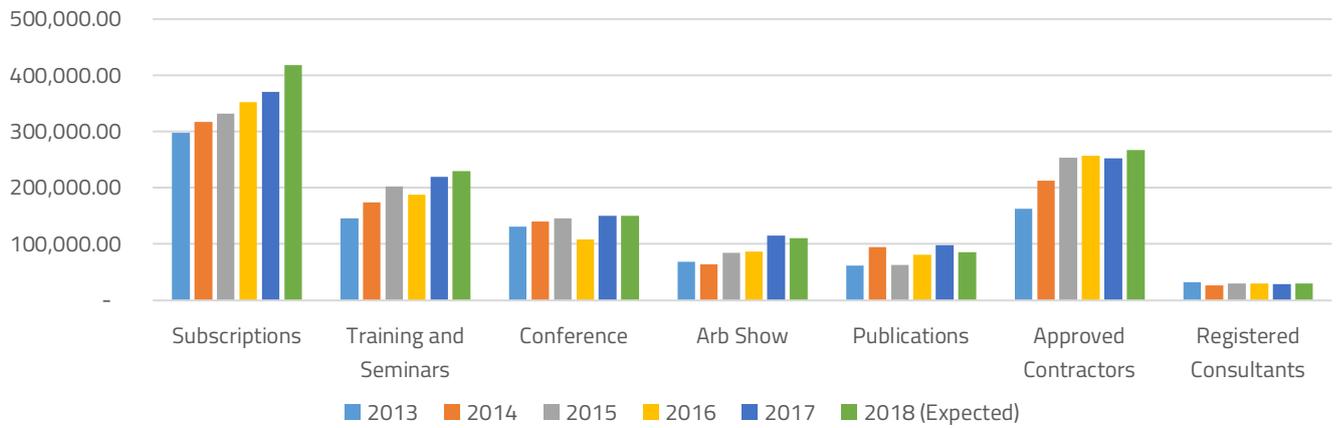
| SUMMARY CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT | 2017 | | | 2016 | | |
|--|-----------------------|-------------------------|---------------------|-----------------------|-------------------------|---------------------|
| | Income £'000 | Expense £'000 | Total £'000 | Income £'000 | Expense £'000 | Total £'000 |
| Activities to further the charity's objectives: | | | | | | |
| Subscriptions | 370.7 | (77.1) | 293.6 | 353.1 | (67.6) | 285.5 |
| Publications | 98.5 | (78.4) | 20.1 | 81.6 | (58.2) | 23.4 |
| Conferences | 150.8 | (158.9) | (8.1) | 108.2 | (137.5) | (29.3) |
| Workshops and seminars | 220.2 | (225.2) | (5.0) | 188.0 | (208.6) | (20.6) |
| Trade fair | 115.3 | (136.9) | (21.6) | 87.3 | (128.8) | (41.5) |
| Meeting costs | - | (75.1) | (75.1) | - | (67.3) | (67.3) |
| Newsletter and journal | - | (90.0) | (90.0) | - | (76.8) | (76.8) |
| Grants | - | (7.4) | (7.4) | - | (3.4) | (3.4) |
| | <u>955.5</u> | <u>(849.0)</u> | <u>106.5</u> | <u>818.2</u> | <u>(748.2)</u> | <u>70.0</u> |
| Activities to generate funds: | | | | | | |
| Consultants and contractors | 281.1 | (266.4) | 14.7 | 288.1 | (249.9) | 38.2 |
| Marketing and advertising | 5.2 | (12.9) | (7.7) | 0.1 | (12.3) | (12.2) |
| Promotion | - | (90.8) | (90.8) | - | (88.1) | (88.1) |
| Management and administration | - | (12.3) | (12.3) | - | (11.8) | (11.8) |
| Technical support | - | (70.9) | (70.9) | - | (95.0) | (95.0) |
| Interest received | 7.6 | - | 7.6 | 0.2 | - | 0.2 |
| Sponsorship | 16.5 | - | 16.5 | 25.5 | - | 25.5 |
| Other activities | 83.0 | - | 83.0 | 91.9 | - | 91.9 |
| | <u>393.4</u> | <u>(453.3)</u> | <u>(59.9)</u> | <u>405.8</u> | <u>(457.1)</u> | <u>(51.3)</u> |
| Totals: | <u>1,348.9</u> | <u>(1,302.3)</u> | | <u>1,224.0</u> | <u>(1,205.3)</u> | |
| Surplus of income over expenditure: | | | <u>46.60</u> | | | <u>18.70</u> |

| SUMMARY CONSOLIDATED BALANCE SHEET | 2017 | | 2016 | |
|---------------------------------------|----------------|---------------------|----------------|---------------------|
| | £'000 | £'000 | £'000 | £'000 |
| Fixed assets: | | 839.0 | | 862.4 |
| Current assets: | | | | |
| Stock | 18.1 | | 14.1 | |
| Debtors | 112.7 | | 98.4 | |
| Cash at bank and in hand | 384.3 | | 211.3 | |
| | <u>515.1</u> | | <u>323.8</u> | |
| Creditors due within one year: | <u>(538.4)</u> | | <u>(378.4)</u> | |
| | | (23.3) | | (54.6) |
| Creditors due after one year: | | (106.3) | | (145.1) |
| | | <u>709.4</u> | | <u>662.7</u> |
| Funds: | | | | |
| Restricted fund | | 6.1 | | 6.1 |
| Unrestricted fund | | 698.4 | | 651.7 |
| Non-charitable reserves | | 4.9 | | 4.9 |
| | | <u>709.4</u> | | <u>662.7</u> |

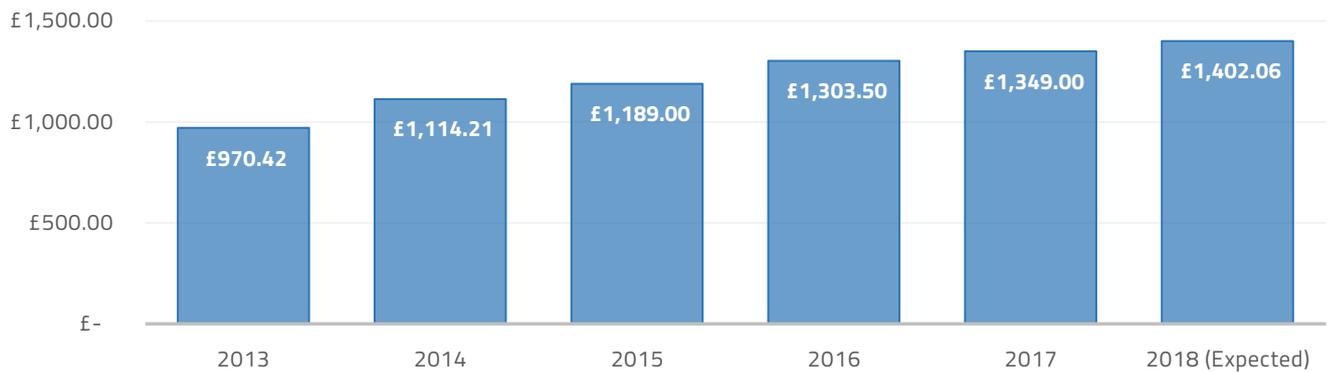
Graphical representation of 2017 income



Income per year for Subscriptions, Training, Conference, ARB Show, 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 £ |
|-------------|-------------------------|-----------------------|------------|-----------------------------------|
| 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 |
| 2017 | 703,264 | 6,086 | 709,350 | 46,656 |

MOVEMENT IN RESERVE FUNDS HELD IN BRANCH ACCOUNTS

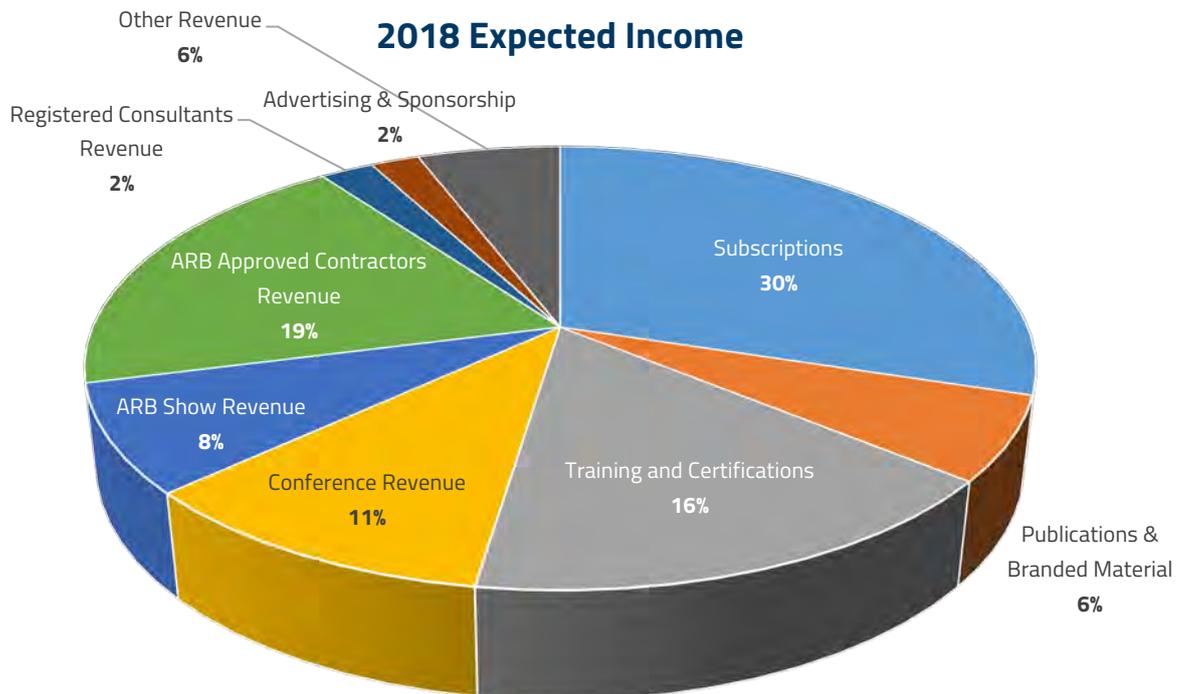
| 31 December | Total £ | Movement on previous year £ |
|-------------|------------|-----------------------------------|
| 2012 | 28,231 | 1,283 |
| 2013 | 32,171 | 3,940 |
| 2014 | 19,999 | (12,172) |
| 2015 | 22,328 | 2,329 |
| 2016 | 18,434 | (3,894) |
| 2017 | 23,317 | 4,883 |

Presentation of the Budget and Performance for 2018 and Re-forecast Data as at 30 June 2018

In accordance with the Association's established practice, a Business Plan and a Budget for 2018 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 2018 – there is no reason to believe that the final outcome for the year will be materially at variance to Budget.

| | Final 2017 | Budget 2018 | Actual/Forecast JUNE 2018 |
|---|------------------|------------------|---------------------------------|
| Sales | | | |
| Subscriptions | 370,712 | 400,000 | 418,879 |
| Branch Training Income | 29,295 | 27,000 | 16,897 |
| Publications & Branded Materials | 98,532 | 90,000 | 85,725 |
| Training & Certifications | 220,168 | 250,000 | 229,764 |
| Advertising Revenue | 5,163 | 10,000 | 8,795 |
| Conference Revenue | 150,771 | 150,000 | 150,508 |
| ARB Show Revenue | 115,329 | 115,000 | 110,357 |
| 3ATC | 3,915 | 7,000 | 9,440 |
| Approved Contractors Revenue | 252,226 | 262,000 | 267,324 |
| Registered Consultants Revenue | 28,875 | 32,000 | 30,427 |
| ISA Income | 7,615 | 8,000 | 5,000 |
| Sponsorship | 16,500 | 17,500 | 18,900 |
| Other Revenue (2015 included postage & packing now in Membership) | 49,870 | 50,000 | 50,043 |
| Total - Sales | 1,348,971 | 1,418,500 | 1,402,059 |
| Purchases | | | |
| Membership Expenses | 17,466 | 13,000 | 15,845 |
| Publications Expenses | 35,699 | 35,000 | 34,401 |
| Editor's Expenses | 14,207 | 15,000 | 14,501 |
| Sponsorship and Marketing Expenditure | 16,236 | 24,000 | 22,829 |
| Conference Expenditure | 92,571 | 88,000 | 88,452 |
| Training Expenses | 112,885 | 115,000 | 111,443 |
| ARB Show Expenses | 63,152 | 65,000 | 72,679 |
| Branch Expenses | 22,644 | 30,000 | 19,604 |
| 3ATC Expenses | 4,151 | 7,000 | 4,537 |
| Approved Contractors Expenditure | 122,238 | 115,000 | 107,642 |
| Registered Consultants Expenditure | 4,595 | 15,000 | 12,308 |
| ISA Expenditure | 7,236 | 8,000 | 9,785 |
| Other Purchases | 4,087 | 5,000 | 3,479 |
| Total - Purchases | 517,167 | 535,000 | 517,505 |
| Gross Profit | 831,804 | 883,500 | 884,554 |

| | Final 2017 | Budget 2018 | Actual/Forecast JUNE 2018 |
|---|----------------|----------------|---------------------------------|
| Overheads | | | |
| Member Publications Expenses | 58,797 | 60,000 | 57,729 |
| Trustees Expenses | 11,134 | 10,000 | 10,864 |
| Committees & Other Meetings | 33,793 | 27,000 | 31,718 |
| Staff Overheads | 479,710 | 490,000 | 489,197 |
| Establishment Costs | 18,465 | 25,000 | 25,020 |
| Administration Expenses (less system costs) | 108,754 | 120,000 | 114,890 |
| APPGHG | - | - | 9,081 |
| Legal & Professional Fees | 14,736 | 15,000 | 15,521 |
| Finance Expenses | 18,029 | 18,500 | 16,165 |
| Depreciation, Disposal & Bad Debt | 33,181 | 40,000 | 40,000 |
| Malthouse Loan Interest | 8,549 | 8,000 | 7,055 |
| Total - Overheads | 785,148 | 813,500 | 817,240 |
| Net Profit | 46,656 | 70,000 | 67,314 |



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 2017–AGM 2018

As a result of the AGM 2017 there were nine elected Trustees of the Arboricultural Association.

| Year of Election | Name | Current post |
|------------------|-------------------------|---|
| (17) | Jaime Bray | Vice Chair |
| (17) | Simon Holmes | Chair of Professional Committee |
| (17) | Navin Sehmi | |
| (16) | Ian Murat | |
| (16) | Keith Sacre | Chair |
| (16) | Mike Sankus | |
| (15) | Jonathan Cocking | |
| (15) | Ged Collins | |
| (15) | Alastair Durkin | Chair of Media & Communications (until July 2018) |

(Brackets show year of election)

In addition to the above, two members were co-opted to become Trustees after the 2017 AGM.

| Year of Election | Name | Current post |
|------------------|---------------------------------|---|
| (17) | Laurence Vine-Chatterton | Treasurer |
| (17) | Robin Jackson | Chair of Education & Training Committee |

Co-opted Trustees only hold office until next AGM (10th September 2018).

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 10th September 2018, we have three Trustee vacancies as a result of retirement or resignation:

| | |
|------|-------------------------|
| (15) | Jonathan Cocking |
| (15) | Ged Collins |
| (15) | Alastair Durkin |

Honorary titles: President and Vice Presidents

The current position is as follows:

| | |
|-------------------------|--|
| President: | Vacant |
| Vice Presidents: | Mr Robin Harper Mr Robert Hillier, OBE Sir Joseph Alan Meale Mr Henry Girling |

Election of Association Trustees for the period AGM 2017–AGM 2018

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:

| Year of Election | Name |
|-------------------------|---------------------|
| (17) | Jaime Bray |
| (17) | Simon Holmes |
| (17) | Navin Sehmi |
| (16) | Ian Murat |
| (16) | Keith Sacre |
| (16) | Mike Sankus |

Nominations have been received from:

Ged **Collins**

Alastair **Durkin**

Jenny **Long**

Michelle **Ryan**

Richard **Trippett**

Jacqueline **Waring**

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 2018–AGM 2021.