

**REGISTERED COMPANY NUMBER: 06210121 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1138312**

**REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR  
ENDED 30 APRIL 2016  
FOR  
CHARITYCOMMS**

Hilton Sharp & Clarke  
1st Floor Atlantic House  
Jengers Mead  
Billingshurst  
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## CHARITYCOMMS

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# CHARITYCOMMS

## REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 April 2016. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (the FRSSE) (effective 1 January 2015).

### OBJECTIVES AND ACTIVITIES

#### Objectives and aims

##### Our vision

Our vision is for effective and inspiring communications to be at the heart of every charity's work for a better world.

##### Our purpose

We improve the standard of communications and champion its role in the sector. We represent, support, inspire, connect and inform our members and the wider charity communications community.

##### Our goals by 2023

1. Communications will be recognised across the sector as an integral part of the effectiveness of charities.
2. Charities will have SMT/senior board representation from communications (ie an equal voice at the top table).
3. More and better resources will be available to help charity communicators improve their skills and the impact of their work.
4. The planning and delivery of charities' communications will take place in the context of an integrated brand and organisational framework.

##### Our impact

CharityComms' theory of change states that:

Charities create change; communications create change; charities that communicate better, create better change.

##### Our impact in numbers

- 525 organisational members, 329 individual members, 84 corporate partners adding up to over 4,000 people involved with CharityComms membership
- 39 events attended by 2,602 charity communications professionals
- 85% of event attendees said they had acquired new knowledge or enhanced skills relevant to their job after attending a CharityComms event
- 77% of CharityComms event delegates said they would try something new in their work
- From the CharityComms/TPP Marketing and Communications Salary Survey 2015, 54% of respondents felt that marketing and communications has become increasingly valued over the last year.

##### Our impact in words

"The information from CharityComms has been really helpful in giving me inspiration for my own role with The Encephalitis Society. Reading about the experiences of contributors and absorbing their expertise has made CharityComms my go-to website whenever I need to better understand an aspect of my work."

Andrew Pitt, communications coordinator, The Encephalitis Society

"At the CharityComms behaviour change conference I met some top communicators and the campaigns discussed were inspiring. I came home all fired up and am now planning my first behaviour change campaign."

Jackie Firth, communications manager, Butterwick Hospice

"The CharityComms mentoring scheme has been fantastic for me and really helped me to develop my role and move it in the direction I wanted to with confidence. It's great being able to talk to someone with more experience than you in a 'safe' environment. I have implemented new structures for the organisation I work for off the back of the sessions which I now can't believe we didn't have!"

Sophie Colwell, events and communications manager, Challengers, CharityComms mentee

"The Stepping into Leadership workshops are really inspiring and motivating. They have encouraged me to have the confidence to say 'yes' and take on projects outside of my comms remit."

Louise Robertshaw, head of marketing and communications, planning and strategy, Guide Dogs

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### **OBJECTIVES AND ACTIVITIES**

##### **Significant Activities**

At CharityComms, our aim is to connect, inform, empower and inspire comms professionals in the charity sector. We're working with our members and the wider communications community to raise the standard of communications in not-for-profits, to enable them to deliver their world-changing missions more effectively. From our membership scheme and events to our best practice guides, reports, support for professional development and web and social media content, we aim to listen and respond to our members to deliver a service that meets their needs and exceeds their expectations.

Our 2015-16 business plan identified nine objectives for the year:

1. Growing membership
2. Increasing awareness of CharityComms
3. Increasing uptake of our products and services
4. Increasing our digital reach
5. Widening our geographical reach
6. Developing existing products and services
7. Extending our offer around professional development
8. Creating new products and services
9. Developing partnerships and collaborations with other organisations to improve our reach.

##### **Public Benefit**

The trustees confirm that they have complied with the requirement set out in the Charities (Accounts and Reports) Regulations 2008 to report on how they have carried out their charity's purposes for the public benefit, and have complied with their duty to have due regard to the Charity Commission's public benefit guidance when exercising any powers or duties to which the guidance is relevant.

CharityComms was established to promote the efficiency and effectiveness of charities, not for profit organisations and voluntary organisations for the benefit of the public throughout the UK by the provision of resources to optimise their communications.

CharityComms delivers public benefit by providing free or low-cost resources, skill and best practice sharing and training, all aimed at raising the standard of communications across the charity sector. The following summary of our significant activities demonstrates how we deliver both our mission and our public benefit.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### ACHIEVEMENT AND PERFORMANCE

##### Membership

CharityComms' strength lies in our network. In the words of Helen Bulbeck, director at braintrust, one of our small charity organisational members:

"We love CharityComms. There is nothing like being part of a network which helps us to use our resources more effectively and creatively. Everyone knows how stretched a charity's resources can be and CharityComms enables us to develop members of our team so that we are all committed to communication within and without braintrust with very little cost."

Our membership scheme caters for individuals at every stage of their career and within any comms discipline, and organisations of any size or cause. Freelancers working in the sector are welcome to join our network and we also run a corporate partner scheme for suppliers to the charity sector. The introduction of new UK-wide networking groups, along with our ability to stream our seminars online through Periscope this year has allowed our membership network to grow outside of our London base.

**Organisational membership** of CharityComms grew during the year from 506 to 525 charities. Our organisational membership group is made up of charities with small and large annual turnovers. We have a 96% renewal rate for our large organisational members (turnover of £2m+) and a 64% renewal rate for our smaller organisational members (turnover below £2m). We've recognised a need for more tailored benefits for small charity members and will be putting a focus on this over the next few years, starting with running a conference specifically for small charities in the autumn of 2016.

"If you are serious about communications and want to get ahead you should join CharityComms. The opportunities I get to network with other communications professionals at a senior level are second to none - it's such a relief to find that others are struggling with the same issues - when we get together ideas spark and solutions are found. Being an organisational member is worth every penny: many of my team members have benefited from the seminars and conferences, and in particular learning from mistakes has helped us be braver in our comms."

Emma Harrison, head of global communications, VSO, organisational member

Our **individual membership** grew from 298 to 329 individual members. We have a much higher turnover of individual members as people move around and out of the sector, or upgrade to organisational membership. This year we welcomed 198 new individual members and our renewal rate was 43%.

"Membership of CharityComms is like a lifeline to me, as one of the flotsam and jetsam of charity communicators/marketeers floating around in a sea of colleagues who don't really understand the role! It's so rewarding to attend events dedicated to the concerns of people who face similar challenges, and the email updates are a great way to keep up with the ever-changing landscape of charity communications."

Sue Owen, marketing manager, MEI (Mathematics in Education and Industry), individual member

We grew from 67 to 84 **corporate partners**, with a 71% renewal rate.

"Rough House Media has been a corporate partner of CharityComms for three years and we have found it extremely beneficial. It keeps us up to speed on developments in the sector, enables us to network and build relationships directly with those key decision-makers who will engage us to work with them, and sends a signal to potential clients that we are serious about working with charities. We have gained significant work within the sector as a direct result of our membership so we would wholeheartedly recommend it."

Ann Wright, director, Rough House Media, corporate partner

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### ACHIEVEMENT AND PERFORMANCE

##### Peer Support Scheme

One of CharityComms' guiding principles is that we respect the wisdom and experience of our members and will facilitate its dissemination and their advocacy of communications best practice. Peer-to-peer sharing is at the heart of our offer, epitomised by our peer support scheme, which includes a mentoring service, access to affordable coaching and the arrangement of one-off coffee meetings with professionals in the sector. We matched 130 people through our peer support scheme in 2015-16 (up from 82 the previous year), including 102 mentoring partnerships, 27 one-off meetings and one coaching relationship.

"The scheme has been really valuable in my early marketing management career. Having two fellow inspirational charity comms workers to bounce ideas off on both sides, from my more senior mentor to a slightly more junior mentee, is a great way to share best practice. I'd really recommend having a mentor at whatever point you are in your charity comms career. Getting an independent perspective on a campaign can make you consider something you'd just never thought of before."

Katy Palmer, brand marketing manager, Shelter, CharityComms mentor and mentee

##### Events

CharityComms' events bring our mission to life by showcasing examples of innovation and best practice and allowing our network to share their successes, failures, challenges and solutions with their peers.

"A varied and enormously helpful opportunity to hear from fellow charity communicators and to share our challenges, advice and ideas. Thank you, it was an excellent conference."

Nicola Round, Secret World Wildlife Rescue, Charity Content Marketing conference delegate, April 2016

We aim to inform, inspire and empower delegates to use effective communications to better serve their beneficiaries and supporters. This year we ran 39 events (including seminars, conferences, special interest groups, UK-wide groups, networking events, and our first debate event) attended by 2,602 charity communications professionals, 23% more delegates than last year. We've also started to live stream our seminars to reach more members across the UK.

"A really great day, but you can always rely on CharityComms for great value, great content and a feel good environment. Inspiring as ever."

Myra Johnson, Together for Short Lives, Integrated Campaigns conference delegate, February 2016

Over the year, 96.6% of conference delegates and 91.2% of seminar delegates rated our events as excellent or good.

"These conferences are the most organised and engaged I have ever attended throughout my 10 years in the sector. They are run incredibly professionally and always relevant to my role and issues."

Amy Dearing, Havens Hospices, Integrated Campaigns conference delegate, February 2016

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### ACHIEVEMENT AND PERFORMANCE

##### Stepping into Leadership workshops

We introduced a new set of workshops this year for small peer groups of senior communications professionals looking to move into leadership. Three charity CEOs shared their experience of moving into leadership through communications roles.

"CharityComms' Stepping into Leadership course has been one of the most helpful things career-wise I've ever done."  
Michelle Saxby, head of PR and communications, Teenage Cancer Trust

##### Digital communications

CharityComms delivers valued and valuable free content to a rising number of readers via our website, enews and social media channels. Unique visits to [www.charitycomms.org.uk](http://www.charitycomms.org.uk) rose nearly a third from 93,487 last year to 128,070 in 2015-16. We posted 91 new articles on the site - a mixture of thought-leadership pieces, inspiring case studies and practical top tips - and grew our email list by 22% to 9,257 opted-in individuals. Our Twitter following at 1 May 2016 stood at 30,603, generating 25,972 referrals to our website, up from 21,324 referrals the previous year.

"I had been wondering how to use @instagram to get information across & this @CharityComms article really helps"  
@cl\_dawson

##### Best practice guides, reports and resources

CharityComms' best practice guides contain inspirational ideas and examples of great comms work from across the sector. Each guide has a steering group which ensures the final product is representative of the spectrum of ideas, experiences and wisdom available. Guides are designed to help communicators build their skills and address key challenges. They are free to download from the CharityComms website, and we also distribute printed copies at our events.

We published five original guides and reports in 2015-16 and refreshed one guide:

- Crisis communications for charities. Published 13 May 2015. 904 downloads by 30 April 2016.
- Charity Marketing & Communications Salary Survey 2015. Published 15 July 2015. 214 downloads by 30 April 2016.
- Insiders' Guide to Social Media for Charities. Published 11 September 2015. 1,853 downloads by 30 April 2016.
- Pick 'n' Mix: a guide to technology choices for charities. Published 5 November 2015. 844 downloads by 30 April 2016.
- Business Transformation and the Role of Heads of Digital. Published 3 February 2016. 213 downloads by 30 April 2016.
- Perfect Pitch: linking voice and values, 2nd edition. Published 22 February 2016. 235 downloads by 30 April 2016.

Meanwhile, our most popular best practice guide to date - Branding Inside Out - was downloaded 527 times this year, bringing total downloads for this guide alone to 3,487 since it was published in 2012.

Working in partnership with Becky Slack from Slack Communications, we supported the publication of Effective media relations for charities: what journalists want and how to deliver it in March 2016. The book provides communications professionals with the tools they need to develop a media strategy which presents a consistent message that's heard by the right people at the right time.

"Every charity press office should have a copy of this brilliant, easy to digest book from @CharityComms"  
@katesidwell1

##### CharityComms Digital Benchmark

CharityComms' Digital Benchmark is a syndicate of charities pooling their digital data to benchmark their digital performance in communications, campaigns and fundraising. This is a unique collaboration of 42 charities aimed at improving the performance of participating organisations. A new platform is being developed to allow participants to access real-time reporting of the Benchmark data.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### ACHIEVEMENT AND PERFORMANCE

"We signed up to the Benchmark to ensure we understand the wider context of digital impact in relation to the rest of the industry. There's plenty of data on digital in general, but the nuances of the charity sector can make it difficult to compare at times. It's helpful to refer to Benchmark stats to illustrate where we're at relative to the sector. It's also helpful as a tool to show where we'd like to be to our direct teams - it encourages a tangible target and inspires a healthy competitiveness as team members show interest in how we are doing, and how their work fits into that. We also use it to set targets, objectives and KPIs. The planned developments will ensure we can strategically plan our work using up to date, real-time data."

Shaf Mansour, head of digital content and communities, Barnardo's

#### AskCharity

AskCharity is CharityComms' free media matching service, designed to help charities and journalists work together. Journalists use it to find case studies, spokespeople and information from charities. Charities use it to expand their media contacts lists, develop relationships and achieve more (or broader) media coverage. This year 1,051 requests for information were sent by journalists to AskCharity registered charities.

"AskCharity has become one of the most useful PR resources for me in my role at DEBRA. It not only helps us pitch for slots we may not have previously known about, it's also helped me build up a great media contact list."

Sara McIlroy, marketing and PR officer, DEBRA

#### Understanding Charities Group

CharityComms has continued to take a leading role in the Understanding Charities Group, the cross-sector coalition aiming to maintain levels of public trust and confidence in charities while increasing understanding of the way modern charities work. In 2015-16 we invested, alongside other partners, in developing and testing a sector narrative that would allow charities to share a positive message about why we're here and what we do.

#### Financial summary

For the first time in our history, CharityComms' income topped the half million mark this year at £529,005, a 22% year on year increase. With costs of £452,292 our profits rose year on year by 40%, with cumulative funds brought forward of £183,853. Our cash reserves stand at £372,617, giving us the opportunity to invest in products and services for our members in the year ahead.

#### Changes to our trustee board

We were sad to say goodbye this year to our trustee Keith Bradbrook, who leaves with many thanks for his contribution. We were delighted to welcome two new young trustees to the board. Jessica Abels from Citizens Advice and Hanif Leylabi from the Paul Hamlyn Foundation were appointed to the board in December 2015.

#### Developments for 2016-17

Building on our strong financial performance over the past few years, CharityComms is investing some of the cumulative profit we've built up back into our products and services. Objectives include

- Establishing and growing our UK-wide networking groups
- Creating and delivering a conference exclusively aimed at small charities
- Reviewing and improving our members' user experience
- Reviewing and improving our digital content
- Developing a real-time data dashboard for the Digital Benchmark
- Launching our new freelance directory.

#### FINANCIAL REVIEW

##### Reserves Policy

The charity company has no restricted funds therefore all are classed as unrestricted. The trustees have not designated any of these funds for a particular purpose, therefore all are general.



## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2016

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#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governing Document

The charity is controlled by its governing document, the memorandum and articles of association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

##### Recruitment and Appointment of New Trustees

CharityComms instituted an election process in January 2011 whereby two trustees will be elected either from the organisational or individual membership base each year, or as otherwise agreed by the board, to represent the interest of that section of membership. Other trustees with specialist skills may be co-opted to the board at the invitation of the Chair and subject to approval by the rest of the board.

##### Organisational Structure

The charity trustees have delegated to day to day management of the charity to V Browning.

##### Related Parties

Details of transactions with related parties are set out in notes 6 and 12 of the financial statements.

#### REFERENCE AND ADMINISTRATIVE DETAILS

##### Registered Company number

06210121 (England and Wales)

##### Registered Charity number

1138312

##### Registered office

2-6 Tenter Ground  
Spitalfields  
London  
E1 7NH

##### Trustees

V A Browning	Director	
J A Grounds		
S Palmer		
G Scott-Spicer		
V Shooter		
Mrs L Dallmeyer		
S O'farrell		
Ms D Holland		
K Bradbrook		- resigned 21.9.15
Ms J Abels		- appointed 6.12.15
H Leylabi		- appointed 6.12.15
Ms A Warley		
Ms K Hall		
Ms L S Burns		

##### Independent examiner

Hilton Sharp & Clarke  
1st Floor Atlantic House  
Jengers Mead  
Billingshurst  
West Sussex  
RH14 9PB

#### COMMENCEMENT OF ACTIVITIES

The charity was incorporated on 12 April 2007 and registered as a charity with the Charity Commission on 7 October 2010.

**CHARITYCOMMS**

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 APRIL 2016**

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This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on ..... and signed on its behalf by:

.....  
J A Grounds - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
CHARITYCOMMS**

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I report on the accounts for the year ended 30 April 2016 set out on pages ten to sixteen.

**Respective responsibilities of trustees and examiner**

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011 (the 2011 Act)) and that an independent examination is required. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of FCA.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5)(b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

**Basis of the independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statements below.

**Independent examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
  - to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (the FRSSE) (effective 1 January 2015)

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Roger Moore  
FCA  
Hilton Sharp & Clarke  
1st Floor Atlantic House  
Jengers Mead  
Billingshurst  
West Sussex  
RH14 9PB

Date: .....

**CHARITYCOMMS**

**STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 APRIL 2016**

	Notes	2016 Unrestricted fund £	2015 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		337,199	291,858
Other trading activities	2	208,912	142,637
Investment income	3	894	188
<b>Total</b>		<b>547,005</b>	434,683
 <b>EXPENDITURE ON</b>			
Raising funds	4	470,292	380,158
<b>NET INCOME</b>		<b>76,713</b>	54,525
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		<b>107,140</b>	52,615
 <b>TOTAL FUNDS CARRIED FORWARD</b>		<b>183,853</b>	107,140

The notes form part of these financial statements

**CHARITYCOMMS**

**BALANCE SHEET  
AT 30 APRIL 2016**

	Notes	£	2016 Unrestricted fund £	2015 Total funds £
<b>FIXED ASSETS</b>				
Tangible assets	9		18,911	14,964
<b>CURRENT ASSETS</b>				
Debtors	10		63,801	42,161
Cash at bank and in hand			372,617	246,914
			436,418	289,075
<b>CREDITORS</b>				
Amounts falling due within one year	11		(271,476)	(196,899)
<b>NET CURRENT ASSETS</b>			164,942	92,176
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			183,853	107,140
<b>NET ASSETS</b>			183,853	107,140
<b>FUNDS</b>				
Unrestricted funds	12		183,853	107,140
<b>TOTAL FUNDS</b>			183,853	107,140

The notes form part of these financial statements

**CHARITYCOMMS**

**BALANCE SHEET - CONTINUED  
AT 30 APRIL 2016**

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The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2016.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30 April 2016 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements were approved by the Board of Trustees on ..... and were signed on its behalf by:

.....  
J A Grounds -Trustee

## CHARITYCOMMS

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2016

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company have been prepared in accordance with the Charities SORP (FRSSE) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (the FRSSE) (effective 1 January 2015)', the Financial Reporting Standard for Smaller Entities (effective January 2015) and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Computer equipment	- 25% on reducing balance
Website	- 25% on reducing balance

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

#### 2. OTHER TRADING ACTIVITIES

	2016	2015
	£	£
Conferences	<u>208,912</u>	<u>142,637</u>

#### 3. INVESTMENT INCOME

	2016	2015
	£	£
Deposit account interest	<u>894</u>	<u>188</u>

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2016**

**4. RAISING FUNDS**

**Other trading activities**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Purchases	<b>147,280</b>	98,998
Bad debts	<b>3,270</b>	11,259
Support costs	<b>319,742</b>	269,901
	<u><b>470,292</b></u>	<u>380,158</u>

**5. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Depreciation - owned assets	<u><b>6,309</b></u>	<u>4,856</u>

**6. TRUSTEES' REMUNERATION AND BENEFITS**

During the year the Charity paid a remuneration of £56,562 (2015: £47,500) to one of the trustees V Browning.

**Trustees' expenses**

During the year the Charity paid expenses on behalf of the trustee V Browning as follows:

<b>Description</b>	<b>2016</b>	<b>2015</b>
Direct Costs	<b>623</b>	3
Staff Expenses	<b>687</b>	509
	<u><b>1,310</b></u>	<u>512</u>
Reimbursed in year	<b>(1,615)</b>	(474)
Outstanding at year end	-	305

**7. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	<b>2016</b>	<b>2015</b>
Staff	<u><b>7</b></u>	<u>7</u>

No employees received emoluments in excess of £60,000.



**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2016**

**8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	291,858
Other trading activities	142,637
Investment income	188
<b>Total</b>	434,683
 <b>EXPENDITURE ON</b>	
Raising funds	380,158
<b>Total</b>	380,158
 <b>NET INCOME</b>	 54,525
 <b>RECONCILIATION OF FUNDS</b>	
<b>Total funds brought forward</b>	52,615
 <b>TOTAL FUNDS CARRIED FORWARD</b>	 107,140

**9. TANGIBLE FIXED ASSETS**

	Computer equipment £	Website £	Totals £
<b>COST</b>			
At 1 May 2015	3,225	38,907	42,132
Additions	2,179	8,077	10,256
At 30 April 2016	5,404	46,984	52,388
 <b>DEPRECIATION</b>			
At 1 May 2015	1,514	25,654	27,168
Charge for year	977	5,332	6,309
At 30 April 2016	2,491	30,986	33,477
 <b>NET BOOK VALUE</b>			
At 30 April 2016	2,913	15,998	18,911
At 30 April 2015	1,711	13,253	14,964

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED  
FOR THE YEAR ENDED 30 APRIL 2016**

**10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2016	2015
	£	£
Trade debtors	58,307	41,374
Other debtors	5,494	167
Prepayments	-	620
	<b>63,801</b>	<b>42,161</b>
	<b>63,801</b>	<b>42,161</b>

**11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2016	2015
	£	£
Trade creditors	28,948	4,392
Social security and other taxes	10,532	-
VAT	20,086	17,832
Other creditors	3,258	775
Accruals and deferred income	206,652	162,005
Accrued expenses	2,000	11,895
	<b>271,476</b>	<b>196,899</b>
	<b>271,476</b>	<b>196,899</b>

**12. MOVEMENT IN FUNDS**

	At 1.5.15	Net movement in funds	At 30.4.16
	£	£	£
<b>Unrestricted funds</b>			
General fund	107,140	76,713	183,853
	<b>107,140</b>	<b>76,713</b>	<b>183,853</b>
<b>TOTAL FUNDS</b>	<b>107,140</b>	<b>76,713</b>	<b>183,853</b>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	547,005	(470,292)	76,713
	<b>547,005</b>	<b>(470,292)</b>	<b>76,713</b>
<b>TOTAL FUNDS</b>	<b>547,005</b>	<b>(470,292)</b>	<b>76,713</b>

**13. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 April 2016.

**CHARITYCOMMS**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 APRIL 2016**

	2016 £	2015 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	18,000	-
Subscriptions	319,199	291,858
	337,199	291,858
<b>Other trading activities</b>		
Conferences	208,912	142,637
<b>Investment income</b>		
Deposit account interest	894	188
<b>Total incoming resources</b>	<b>547,005</b>	<b>434,683</b>
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Direct costs	147,280	98,998
Bad debts	3,270	11,259
	150,550	110,257
<b>Support costs</b>		
<b>Management</b>		
Consultancy fees	26,133	7,538
Consultancy fees - Understanding Charities	12,366	-
	38,499	7,538
<b>Finance</b>		
Bank charges	2,078	2,069
<b>Information technology</b>		
Website maintenance	4,536	15,334
<b>Human resources</b>		
Wages	208,951	205,356
Social security	22,603	19,313
Pensions	5,551	3,066
	237,105	227,735
<b>Other</b>		
Computer software	3,080	594
Staff expenses	7,235	5,775
Rent	18,000	-
Computer equipment depreciation	977	438
Website depreciation	5,332	4,418
	34,624	11,225

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CHARITYCOMMS

DETAILED STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 30 APRIL 2016

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	2016	2015
	£	£
<b>Governance costs</b>		
Legal fees	900	3,500
Accountancy fees	2,000	2,500
	<u>2,900</u>	<u>6,000</u>
<b>Total resources expended</b>	<b>470,292</b>	<b>380,158</b>
<b>Net income</b>	<b><u>76,713</u></b>	<b><u>54,525</u></b>

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