

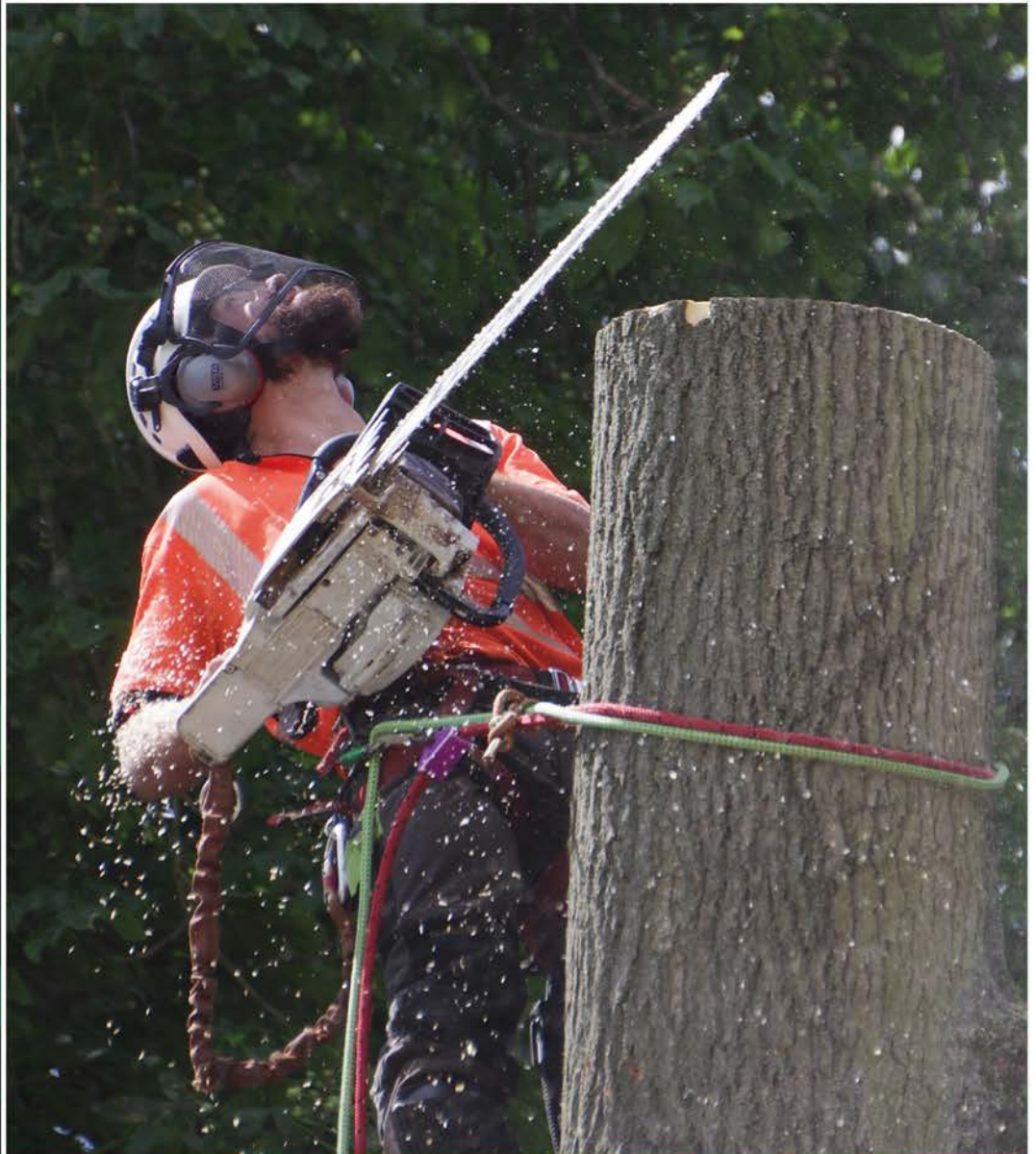


Arboricultural  
ASSOCIATION

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

# 2019 Annual Report

For the year **2019–2020** to include summary financial accounts for **2019**



The 2019 AGM will take place via Zoom digital conferencing on **Monday 7<sup>th</sup> September 2020** at **6pm**

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

# Your contacts at the AA

**Volunteers** (members not remunerated);

All contacts details can be found on the AA website [www.trees.org.uk](http://www.trees.org.uk)

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

- **Chair** – Jaime Bray
- **Vice Chair** – Michelle Ryan
- **Co-opted Treasurer** – Laurence Vine-Chatterton
- **Other Directors:** Alastair Durkin, Jenny Long, Ian Murat, Keith Sacre, Michael Sankus, Navin Semhi and Alan Simson

## **Arboricultural Association Trading Ltd Directors (AATL):**

- **2019** – All Association Trustees were Directors of the AATL
- **2020** – 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 AA website – [www.trees.org.uk](http://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](mailto:admin@trees.org.uk)

## **The Committee Chairs, as of 1<sup>st</sup> July 2020:**

- **Education and Training Committee**  
*Chair* – Stephen Westmore
- **Media and Communications Committee**  
*Chair* – Jenny Long
- **Professional Committee**  
*Chair* – Mike Sankus

## **Specialist Working Groups:**

- **Arborists' Working Group (AWG)**  
*Chair* – Navin Semhi
- **Consultants' Working Group (CWG)**  
*Chair* – Nick Bolton
- **Utility Arboriculture Group (UAG)**  
*Chair* – Andy Gardner
- **Women in Arboriculture (WIA)**  
*Chair* – Michelle Ryan

## AA Representation and Liaison: as of 1<sup>st</sup> June 2020:

- **Action Oak**
  - Simon Richmond
- **All Party Parliamentary Gardening Horticulture Group**
  - Stewart Wardrop & Stephen Hodsmen
- **Apprenticeships**
  - John Parker and Simon Richmond
- **Ash Die Back (DEFRA liaison)**
  - Mike Sankus & John Parker
- **British Standards Institution – B/213 Trees**
  - Simon Pryce
- **European Arboricultural Council**
  - Stewart Wardrop, John Parker and Jonathan Cocking
- **European Forum on Urban Forestry**
  - John Parker
- **GB & NI Tree Health Advisory Group**
  - John Parker & Stewart Wardrop
- **Greener UK**
  - Stewart Wardrop & Stephen Hodsmen
- **Fund 4 Trees**
  - (fund raising activity Ride for Research)*
  - Andy Hirons & Mick Boddy
- **Highways Authority National Highway Sector Scheme 18**
  - Martin Lennon
- **HSE Arboriculture and Forestry Advisory Group (AFAG)**
  - Simon Richmond & Andy Gardner *(UAG)*
- **ISA (International Society of Arboriculture)**
  - Stewart Wardrop & Jessica Palfreyman
- **LISS (Land based Industry skills scheme)/CSCS**
  - Martin Lennon & Paul Smith
- **National Tree Safety Group**
  - Simon Richmond
- **Ornamental Horticulture Roundtable Group**
  - Stewart Wardrop
    - **OHRG Education Group**
      - Steve Westmore & Simon Richmond
    - **OHRG Research Group**
      - Glynn Percival & John Parker
- **OHRG Commercial Group**
  - Stewart Wardrop
- **OPM Advisory Group**
  - John Parker & Simon Richmond
- **Plant Health Biosecurity Alliance Steering Committee**
  - Stewart Wardrop & Keith Sacre
- **Scottish Tree Health Advisory Group**
  - William Hinchliffe & Fiona Melville
- **Society for the Environment**
  - John Parker & Jessica Palfreyman
- **Trees and Design Action Group**
  - Keith Sacre & Stewart Wardrop
- **Tree Council**
  - Stewart Wardrop
- **Woodland Trust Charter for Trees**
  - Jeremy Peirce
- **VETcert**
  - Simon Richmond & Jim Mullholland

## Staff

(Staff listing as of 1<sup>st</sup> July 2020)

(All staff email contacts are [firstname@trees.org.uk](mailto:firstname@trees.org.uk))

(PT = Part time position)

- **Molly Banyard**, Administration Officer
  - Training & Events
- **Kate Beamish**, Administration Officer
  - Finance (PT)
- **Hanif Bhula**, Finance Manager
- **Sophie Chappell**, Administration Officer
  - Events
- **Steve Hodsmen**, Marketing Manager
- **Jack Hutchings**, Marketing Officer
- **Sarah Jackson**, Administration Officer
  - Training
- **Jim Mullholland**, Technical Officer (PT)
- **Jess Palfreyman**, Administration Officer
  - Membership and Systems (PT)
- **John Parker**, Technical Director
- **Simon Richmond**, Senior Technical Officer
- **Paul Smith**, Technical Officer
  - Approved Contractor Scheme Manager
- **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 2019–AGM 2020



## Report of the Association Chairman for the period AGM 2019 – AGM 2020

**2019 saw another year of steady progress with growth in almost all areas of activity in line with our strategic plan. Membership numbers grew once again; we had another record attendance at Conference; we delivered a record number of training and events, branch event activity and attendance at branch events reached levels never seen before; Arb show produced a record number of exhibitors and over 6000 attendees; membership of both variants of our Approved contractor scheme grew; our Registered consultant scheme continues to develop all of which was underpinned and supported by our growing marketing and promotional activity. This enabled us to prepare in 2019, with some confidence for another year of anticipated growth in 2020.**

Then in March 2020, as everyone knows, Coronavirus arrived.

Good corporate governance dictates that charities should prepare for unforeseen events that may impact upon activities and the Association, through its policies and procedures, had contingency measures in place to enable the Association to react accordingly. These policies and procedures are reviewed by Trustees annually and updated as required. Whilst a severe economic downturn one of the scenarios included in our risk register, with suitable actions by way of mitigation, no one in 2019 saw or thought that pandemic would be a risk. Thankfully, the comprehensive nature of our policies and procedures meant that, with a little adaption, we were able to act both safely and promptly. The CEOs' report details the impact of Coronavirus and the resultant actions in more detail however the fact that the Association had deliberately focused on building its fiscal reserves over the past three years deserves mention. Without these strengthened reserves the Association would have had to take many more drastic and severe actions, it would be a very different Association from the one that exists now.

In the space of a few months, the way the Association operates has changed greatly, the transition to homeworking and the new all-digital output has been relatively seamless. As a result, the Association has already grasped and changed many ways things are done and I'm sure many more are still to be realised.

Our political engagement of prior years stood us in good stead. The HQ team, working in conjunction with various of our partners rapidly produced guidance and information for members, much of it adopted by other organisations including internationally. Working through the confused governmental messaging of March and April was indeed a challenge for everyone. Working with our partners more closely continues as a result our sphere of influence continues to widen; the Association now has considerably more representation on many more influential and decision-making bodies than it ever did.

In conclusion, 2019 was another year of continued progress, 2020 has seen the Association change to address the challenges posed by Coronavirus. 2021 will be a year of further change as we really don't know what the future shape of either the economy or our industry will look like. The Trustees and staff have been working on the plans for 2021 and these will be shared with you at the 2020 AGM it goes without saying that your ongoing support as members of the Association will be needed more than ever in these uncertain and challenging times.



**Jaime Bray**  
*Chair of the Trustees*

## **Financial Performance**

### **for the period 2018 and AGM 2019 – AGM 2020**

**We had another financially sound year in 2019. Total income was £1,461,000 (£1,357,000 in 2018) with subscriptions accounting for around 30% of our total income (30% in 2018). During 2019 we completed a review of the allocation of indirect costs and the effect upon each major activity. This improved information will allow more accurate budgeting and forecasting activity in future years; this is an exercise we plan to repeat annually.**

2019 saw the AA is continuing to strengthen all sources of income helping to provide a stable financial situation which allows us to provide ever improving service to members and increased activities in line with our charitable objectives. The mortgage on the HQ property was £60,000 (£106,000 in 2018) and was on schedule to be repaid towards the middle of 2021. The surplus for the year was £ 43,000 (£44,000 in 2017), another good result, in line with the budget and helped us further strengthen our reserves.

The effect of Covid 19 has been significant with management of cash flow being the priority. Reserves we had built up will be fully utilised along with support from the Government in the form of staff furlough payments, delay of VAT payment to Q1/2021 and the use of business interruption loan support scheme. The Trustees and HQ staff have been managing the situation carefully, a plan to address the recovery required in 2021 will be formulated ahead of the AGM.



**Laurence Vine-Chatterton**  
*Treasurer*

# Chief Executive Report 2019 & 2020

## Review of 2019

**2019 was another year of steady progress; we continued to develop and grow our activities in line with our published plans and agreed strategy. The team at AA HQ continues to change, we added one additional employee in the form of our first apprentice at the beginning of 2019. With a technical officer position becoming vacant we decided to strengthen our Technical team for the future through the recruitment of a Technical Director. Both these moves were in preparation and readiness for continued change and growth in the future.**

2019 however has been quickly forgotten with Covid 19 reshaping our world. It is important that you, as Association members, understand the impact of Covid 19 upon the Association and the measures being taken to ensure the Association weathers the crisis and plans for recovery. The Trustees, our staff, and the multitude of partners have helped us achieve, a record amount of very necessary change, in an incredibly short period of time. We have reproduced and updated an extract taken from the annual accounts, that sets out the effects of Covid 19 and the plans we have in place to ensure the Association not only survives this crisis but is in a position to grasp the large number of future opportunities that present themselves.

### Impact of Covid 19 on Association Activities

The impact of Covid 19 upon the Association has been significant and the following commentary summarises the key actions taken in addition to providing an outline of the plans that will be implemented to ensure the Association continues to meet its charitable aims and objectives going forward, whilst remain a going concern.

The Association, through many of its risk management policies and procedures, was prepared for the requirement to rapidly introduce home working required under lockdown. A policy decision made some 2 years previously resulted in all staff having laptop technology instead of traditional desktop technology; additionally, office equipment including, monitors, ergonomic chairs, printers, and other aids have also been relocated to staff homes. The successful transition to homeworking was completed within one day. The Association has produced a detailed home working risk assessment which all staff have completed; the few remaining resulting actions are being addressed as restrictions allow.

Daily Zoom meetings became and remain the norm. In April the Association asked all staff to take 8 days annual leave. This action reduced forward holiday liability whilst enabling the whole staff to remain operational. This enabled planning and development of the Associations response to the crisis. In May we utilised the Governments furlough scheme to furlough 9 staff; in June we asked all staff to return to work (from home) for one week before we then furloughed 7 staff; we anticipate continuing to utilise the furlough scheme going forward until more normal activity levels resume. July & August will see continued use of the furlough scheme with all staff returning to work, the majority on a part time basis, with everyone still working from home. So successful has been the transition to homeworking we will be considering the possibility of embedding a flexible element of homeworking into our staff contracts at some future stage.

As we are sure you are aware all non-digital training and event activities have been stopped; with the ARB Show (May 2020) and Conference (September 2020) being cancelled. All member and partners have been fully refunded. Due to the contracts in place, and support from our partners, the negative cost impact of cancelling activity has been very small, however the cessation of paid training and event activity will negatively impact our turnover. Whilst costs associated with the cancellation of these activities will not be incurred a reduced contribution to Association overheads will arise.

Given the above reduction in income, and contribution to overheads, the management of the Associations cash became and remains, the primary objective.

An initial cash flow forecast showed that, despite building up reserves over the previous three years in line with the published reserves policy, the cash low point that occurs every November would require additional cash liquidity. This was briefed to trustees in April via Zoom meeting. The Association subsequently applied for an overdraft facility that was approved within 12 hours. Over the preceding weeks we continued to develop and refine our cashflow forecast, available cash was and remains reported upon every day at the staff team meeting. At the July Trustees meeting it was agreed that we would utilise the Governments Business Interruption Loan Scheme as an effective alternative to the overdraft option. The loan had been approved in principle by the bank and formal application has now been given Trustee approval. This loan will be repaid over a 6-year term with no repayments being required for the first year; it is intended that the existing small mortgage will be repaid prior to the Business loan repayments commencing in 2021. The new business loan repayments will equate to approximately the same value as the existing mortgage repayments. Cashflow forecasts will continue to be shared with the Trustees and staff on a regular basis. The Association has considerable equity via its ownership of the HQ Malthouse property. This could be utilised should further loan security provision be required, or the equity be released, through a future sale of the building.

The Association has been very responsive in providing member guidance, primarily through trying to make sense of the confused governmental messaging. This guidance has been widely welcomed and, where requested, we have shared this information with various partners groups including internationally.

Activity, in certain areas, remains extremely resilient with individual and scheme memberships continuing to grow via new applications, current indications are that both will be at levels above the record levels of 2019. To achieve membership growth currently is truly incredible, with many other organisations reporting double digit attrition rates. We cannot be complacent and to ensure we continue to deliver member and public benefit we have adopted digital output as our new norm. We are actively trialling digital technology as an alternative to our traditional face to face activities, this has undoubtedly accelerated some of the plans we had and brought many new ideas and opportunities to the fore.

Our digital output continues to grow and develop, we delivered a “virtual ARB Show”, at no cost to our exhibitors and partners; this generated a record 19,000 website page views. Our investment in Nimble, an eLearning platform in 2019, has resulted in fast track course development with our first eLearning course coming to market in June. Our free digital output is significant, we now have a monthly digital output calendar that invariably has some activity occurring every working day and even on some weekends. The overseas digital version of the Arb Magazine has recorded over 600 downloads as of June increasing the Associations reach internationally as a result. This international activity represents a significant opportunity in the medium and long term, something the Association is well placed to take advantage of and plans to further develop this are under way.

Having now managed the initial challenges associated with the Covid 19 crisis we are, at time of writing, planning to slowly restart training and event activity as Covid restrictions are lifted. This restarting of activity will only be where we are confident we, and our partners, can fully adhere to all the required safety protocols.

With tentative plans in place to restart activity over the coming months the Association now turns to addressing the recovery plans which will be required for 2021 and beyond. Formulating this plan consists of two key stages, the first stage being the formation of a single year “Business Recovery Plan 2021”. Given the degree of uncertainty regarding the level of UK economic activity the plan will be based on a range of different business scenarios, with accompanying forecasts, depicting varying levels of activity and income. These forecasts and plans will be used to “stress test” the Association activities to ensure its fiscal and operational resilience whilst describing the actions required under each. As a result, the Trustees and senior Association staff will prepare and plan for a range of potential actions that may need to be taken during 2021. Updates regarding these plans will be briefed out to members regularly.

The second part of our recovery plan will be derived during 2021, once we understand in more detail the impact of CV19 upon our sector. This will result in the formation of the Associations strategic plan for the period 2022 to 2024. It is intended that the new, 3-year, strategic plan will be briefed out to members as part of the 2021 AGM.

In summary, the Trustees, committees, working groups and the Association staff are considering and taking all necessary actions to ensure that the Association continues to deliver member benefit, meet its charitable aims and objectives whilst remaining a fiscally viable going concern.

## Personal message

This AGM will be my last as CEO of the Association as I plan to retire at some time in 2021; originally planned for February 2021 hopefully now sometime in the spring of 2021 – as Covid 19 has even disrupted this! As a result of the business disruption caused by Covid 19 I have committed to the Trustees that I will remain in post until our recovery plan is in place and a replacement CEO has been selected, appointed (further details of this process will follow in due course) and a handover completed.

To all Association members thank you for your help and support, it has been an honour and a privilege to meet and work with many of you. Can I also offer my sincere thanks to all the trustees, branch, committee, working group members and partners without whom this Association would simply not exist? My special thanks must go to Jago Keen, Keith Sacre & Jaime Bray, I really have been fortunate to have had three, very different, but knowledgeable and eminently wise Chairmen.

After what will be around 4 and a half years in post as CEO, in the spring of 2021 I will hand over the reins to a new person. They will inherit an HQ staff that are a talented and capable team, I’ve no doubt they will continue to successfully deliver even more in support of the new CEO and this wonderful sector – Arboriculture.



My heartfelt thanks go to every staff member at AAHQ, past and present – thank you for all your help and support!

**Thank you all!**

**Stewart Wardrop**  
*Chief Executive Officer*

# Committee & Working Group Chair Reports for 2019–2020

## Report of the Professional Committee (PC) Chair

Since September 2019 the committee, which has ten members and is attended by Stewart Wardrop and other members of the HQ staff as appropriate, has been active supporting Association activities. The committee's base workload comprises of regularly reviewing our membership offerings, our approved schemes, the determination of complaints as well as the assessment of Fellow applications. Much of this work goes unheralded however I'd like to thank members of the Professional Committee and the Working Groups for their continued support and willingness to progress such a wide range of projects and activities.

Increasingly the Association has been asked to provide input into a range of DEFRA working groups. As Chair of Professional Committee (also a Trustee and a Tree Officer) I was pleased to be able to represent the Association at Tree Health Policy Group and the Ash Die Back Health & Safety Taskforce meetings during 2019, culminating in the production of the Associations Ash Die Back Guidance Note, which is available to all members.

Work developing our Registered Consultant Scheme continues with the introduction of the Registered Consultant Quality Assurance appearing to be working very well. The QA process is now viewed by many external organisations as an exemplar of how an accreditation scheme should be operated. In addition to this the committee have reviewed and approved the CWG proposal into the methodology for determining the competency, skills and experience of applicants to become Registered Consultants. I am also pleased to report that the speed of processing RC applications has also been improved considerably. In addition to the above the committee also review both the activity of Amenity and Utility approved contractor schemes, I am pleased to report both schemes are continuing to develop and grow.



A short report on the activity of our working Groups (AWG, CWG, UAG and WIA) follows below.

**Mike Sankus**  
*Chair Professional Committee*

## Report of the Arborists' Working Group (AWG) Chair

**With numbers having breached full capacity, the AWG has developed into an extremely pro-active and energised group of industry professionals from all walks of life, bringing a well-rounded knowledge base to the meeting table.**

Having started the year as business as usual, we suddenly found ourselves facing the issue of 'two-rope working'.. Acting as the voice for contractors, the AWG attempted to step in and present a rational argument to the HSE as to why such drastic changes would not only create a wider gap between compliant and non-compliant companies and also highlight that the revised interpretation by the HSE risked potentially becoming a barrier to compliance.

Our view remains that reputable companies will be hardest hit as they try to maintain compliance with the amended guidance. The 'cowboy' element of our industry that choose to ignore this will capitalise on the ability to complete jobs in a quicker time with less equipment and therefore lower costs. Now, probably more than ever before, our sector needs to push for more formal sector and public recognition. In time this may result in sector regulation so that standards are raised and enforced appropriately.

The AWG continues to function and we have maintained contact during the global COVID-19 pandemic using our very active WhatsApp group. We also held our last quarterly meeting via Zoom. We continue to provide a voice for contractors and as we all begin to emerge from this situation suffering deep economic wounds, we hope to be able to offer help and advice to the industry we care for.



May we take this opportunity to thank the membership for its ongoing support in the continued professionalisation of the industry.

**Navin Sehmi**  
*Chair AWG*



## Report of the Consultants' Working Group (CWG) Chair

**The Consultants' Working Group has seen two major pieces of work come to fruition this year, both relating to the Registered Consultants Scheme.**

The first project seeing the delivery of the Quality Assurance Scheme to monitor and ensure the standard of work being prepared by existing members of the RC Scheme. This process is now well drilled with three groups of Registered Consultants having now undertaken and completed the process, successfully. This QA process is industry leading and will play its part in ensuring the scheme remains current and in line with best practice.

The second project related to the recognition that a demystification of the application process was required. The CWG have now reworked the application process to bring it up to date using a modular basis, it has been reviewed and approved by Professional Committee, existing registered consultants have had opportunity to comment and the revised process is now being taken to the final documents stage by a small working group.

The revised and updated application process will ensure that whilst ensure robust and thorough standards are maintained the application process will be more relevant to our industry and will no longer be perceived as any barrier to a future application. We envisage the revised application process will be launched before year end.



With this wide range of activities that will continue supporting the registered consultant's scheme now in place, including further aspiring consultants days, we will look to further promote and grow scheme membership over coming months and years.

**Nick Bolton,**  
*Chair CWG*

## Report of the Utility Arboriculture Group (UAG) Chair

**Utility Arboriculture Group (UAG) saw another year of growth as the number of members increased significantly in the year. Much improved communication, publicity and the provision of regular Health and Safety updates are driving this increased engagement. These can all be seen and accessed on the regularly updated UAG page of the AA website.**

The Utility Arb Approved Contractor Scheme is now growing and has been 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.



The UAG continue to publish its safety data, promote and share safety best practice with this messaging and sharing of information now extending overseas.

**Andy Gardner**  
*Chair UAG*

## Women in Arboriculture Working Group (WIA)

**The WIA has continued to grow from strength to strength working hard to learn how to best serve our members.**

Our biggest piece of work during 2019 and the start of 2020 was the 12 faces of Arb series which was really well received. It not only showcased the vast range of roles available within the industry, but it also gave the professionals involved a platform to discuss their backgrounds, day-to-day roles and what they love about the industry.

Our focus for 2020 was events, through the promotion of international events, to helping at more local ones such as the Sheffield Tree Week and creating our own. Our first networking event was planned for the spring of 2020 at Kew Gardens. Even though it was cancelled due to COVID-19 we had over 250 people register to attend, this overwhelming response showed us that there is a need for these kinds of events and we plan on holding them online and in person.

The other big project for 2020 is the kit survey, during the formation of the group many people discussed how difficult it is getting PPE and kit that fits properly. This may be through manufacturers not designing products for women or suppliers only stocking a limited range of products. The short survey aims to reveal some of the key issues and once completed we will work with manufactures and suppliers to see what improvements can be made.



Going forward we will continue to work with the Association to encourage diversity and inclusion. Through international collaboration and by working on key projects, we will ensure our members are provided with a support network and to act as an information resource where possible.

**Michelle Ryan**

*Chair WIA*

## Report of the Education and Training Committee (E&T) Chairman for the period AGM 2019 – AGM 2020

**Yet again another busy year for the E&T Committee. In addition to the normal committee activities of reviewing the associations education and training outputs we have continued to build on the prior years through strengthening links with the key awarding bodies within the industry. This will ensure that the courses truly reflect the needs of the industry as well as providing reassurance to the awarding bodies.**

One of the activities the Committee is currently working on is supporting the forthcoming Horticultural Careers portal development in conjunction with the Ornamental Horticultural Roundtable Group (OHRG). As chair of the E&T committee I have attended the OHRG sub-group meetings to help develop a cross-sector initiative with a view to encouraging new entrants into our industry. We hope to shortly have a careers portal that will be adequately signposted via the schools and college networks that cover many Horticultural careers including a section for Arboricultural careers. This will be an ongoing process so further updates will be provided later in 2020.

Our E&T committee needs to more accurately reflect the make-up of our membership therefore I would urge AA members to put themselves forward if they believe that their occupation may be under-represented, so as to guarantee that the diverse needs of the sector are truly reflected.



Finally, E&T would like to thank AA HQ for all their support, as well as acknowledge the time and effort afforded by all of the Committee's members.

**Stephen Westmore**

*Chair Education and Training Committee*

## Report of the Media and Communications Committee (M&C) Chairman for the period AGM 2019 – AGM 2020

I took over the Media & Communications committee in Spring 2019 and it has been an incredible year, in which we have seen record numbers engaging with our Association, through training, events, local branch activity and in media exposure about so many different aspects of the tree industry. At a time when membership associations are generally seeing a downturn and during the lockdown period with all the challenges that brings, the Arb Association is pulling out all the stops to communicate in ways that meet the needs of not just their members but the wider industry.

### Getting the message out there

The M&C team themselves have been busy working towards our goal of more engagement with industry and the public, with a number of successful activities aimed at increasing awareness of the industry. Kirsty McNichol has made a number of media appearances on the BBC (including a short film on *Countryfile*) promoting her work with military charity 'High Ground' that helps military veterans look at work options within the Arb world and, before lockdown, was regularly out and about promoting Arboriculture as a career for both ex-military personnel as well as to schools and colleges.

Longstanding committee member Alan Rowe, an Arb Development Officer at Cornwall County Council, has also been reaching out to youngsters through a number of means, including tree planting in schools, running Forestry badges for Scouts and offering to talk youngsters in schools about his passion for trees and the many career choices available to them.

It is our plan to take these kinds of links with schools that Alan and Kirsty are already working on and roll out a much wider engagement project to link up with educational providers and show young people what opportunities exist in the Arb world. John Parker, new Technical Director at the Association, has also been working with his local school and together we have put together a proposal for a Schools Membership programme. This was approved by the board of Trustees in Feb 2020, but sadly due to the global pandemic hitting we will have to wait to get this project up and running later in 2020.

However, it is not just about inspiring youngsters into a career in Arboriculture, part of our remit is to help them and all members of the general public understand and appreciate the benefits of trees and the value of working with professional Arborists and Consultants. The M&C team article on *Rogue Traders* – helping the public make informed choices – was picked up a local level in Herefordshire and Cornwall and made it to *Countrylife* magazine.

### **Connecting with potential members and volunteers**

What better way to connect with the industry, than to get out and about and meet people face to face, so the M&C team launched plan in 2019 to set up a Volunteer stand at the 2020 ARB Show. A chance to meet with industry contacts, to talk to them about our experience and passion for the Association and, hopefully, to give them new reasons for joining the Association or even becoming a Volunteer. We were successful in gaining support from branches, Trustees and the HQ team and will look forward to our stand at the postponed ARB Show in 2021 where we can showcase the work of all our Volunteers at the Association and share how much we gain from volunteering, as well as highlighting to non-members how much work the Association does on their behalf all through the year.

We also know that our branches are the key to the continued success and potential growth of the Association. The HQ team have worked incredibly hard to provide a support infrastructure to the branches, helping volunteers set up events and connect with interested parties in their region and providing a wide array of online resources. The work they do to connect with, not just industry colleagues but with, other connected industries such as horticulture and botany is vital to our network growth and at M&C we want to help the branches where we can. In 2019 we all made efforts to meet our local branches and see what media or communications support we could provide. And at the March 2020 branching out event I was pleased to share our plans for schools membership, Scouting badges and the Arb show volunteer stand.

### **COVID-19 and our new 'normal'**

As we move forwards and try and find a new normal, with so many events and activities postponed or cancelled it will be vital that we maintain communication with our members, just as all Arb businesses must maintain communication with their customers. The HQ team have done an incredible job of finding alternative ways to maintain momentum and connect with our members and the wider industry, such as the virtual Arb show, the Urban Tree World Cup, the online training now available and the new Arborists' Question Time Panel Sessions. I was pleased to sit on the panel of the new Arb culture event run by the Först team, discussing the impact of COVID-19 on my business and it was clear to me that the work the Association has done in trying to support us all through this pandemic, from lobbying Government for more clarity, to preparing risk assessments and

helpful information is vital and shows to all Arboricultural Professionals that we have a very real need for an industry Association working on our behalf. I would like to thank the marketing team at head office and the Media and Communications voluntary committee for their hard work in 2019 and into 2020 and look forward to continuing our work to promote Arboriculture to the wider world and the Association within the industry.



**Jenny Long**  
*Chair Media & Communications Committee*

## Report of Arboricultural Association Trading Ltd (AATL) for the period AGM 2019 – AGM 2020

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 of the AATL.

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.

**Jaime Bray**  
*Chair of the Trustees 2019/2020*

## Receipt of the Accounts of the Association for Financial Year 2019

### 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 2019 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 The Malthouse, Stroud Green, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2019 is provided along with a comparison to 2018 in the following pages.

A new strategic plan will be derived by Trustees and Staff during 2021 to cover the period 2022 to 2024. The existing strategic plan has been widely communicated to all members and branches with committees and working groups pursuing objectives in support of the strategic plan. Details re actual performance YTD 2020 versus budget and re-forecast for 2020 can be seen on the following pages.



**Jaime Bray**  
*Chairman of the Trustees 2019/2020*

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

The summary financial accounts for the year ended 31<sup>st</sup> December 2019 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<sup>st</sup> December 2019. 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*

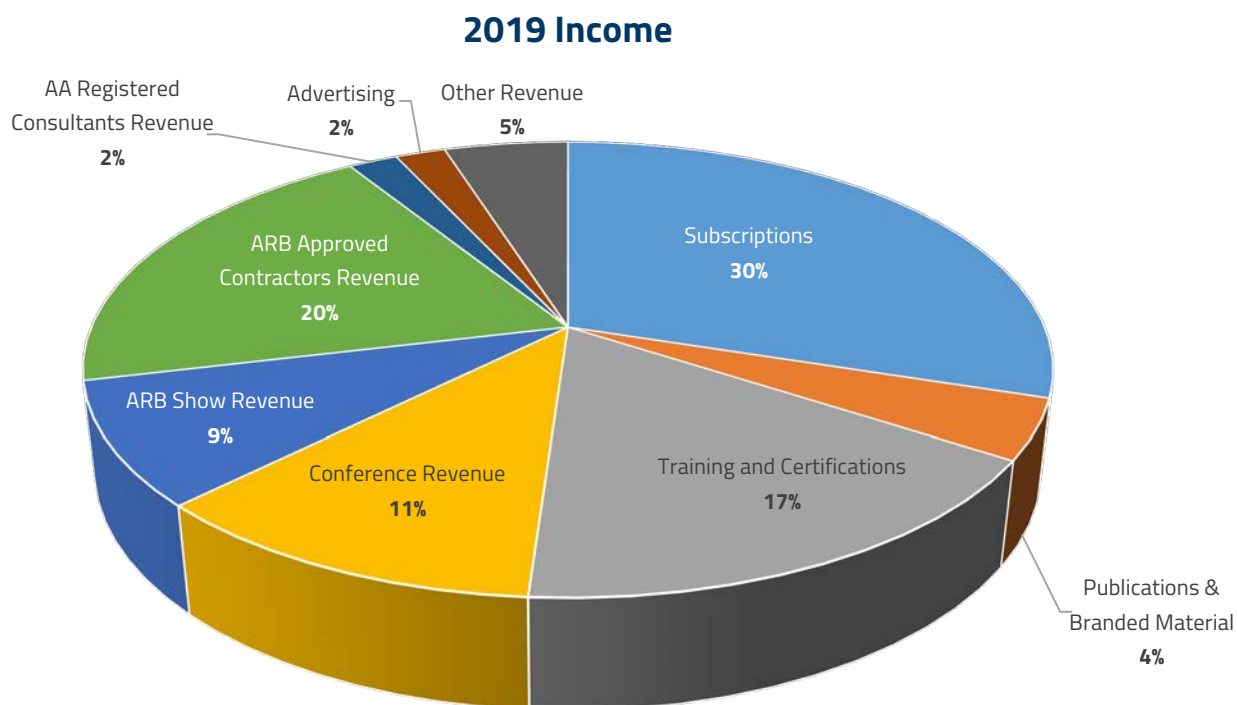
# Arboricultural Association Summary Financial Information

1 January 2018 to 31 December 2019

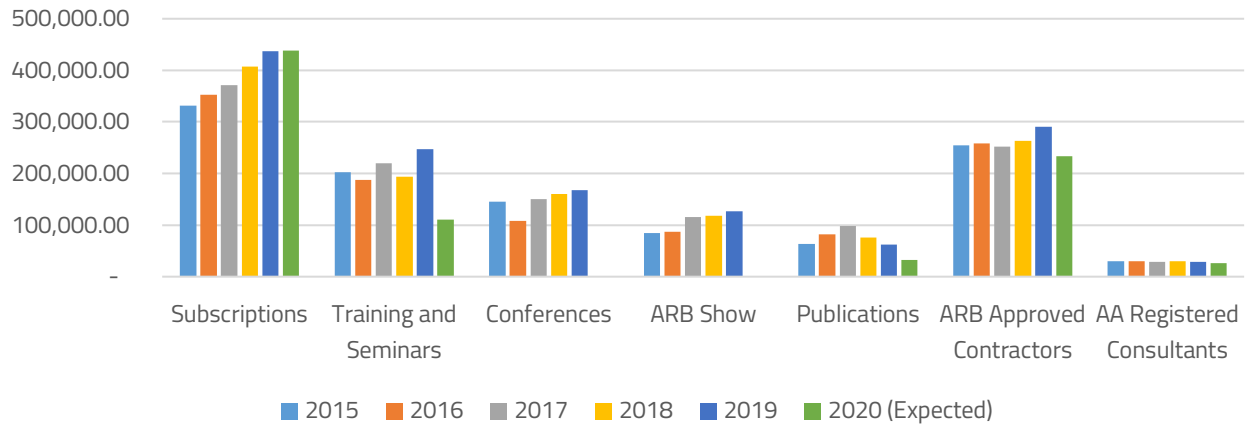
SUMMARY CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT	2019			2018		
	Income £'000	Expense £'000	Total £'000	Income £'000	Expense £'000	Total £'000
<b>Activities to further the charity's objectives:</b>						
Subscriptions	437.4	(56.2)	381.2	407.7	(79.5)	328.2
Publications	62.0	(65.6)	(3.6)	76.0	(78.5)	(2.5)
Conferences	167.5	(169.4)	(1.9)	159.9	(163.4)	(3.5)
Workshops and seminars	247.0	(196.6)	50.4	193.5	(221.5)	(28.0)
Trade fair	127.2	(132.5)	(5.3)	117.7	(149.4)	(31.7)
Meeting costs	-	(68.2)	(68.2)	-	(76.2)	(76.2)
Newsletter and journal	-	(99.0)	(99.0)	-	(96.6)	(96.6)
Political expenditure	-	(41.7)	(41.7)	-	(17.7)	(17.7)
Grants	-	(13.8)	(13.8)	-	(2.8)	(2.8)
	<u>1,041.1</u>	<u>(843.0)</u>	<u>198.1</u>	<u>954.8</u>	<u>(885.6)</u>	<u>69.2</u>
<b>Activities to generate funds:</b>						
Consultants and contractors	318.8	(253.4)	65.4	292.1	(242.2)	49.9
Marketing and advertising	29.0	(10.6)	18.4	7.9	(13.3)	(5.4)
Promotion	-	(72.3)	(72.3)	-	(94.7)	(94.7)
Management and administration	-	(121.9)	(121.9)	-	(12.4)	(12.4)
Committees and governance	-	(31.1)	(31.1)	-	-	-
Branch expenditure	-	(22.8)	(22.8)	-	-	-
Technical support	-	(62.7)	(62.7)	-	(63.9)	(63.9)
Interest received	2.8	-	2.8	0.1	-	0.1
Sponsorship	-	-	-	16.3	-	16.3
Other activities	69.2	-	69.2	5.4	-	85.4
	<u>419.8</u>	<u>(574.8)</u>	<u>(155.0)</u>	<u>401.8</u>	<u>(426.5)</u>	<u>(24.7)</u>
<b>Totals:</b>	<u><b>1,460.9</b></u>	<u><b>(1,417.8)</b></u>		<u><b>1,356.6</b></u>	<u><b>(1,312.1)</b></u>	
<b>Surplus of income over expenditure:</b>			<u><b>43.1</b></u>			<u><b>44.5</b></u>

SUMMARY CONSOLIDATED BALANCE SHEET	2019		2018	
	£'000	£'000	£'000	£'000
<b>Fixed assets:</b>		828.1		824.5
<b>Current assets:</b>				
Stock	26.2		20.6	
Debtors	136.9		119.4	
Cash at bank and in hand	176.9		194.7	
	<u>340.0</u>		<u>334.7</u>	
<b>Creditors due within one year:</b>	<u>(349.1)</u>		<u>(340.7)</u>	
		(9.1)		(6.0)
<b>Creditors due after one year:</b>		(22.0)		(64.7)
		<u><b>797.0</b></u>		<u><b>753.8</b></u>
<b>Funds:</b>				
Restricted fund		6.1		6.1
Unrestricted fund		775.8		742.8
Non-charitable reserves		15.1		4.9
		<u><b>797.0</b></u>		<u><b>753.8</b></u>

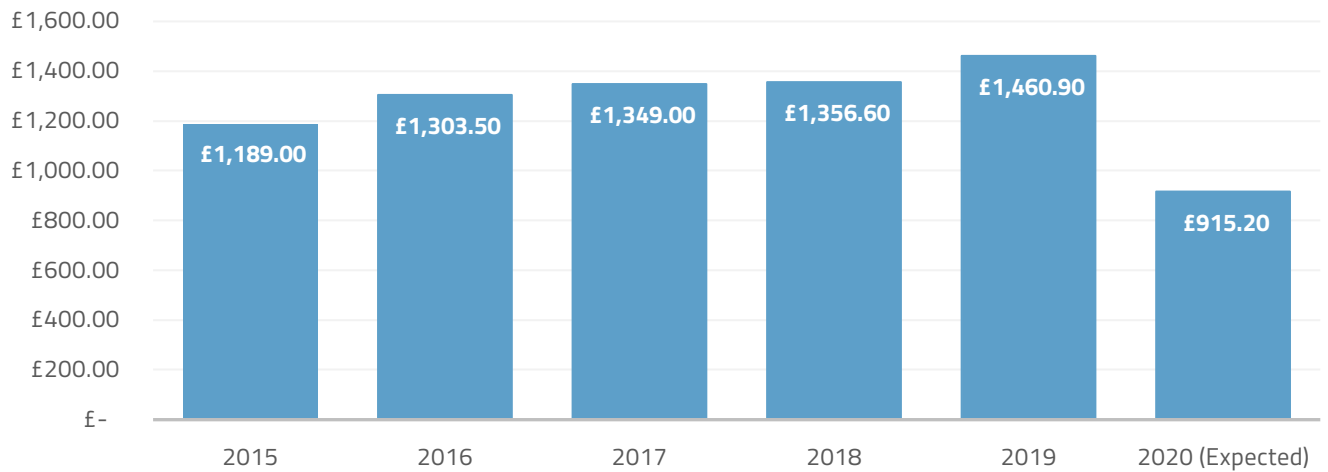
### Graphical representation of 2019 income



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



## Total Income per year £'000



**SUMMARY CONSOLIDATED MOVEMENT IN RESERVE FUNDS**

31 December	Unrestricted Funds £	Restricted Funds £	Total £	Movement on previous year £
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
2018	747,738	6,086	753,824	44,474
2019	790,865	6,097	796,962	43,138

**MOVEMENT IN RESERVE FUNDS HELD IN BRANCH ACCOUNTS**

31 December	Total £	Movement on previous year £
2014	19,999	(12,172)
2015	22,328	2,329
2016	18,434	(3,894)
2017	23,317	4,883
2018	22,898	(419)
2019	18,417	(4,481)



## Presentation of the Budget and Performance for 2020 and Re-forecast Data as at 30 June 2020

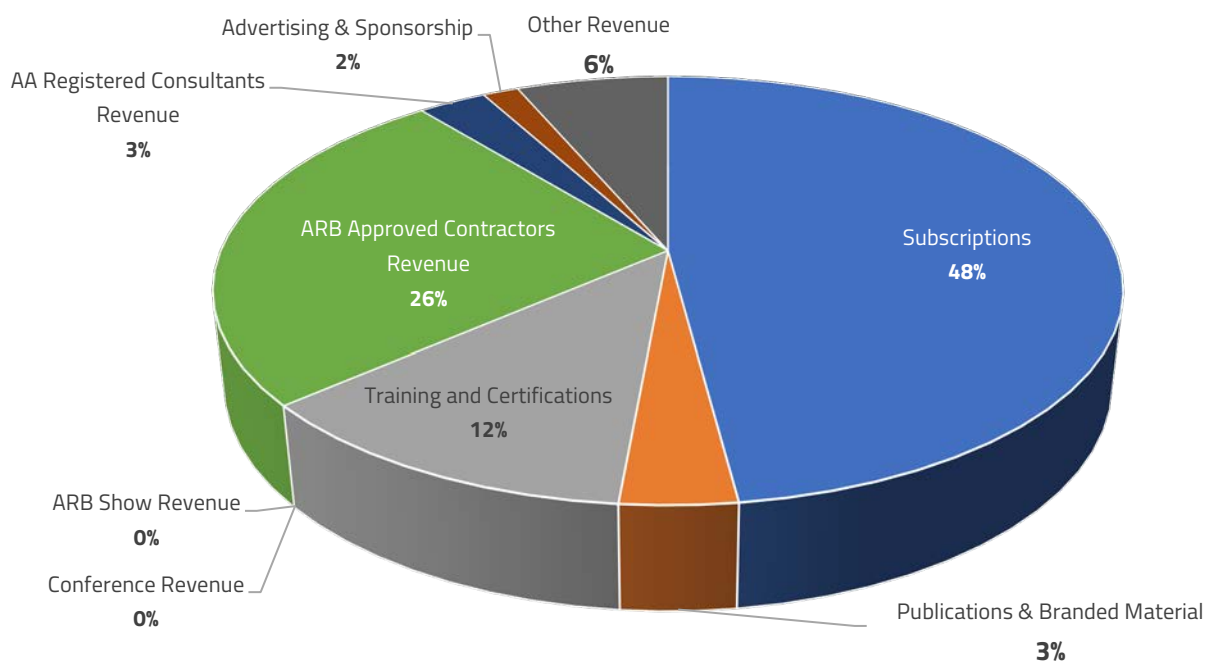
In accordance with the Association's established practice, a Business Plan and a Budget for 2020 were approved by the Board of Trustees at the start of the financial year. Performance against Budget is monitored regularly. At the present time – July 2020 – there is no reason to believe that the final outcome for the year will be materially at variance to Budget.

	Final 2019	Budget 2020	Actual/Forecast June 2020
<b>Sales</b>			
Subscriptions	437,368	461,000	438,696
Branch Training Income	10,861	12,000	-
Publications & Branded Materials	61,958	70,000	32,104
Training & Certifications	246,995	277,000	111,190
Advertising Revenue	29,027	30,000	13,888
Conference Revenue	164,540	175,000	-
Student Conference Revenue	3,000	3,000	-
ARB Show Revenue	127,198	138,000	-
New Event- APF 2020	-	10,000	-
3ATC	7,751	6,000	-
Approved Contractors Revenue	290,170	305,000	233,894
Registered Consultants Revenue	28,655	28,000	26,533
ISA Income	2,350	8,000	7,826
Other Revenue	51,046	52,000	51,089
<b>Total - Sales</b>	<b>1,460,919</b>	<b>1,575,000</b>	<b>915,220</b>
<b>Purchases</b>			
Membership Expenses	12,286	16,000	12,662
Publications Expenses	23,670	40,000	26,797
Editor's Expenses	14,285	15,000	17,380
Sponsorship and Marketing Expenditure	22,074	21,000	21,242
Conference Expenditure	104,634	105,000	1,993
Student Conference Expenditure	2,432	3,000	-
Training Expenses	136,257	130,000	55,859
ARB Show Expenses	74,409	75,000	4,985
Branch Expenses	27,130	12,000	3,289
3ATC Expenses	6,444	6,000	-
New Event- APF 2020	-	10,000	-
Approved Contractors Expenditure	119,671	115,000	55,383
Registered Consultants Expenditure	19,234	21,000	10,069
ISA Expenditure	5,304	8,000	6,000
APPGHG/OHRG	13,592	20,000	16,411
Careers portal 2020-2022	-	10,000	-
Research Grant	4,000	5,000	2,500
Partner Sponsorship	5,872	6,000	3,500
Other Purchases	4,489	5,000	3,605
<b>Total - Purchases</b>	<b>595,785</b>	<b>623,000</b>	<b>241,676</b>
<b>Gross Profit</b>	<b>865,134</b>	<b>952,000</b>	<b>673,544</b>

**Overheads**

Member Publications Expenses	75,334	75,000	67,862
Trustees Expenses	9,933	12,000	4,331
Committees & Other Meetings	11,894	11,000	5,415
Staff meeting, travel and subsistence	12,035	15,000	5,024
Staff Overheads	517,931	565,000	505,654
Establishment Costs	16,316	22,000	13,425
Administration Expenses (less system costs)	71,057	85,000	68,153
Internet Expenditure	4,812	5,000	4,812
Web design	21,252	31,000	33,274
Legal & Professional Fees	19,623	19,000	18,250
Finance Expenses	17,236	18,000	9,382
Depreciation, Disposal & Bad Debt	40,649	33,000	33,000
Malthouse Loan Interest	3,924	3,000	2,317
<b>Total - Overheads</b>	<b>821,997</b>	<b>894,000</b>	<b>770,899</b>
<b>Profit before Contingency expenses</b>	<b>43,138</b>	<b>58,000</b>	<b>(97,355)</b>
Contingency costs	-	10,000	10,000
<b>Net Profit</b>	<b>43,138</b>	<b>48,000</b>	<b>(107,355)</b>

**2020 (Expected) Income**



## Appointment of Auditors for the 2020 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 2019–AGM 2020

As a result of the AGM 2019 there were nine elected Trustees of the Arboricultural Association.

Year of Election	Name	Current post
(17)	Jaime <b>Bray</b>	Chair
(17)	Navin <b>Sehmi</b>	
(18)	Alastair <b>Durkin</b>	
(18)	Jenny <b>Long</b>	
(18)	Michelle <b>Ryan</b>	Vice Chair
(19)	Ian <b>Murat</b>	
(19)	Keith <b>Sacre</b>	
(19)	Mike <b>Sankus</b>	
(19)	Alan <b>Simson</b>	

(Brackets show year of election)

In addition to the above, two members were co-opted to become Trustees after the 2019 AGM.

Year of Election	Name	Current post
(19)	Laurence <b>Vine-Chatterton</b>	Treasurer

Co-opted Trustees only hold office until next AGM (7<sup>th</sup> September 2020).

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 Chairperson.

From 7<sup>th</sup> September 2020 we will have Two Trustee positions vacant as a result of two retirements.

(17)	Jaime <b>Bray</b>	
(17)	Navin <b>Sehmi</b>	

### Honorary Titles: President and Vice Presidents

The current position is as follows:

<b>President:</b>	Vacant
<b>Vice Presidents:</b>	Mr Robin Harper Mr Robert Hillier, OBE Sir Joseph Alan Meale Mr Henry Girling Mr Tony Kirkham, MBE

## **Election of Association Trustees for the period AGM 2019–AGM 2020**

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:

<b>Year of Election</b>	<b>Name</b>
(18)	Alastair <b>Durkin</b>
(18)	Jenny <b>Long</b>
(18)	Michelle <b>Ryan</b>
(19)	Mike <b>Sankus</b>
(19)	Alan <b>Simson</b>
(19)	Ian <b>Murat</b>
(19)	Keith <b>Sacre</b>

### **Nominations have been received from two (2) nominees**

Paul **Barton**

Navin **Semhi**

## **Trustee election process 2020**

With the number of Trustee applications matching the number of Trustee positions available no election is required. Both candidates will be confirmed as Trustees of the Association at the AGM 7<sup>th</sup> September 2020.