

2014 ANNUAL REPORT

For the years 2014–2015

to include summary financial accounts for 2014

ANNUAL REPORT



The 2015 AGM will take place in the Woods Scawen Room,
University of Warwick, Coventry, CV4 7AL
on Monday 21st September 2015 at 6.00 pm
(please bring these papers with you).

The Arboricultural Association

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

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Email admin@trees.org.uk Web www.trees.org.uk

YOUR CONTACTS AT THE AA

Volunteers *(members not remunerated)*

Arboricultural Association Ltd Directors and Charity Trustees:

- **Chairman** – Jago Keen, Tel: 01252 850096, Email: chair@trees.org.uk
- **Vice Chairman** – Mike Sankus, Tel: 07740 590640, Email: admin@trees.org.uk
- **Treasurer** – Laurence Vine-Chatterton, Email: admin@trees.org.uk
- **Other Directors:** Nick Beardmore, Ann Currell, Jon Heuch, Mark Hemming, Simon Holmes, Robin Jackson, Jaime Bray, Jim Quaife, Joanne Ryan, Keith Sacre, Michael Sankus and Alan Parker

Arboricultural Association Trading Ltd Directors:

- Jim Quaife, Jonathan Cocking and Jaime Bray

The Committees:

- **Education and Training Committee**
Chairman Robin Jackson, Tel: 07590 047037, Email: chairEducation@trees.org.uk
- **Media and Communications Committee**
Chairman Peter Wharton, Tel 01789 459458, Email: chairMedia@trees.org.uk
- **Professional Committee**
Chairman Simon Holmes, Tel: 01189 762902, Email: chairProf@trees.org.uk

Specialist Working Groups:

- **Arborists' Working Group (AWG)**
Chairman Jaime Bray, Email: chairAWG@trees.org.uk
- **Consultants' Working Group (CWG)**
Chairman Nick Bolton, Email: chairCWG@trees.org.uk
- **Utility Arboriculture Group (UAG)**
Chairman Karl Lee, Email: chairUAG@trees.org.uk

The Branches:

Branch Liaison – Simon Cox (*Technical Officer, AA HQ*)

Branch Secretaries:

- **Cornwall** – Mark Nankervis, Tel: 01736 755218
- **East Anglia** – Matthew Searle, Tel: 01787 234989
- **Irish** – Felim Sheridan, Tel: +353(0) 1 2742011
- **Midland** – Lesley Adams, Tel: 01455 828822
- **Northern** – Jo Ryan, Tel: 01904 720126
- **Scottish** – William Hinchliffe, Email: ScotSec@trees.org.uk
- **South Eastern** – Paul Hegley, Tel: 07813 146939
- **Thames and Chiltern** – Fiona Bradshaw, Tel: 01865 872945
- **Wales** – Mike Higgins, Tel: 07917 195031
- **Western** – Bernard Goldstone, Tel: 01934 862162

AA Representation and Liaison:

- **Arboriculture Liaison Group**, Karen Martin and Simon Richmond
- **British Standards Institution – B/213 Trees**, Simon Pryce
- **Building Research Establishment Environmental Assessment Method**, Martin Gammie
- **European Arboricultural Council**, Jonathan Cocking and Bill Matthews
- **Forestry and Planning Network**, Richard Nicolson
- **GB & NI Tree Health Advisory Group**, Jon Heuch
- **Fund 4 Trees** (*fund raising activity Ride for Research*), Mick Boddy
- **Highways Authority National Highway Sector Scheme 18**, Simon Rotheram
- **HSE Arboriculture and Forestry Advisory Group (AFAG)**, Simon Richmond and Karl Lee (*UAG*)
- **Landscape Collaborative Working Party**, Karen Martin
- **Lantra SSC (Register of Tree Work Operatives (R2) Steering Group)**, Jaime Bray and Simon Richmond
- **Lantra SSC (Trees and Timber Industries Group)**, Andy Gardner for UAG Development
- **National Tree Safety Group**, Simon Richmond
- **Scottish Tree Health Advisory Group**, William Hinchcliffe and Fiona Melville
- **Society for the Environment**, Peter Holloway
- **Trees and Design Action Group**, Karen Martin and Keith Sacre
- **Woodland Trust Charter for Trees**, Jeremy Peirce

STAFF

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

- **Karen Martin**, Chief Executive Officer
- **Simon Richmond**, Senior Technical Officer
- **Paul Smith**, Technical Officer
- **Simon Cox**, Technical Officer
- **Louisa Coley**, Financial Controller (*part-time*)
- **Laura Joule**, Administration Assistant – Publications
- **Jess Palfreyman**, Administrative Officer – Membership and Systems
- **Tiff Prescott**, Administrative Officer – Training
- **Polly Stone**, Administrative Officer – Accreditation
- **Sally Wakefield**, Office Manager
- **Chris Martin**, Communications and Marketing Manager (*part-time*)
- **Stephen Hodsmen**, Administration Assistant – Communications and Marketing

REPORTS OF THE BOARD OF DIRECTORS FOR THE PERIOD AGM 2014–AGM 2015



Report of the Association Chairman for the period AGM 2014–AGM 2015

50 years putting arboriculture on the map; 50 years establishing the profession; 50 years supporting our members.

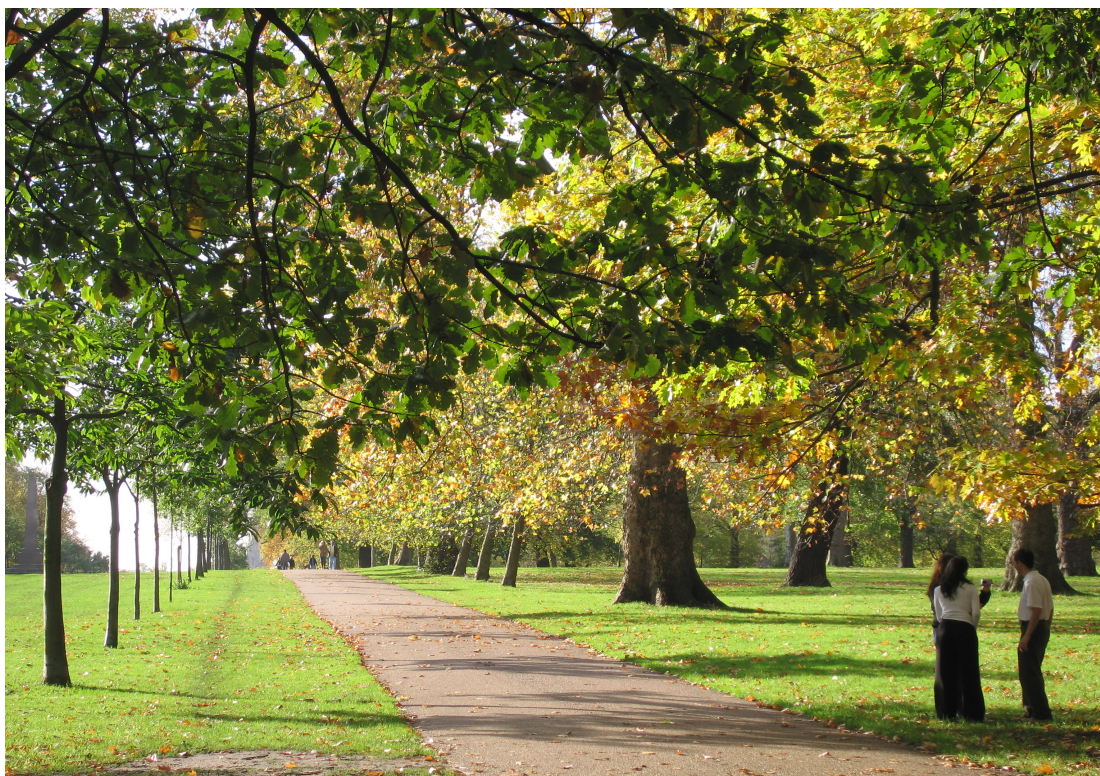
In 2014 we celebrated the Association's first 50 years. We commemorated Don Wells, the first chairman, with a Lucombe oak, we celebrated all founding members at the Hillier Arboretum where we adopted a collection of Sorbus, and we planted field maples at RBG Wakehurst Place and RHS Wisley. We made one of our longest serving members and contributors, Henry Girling, Vice-President.

We also looked forward. We capitalized on our profile by engaging with the decision makers at our 2014 conference; *Healthy Trees, Healthy People*. Baroness Fookes, Chairman of the All-Party Parliamentary Group on Horticulture and Gardening gave a keynote speech and Lord de Mauley, then Parliamentary Under Secretary of State for natural environment and science, spoke at our dinner of the importance of our Association and its work. This laid down further foundations upon which to grow the relevance and importance of arboriculture within the policy-making hub of parliament.

In early 2015 we became a supporter of the All-Party Parliamentary Group on Horticulture and Gardening. This is already paying dividends; we are able to exchange information and meet other professions to work together to make better known the benefits of trees; the major part of green infrastructure. We used our *Voice of Arboriculture* by raising our profile through a targeted outreach to engage with many other professionals and other organisations. We entered into agreements with Forest Research and Treeconomics on i-Tree, and the landscape and nursery organisations in Ireland.

Our presence has seen a marked increase in attracting volunteers. More and more people wish to be a part of the AA and help achieve its aims. Volunteers wanting to contribute to its committees and its Board increase. We very much depend on the contribution of volunteers and my thanks go to all those who support us at whatever level.

2014 was a year to celebrate but not a year to rest. 2015 has seen us progress with two major projects: it was identified we needed to update our governance documents to reflect changes in charity law since 2000; we also needed to update our internal system which had reached the end of its operational life. 2014 was a busy year scoping and seeking advice on these two large projects. 2015 has been a busy year implementing them.



Amongst our many other achievements are:

- The launch of the *Industry Code of Practice: Tree work at height*;
- Working in partnership with others to launch the *Register of Tree Work Operatives (R2)*;
- Supporting members with access to *Perennial*, the charity supporting people in horticulture since 1839.
- Working collaboratively on the *Trailblazers Apprenticeship* standards which will ensure apprenticeships are more rigorous and responsive to the needs of employers, with the aim of producing a fresh supply of talented entrants to our industry.

Our membership is seeing growth; our list of approved contractors is seeing growth; we are gaining new recruits to the registered consultant scheme; our resource for the public is growing; and our conference, ARB Show, training events and workshops are ever more engaging. Our move of the ARB Show to Westonbirt was a success; a triumvirate of national arboretum, national professional body for arboriculture and leading national trade show for arboriculture.

Education remains paramount. We value the vocational and academic qualifications we have secured over the years. We encourage their development and we certainly encourage their recognition. Our Education and Training Committee supported that development and recognition. Accessible and valued qualifications, available along an individual's career path are essential. We are currently working with others on the development of apprenticeships. We also supported research with the award of grants.

Financially we get stronger. Having achieved more in 2014 and 2015 we also achieved more financially. The Treasurer reports on this elsewhere within this Annual Report. Our surplus is essential to enable us to meet our charitable aims and objectives and reinvest funds back into the Association and our membership.

The Association was delighted to be able to offer two Lifetime Honorary Fellowship awards to Dr Mark Johnston MBE and Mr Tony Kirkham. These awards recognise the significant and positive impact on arboriculture both have made - advancing the science of arboriculture for the benefit of society in places where people live, work and play.

As ever, achieving our charitable objectives is only reached through the hard work, dedication and commitment of our team at The Malthouse, together with our volunteers and supporters. My thanks to all.

Here's to another 50 years growing.

Jago Keen

Chairman 2014/2015

Financial performance for the period 2014 and AGM 2014–AGM 2015

The AA's financial performance in 2014 showed a continued improvement year on year. Revenues rose to £1,114,000 in 2014 compared with £970,000 in 2013, while the surplus for the year improved from £21,000 to £108,000, which includes the benefit of releasing an accrual of £57,000, which is no longer required.

This improvement was due to a number of positive factors, which included increased revenue from subscriptions, the contribution from training workshops and seminars and the annual conference together with a continued focus on cost control.

After a period of very tight cashflow in recent years the AA's cash position is now back to a satisfactory level.

The overall financial position continues to improve enabling the AA to further enhance its services to members and work towards its charitable objectives.

Laurence Vine-Chatterton

Treasurer

Report of the Professional Committee Chairman for the period AGM 2014–AGM 2015

PC Membership

Before I set out the details of this last 12 months I would like to pay tribute to two recently deceased members, Bill Kew-Winder and Mike Volp. Whilst I realise that their passing has been recorded elsewhere they deserve a short mention here. May I speak for all of those who had the pleasure of working with Mike and/or Bill on various working groups and committees, benefiting from their passion, enthusiasm, devotion and love of trees; they will be missed,

The 2015 AGM will see three Committee members including myself ending their tenure and a recent eNews calling for nominations. I urge you to consider the vacancies available and if you would like any further information on the work of PC or the role of PC members then please do not hesitate to contact me via HQ, chairprof@trees.org.uk

Membership of PC is not limited to nominated members as PC may co-opt individuals for specific tasks when required and in 2015 we welcomed the Chair of the Utility Arboriculture Group, Karl Lee, to the committee as a co-opted member.

The work undertaken by the members of Professional Committee is extremely varied and the 2014/15 period has been no exception, a summary of the years activities are set out overleaf.

Guidance Note 7 (GN7)

We are grateful to Co-opted member Sarah Kiss who completed the review of *GN 7- Tree Surveys: A guide to good practice*. It is currently being re-printed and will shortly be available via the web.

Continuing Professional Development (CPD)

"CPD is the means by which members of professional associations maintain, improve and broaden their knowledge and skills and develop the personal qualities required in their professional lives." Work on reviewing membership CPD requirements has culminated in a fresh approach. The Committee in conjunction with HQ considered the existing CPD recording arrangements with a view to moving from an hours based system to that of an outcome based system that demonstrates how CPD contributes to a member's career progression. The new qualitative approach focuses on developing skills and knowledge and will help you plan and manage your development.

Fellowship

One application for Fellowship under the new scheme is currently under consideration by a panel of three members drawn from PC.

Honorary Fellowship

The Committee put forward a proposition to the Board, which was accepted, for a category of Honorary Lifetime Fellow – an award which would recognise those individuals who had made a significant contribution to Arboriculture and whose work was aligned to the AA's charitable goals and objectives. Congratulations to Dr Mark Johnston MBE and Mr Tony Kirkham.

Revised Complaints Procedure

Professional Committee have recently reviewed the Complaints Procedure to ensure it remains best fit for purpose. The changes were put before the Board of Trustees and approved on 9 July. The revised procedure came into effect on 16 July and further information may be found online.

Complaints

Members drawn from the Committee have heard one complaint in 2015 and are due to hear another in the next few months, both under the old complaints procedure.

AA Registered Consultants (AARC)

There remains a positive interest in the revised AARC scheme as it continues to attract new applications. All the Assessors have now assessed at least one application and are able to turn around assessments in a timely manner and manage future demand. Congratulations go to Mark Welby and Mark Carter on becoming newly appointed Arboricultural Association Registered Consultants.

ARB Approved Contractors (ArbAc)

The ArbAC scheme continues to flourish with many numbers of companies "in application" that is, application forms received but not yet approved. The final year-end figures will see continued growth in the number of new and successfully re-assessed ARB AC's.

As at 1st August 2015 there are 262 Approved Contractors in the scheme. The number of ARB Approved Contractors who are now signed up to TrustMark as at 1st August 2015 is 182.

Arborists' Working Group (AWG)

Under the pro-active chairmanship of Jaime Bray with support from HQ the AWG has gained momentum and work is nearing completion on the '*Guide to Aerial Tree Inspections*'.

Arborist Working Group meetings have moved around the country with new participants from the membership and ARB Approved Contractor Scheme.

The AWG provided a series of successful workshops, presentations and a knot tying competition to attendees at this year's ARB Show at Westonbirt.

The "Help for Arborists" section of the website has continued to provide free to access information and guidance for the entire industry. Notably a project on Toolbox Talks has come to fruition along with periodic reviews and improvement to existing template documents.

Consultants Working Group (CWG)

Nick Bolton continues to Chair the work of CWG - my thanks to him for his professionalism and enthusiasm.

The group is currently working on a review of the framework for career progression for practicing and aspiring consultants within the arboricultural industry. It will review the academic framework, consider a consultancy career framework, the link to R2, competencies and mentoring in order to provide a clear path for both aspiring and practicing consultants and we look forward to reading more of this later in the year.

The group have also reviewed the value of mentoring and a list of Registered Consultants willing to confidentially mentor aspiring consultants will be shared in quarter four 2015.

Utility Arboriculture Group (UAG)

Throughout the year Utility Arboricultural Group (UAG) continued to work on their agreed objectives.

A number of key successes during the year have been a greater contribution from the Distribution Network Operators (DNO's) towards the health and safety objectives, which have seen the Total Recordable Injury Rate (TRIR) for the industry continue to fall. In addition, the DNO's and contractors have been sharing H&S bulletins and learnings with the wider Group, which have subsequently been collated and reformatted, with over 25 Safety Bulletins now distributed to the wider arboricultural industry.

Utility membership stands at 220 Full members (who have voting rights) and there are now over 269 virtual members. All of these members receive the Safety Bulletins with more signing up every week. This is an increase of nearly 100 members within a year.

This year saw the launch of revised UA 1 & 2 Units, the Group played a significant role in the development of the new Units, now including a level for a new entrant to the industry. The Group were instrumental in both the content and writing of the launched units and determining the assessment criteria with both Lantra and City & Guilds. There are still several higher-level units in the development stages and the group continues its involvement with these units. The group has also contributed to many industry wide consultations and is currently drafting guidance for the general public regarding trees in proximity to utilities.

The UAG has also provided UA guidance in the generation of new career path/structure documentation and maintains close links with HSE.

Closing comment

My thanks go to those on the Committee, and within the various groups, for their continued commitment and hard work. The Committee and groups rely on the volunteer input to achieve their objectives on behalf of the membership.

Simon Holmes

Chair of Professional Committee



Report of the Education and Training Committee Chairman for the period AGM 2014–AGM 2015

It has been a busy year for the Education & Training (E&T) Committee. We started the year with four new elected members enabling the committee to operate at full strength. This with the addition of our co-opted members has brought a wealth of experience across the education and training spectrum to our work. We have also been fortunate that our Vice-Chair, Julie Webb, has continued to write high quality accessible articles for the *Arb Magazine*, which has updated the Association membership on some of the aspects of our work throughout the year.

The committee continues to work closely with the key Awarding Organisations to provide guidance to assist them to ensure their qualifications reflect those skills and knowledge, which the industry believe are essential. Wherever possible, we have tried to link any developments to the Register of Tree Work Operatives (R2) to provide a joined up approach to career progression within the industry. During the past year, Simon Richmond and I met with the Director of Awarding Services at ABC Awards to discuss how to further strengthen the relationship between the Association and ABC Awards, as well as how we can further input into their qualification developments. For some Association members, the decision this year of the Institute of Chartered Foresters to credit the ABC Awards Level 6 qualification with only three points towards Professional Membership Entry (PME) of the Institute has been perceived as a negative decision and the committee are working to mitigate any impact of this upon Association members.

The committee has also provided considerable input into the significant qualification development work being undertaken by City & Guilds (C&G) on all their land-based Level 3 qualifications; we specifically focused on the Level 3 Forestry and Arboriculture suite of qualifications. For those not aware, qualifications structures are changing (again) and Awarding Organisations are being forced by government to move away from the QCF if they want the qualifications to be eligible for funding. There is much more of a focus on qualifications, which receive government funding being specifically targeted at 14-19 year olds and there is the need for individual qualifications to lead towards specific job roles. The Committee has provided detailed feedback to C&G on individual units as well as the overall qualification structures, which has all been considered within C&G's consultation and development process. The final qualification structures, which the Association has formally supported, are being submitted by C&G to the Department for Education within the next few weeks, but we are unlikely to find out until early 2016 whether the new qualifications have been approved. Collectively, this work has taken up a considerable quantity of time for the committee, but we have recognised the importance of trying to get the best possible qualification options, within the constraints imposed, as it is these new qualifications which will be available for colleges from 2016 onwards and thus, what new entrants to the industry over the next few years will be coming out of college with. Unfortunately it is likely that the names of the new qualifications will initially create some confusion, but we will update the Association's *Guide to Qualifications and Careers in Arboriculture* leaflet, as well as communicating changes to the membership through the *Arb Magazine*.

Through headquarters, the committee has also provided input into the TrailBlazer 3 redevelopment of the work-based apprenticeship forestry, landscape, horticulture and arboricultural qualifications. It has been pleasing to report there has been a fantastic response from employers to the development of the arboriculture route through involvement in the development process, as well as through consultation responses; the next stage is to take the proposed structure out to the training providers in September 2015 and resolve any delivery issues.

In addition to these strategic developments, there are many other routine activities, which the committee continues to contribute to, such as guidance on training initiatives, Association publications and the content of the Amenity Arboricultural Conference. We have also continued to work collaboratively with the other committees and headquarters staff on improving careers guidance and related publications, as well as reviewing student membership criteria to try to promote and encourage students to join. For the 15/16 year, the committee's immediate priorities include critically reviewing an audit of the Association's existing training provision as well as draft quality assurance policy and procedures (with respect to training courses).

Finally, the committee is also keen to take forward a "New Arborist of the Year" initiative. We would be looking for employers to nominate their staff who have shown commitment and contribution to the individual business, and who must have less than three years' experience within the industry.

Dr Robin Jackson

Chair Education and Training Committee

Report of the Media and Communications Committee Chairman for the period AGM 2014-AGM 2015

I am pleased to advise that the committee has continued to attract both new full members and co-opts which has allowed for achievement throughout the year and the generation of new ideas as to how we best communicate and represent members across such a wide sector.

Once again I was "roped into" taking on the Chair role taking over from Nick Beardmore and supported by the committee's new Vice-Chair Alastair Durkin. I would like to take this opportunity to thank Nick for leading the committee; his continued support both with Media and Communications and as a Trustee must be applauded.

For many years, the Media and Communications Committee has taken responsibility for the media function of the Association, but as we now have the marketing knowledge and know-how within the AA team, this enables the committee to work on projects and provide arb advice linked to marketing and communications.

The recent marketing work and continued work of the committee is being recognised not only by AA members but much wider within our allied professions and at a much higher strategic governmental level. This is very encouraging for all involved within the Arboricultural profession.

Social Media – Our use of social media in respect of Facebook and Twitter has continued to develop and is an increasingly important means of communication; our audience in each forum has significantly increased in twelve months to over 3,800 Likes on Facebook and 3,500 followers on Twitter. Both attract a wide range of followers from outside the immediate industry including national and local media outlets. By studying the analytical data available to us we are able to send targeted information to specific groups of followers. I am very grateful to committee members Steve Bones, Alastair Durkin and Nick Beardmore and staff at the Malthouse for their continued work on this in finding new items to post and engage with others on.

2015-16 will be a significant year in the more professional LinkedIn social media pages where there is a fantastic opportunity to create closed communities. Simon Rotheram has been working on this most recently and with the assistance of a small team we hope to make greater and more effective use of this forum.

In June 2015 I was also given the opportunity to present to the European Arboricultural Council in Estonia, on the use of social media and its importance. I am pleased to say this was very well received both in showing them the power of social media but also in identifying how we can pass on some of our experiences.

Publications – This year it was decided that the committee develop a new publication targeted at both the arborist and general public to provide general information to both tree owners and arborists in relation to the management of trees, their protection, the roles of professionals within the industry and the benefits of trees. Work is currently ongoing to finalise this guide, which we hope will be published towards to the end of the year.

3ATC – Nick Pott and his fellow organisers and judges who run the Arborist Tree Challenge climbing competitions continue to develop the events around the country with the highlight ‘open’ event being held at the ARB Show in June at Westonbirt. This year’s highly successful Open attracted more than 50 competitors. We are very grateful to the generous sponsors of all events for making them possible, thanks also go to the judges who give up a considerable amount of their time voluntarily for these important events.



Website – The website has continued to develop and there is now three years of Google analytics data which has been critical not only in terms of developing sponsorships relations but also in targeting information to the correct people. The website has seen an overall 147% rate of increase over the past two years with two of the top viewed pages being the registers of Approved Contractors and Registered Consultants; hopefully this has generated new revenue streams for those on the schemes. The team at headquarters have focused on ensuring search engine optimisation to generate and increase page traffic.

We are now entering into a new phase of the site development and the complete overhaul of the web is well under way. We anticipate that by the end of this year the new site will be live so watch this space.

In summary as you can see from this report these are exciting times for both the committee and association as a whole. There is still much work to be undertaken and as always we need new members to bring fresh ideas to the table. The AA is developing at a rapid pace and over the next 12 months the Media and Communications Committee will be heavily involved as we roll out a number of big projects. Looking at membership engagement will be key to ensure we not only attract members but provide them with the support, community and benefits they i.e. you, want.

Thanks to all those on the committee for their continued hard work and support which I hope we can carry forward into a productive next 12 months. We look forward to welcoming new members to the committee and developing new ideas.

Peter Wharton

Chair Media and Communications Committee

Report of Arboricultural Association Trading Ltd (AATL) for the period AGM 2014–AGM 2015

The Company's AGM will take place at the AA Conference on 22nd September at the University of Warwick, Coventry. As with previous years the meeting will be attended by the CEO.

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

The accounts have been approved by the company's auditors and being wholly owned by the Association, are incorporated within the Association's annual accounts.

The Lead Assessor and Panel of eight Assessors of the AA Registered Consultants Scheme (AARC) are now carrying out assessments routinely. The number of applicants is still low, but now that there are a sufficient number of assessors the AARC Scheme will be promoted so that the benefits of it to consultants and clients alike are fully understood.

The AARC Scheme had its annual standards day in May 2015, which was attended by almost all of the RCs. Along with the business session, presentations were given by visiting speakers and lively discussion ensued.

The AA Approved Contractor (ArbAC) Scheme has seen a continued rise in numbers during the first half of 2015 with 262 companies registered on the scheme as at 1 August 2015.

The scheme's TrustMark approval is very popular and a considerable additional benefit to its members.

2015 to 2016 is expected to be a stable trading year.

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

Jim Quaife
Director, AATL

Receipt of the Accounts of the Association for Financial Year 2014

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 2014 is available on the website www.trees.org.uk or may be obtained from the registered office The Malthouse, Stroud Green, Standish, Stonehouse, Gloucestershire, GL10 3DL, United Kingdom.

A summary for 2014 is provided on pages 15 and 16 with a comparison to 2013.

During 2014 the Trustees again agreed a 1 year Business Plan, which forms part of the 5 year rolling strategy. The latter has been communicated to all Committee Working Party and Branch Chairs and objectives and work streams agreed. A budget was implemented for 2014 based on the Business Plan. Details re actual performance and re-forecast for 2015 can be seen on pages 19 and 20.

Jago Keen

Chairman of the Trustees 2014/2015

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

We have audited the financial statements of The Arboricultural Association the year ended 31 December 2014, which comprise the Consolidated Statement of Financial Activities, the Consolidated and Parent Charitable Company Balance Sheets, and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Association's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Charity's Members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Association and its Members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Trustees and Auditors

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditor under the Companies Act 2006 and the Charities Act 2011 and report in accordance with those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the Company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the Group's and the parent Charitable Company's affairs as at 31 December 2014, and of the Group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; *and*
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- the parent Charitable Company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent Charitable Company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements and the Trustees' Annual Report in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a Strategic Report.

Scott Lawrence

Senior Statutory Auditor

For and on behalf of Hazlewoods LLP, Statutory Auditor

Arboricultural Association - Summary Financial Information

1 January 2013 to 31 December 2014

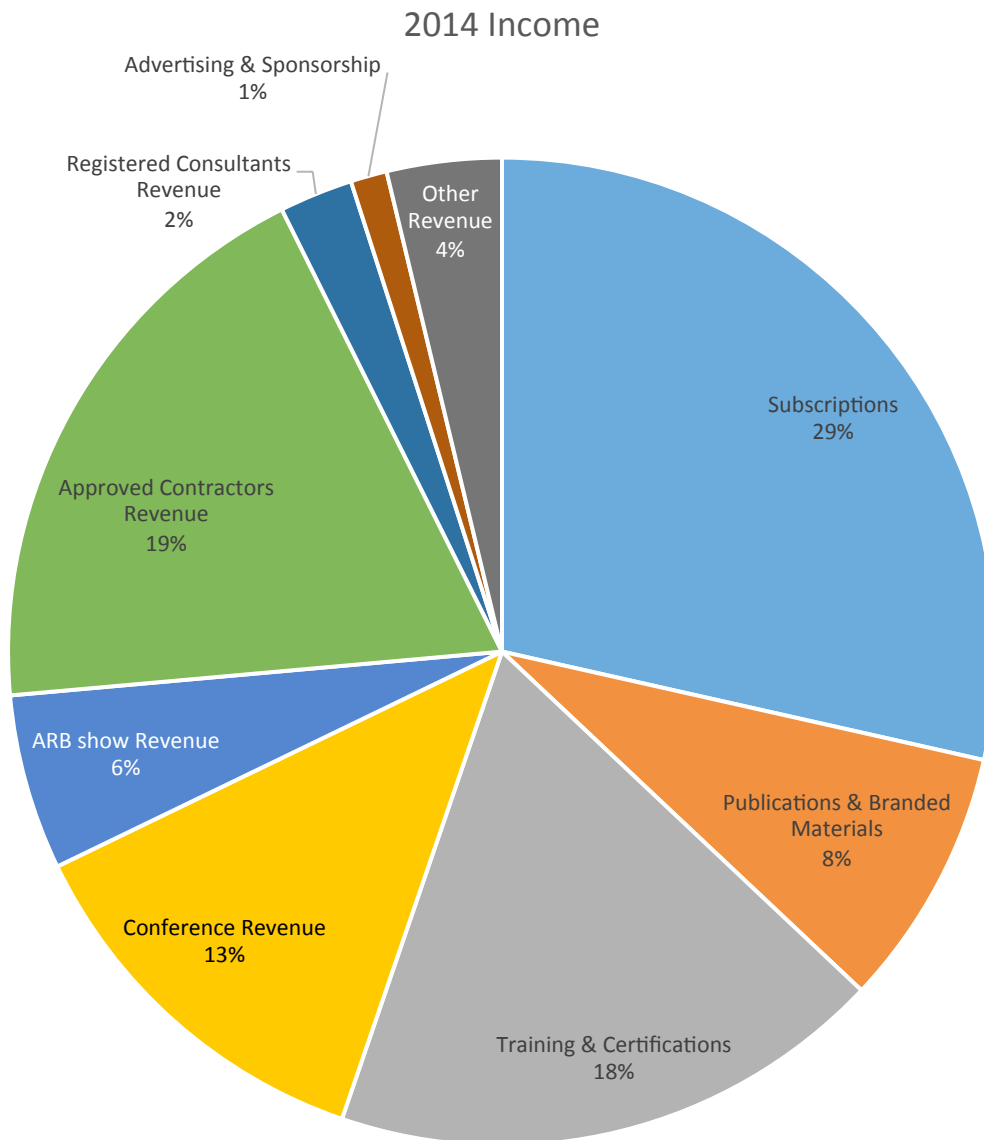
SUMMARY CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT	2014			2013		
	Income £'000	Expense £'000	Total £'000	Income £'000	Expense £'000	Total £'000
Activities to further the charity's objectives:						
Subscriptions	317.8	(55.9)	261.9	298.0	(50.8)	247.2
Publications	94.7	(74.9)	19.8	61.6	(42.9)	18.7
Conferences	139.8	(93.3)	46.5	131.4	(133.5)	(2.1)
Workshops and seminars	174.4	(180.2)	(5.8)	164.4	(190.0)	(25.6)
Trade fair	69.3	(100.1)	(30.8)	75.4	(101.4)	(26.0)
Meeting costs	-	(57.0)	(57.0)	-	(45.3)	(45.3)
Newsletter and journal	-	(78.4)	(78.4)	-	(71.9)	(71.9)
Grants	-	(2.6)	(2.6)	-	(0.6)	(0.6)
	796.0	(642.4)	153.6	730.8	(636.4)	94.4
Activities to generate funds:						
Consultants and contractors	239.2	(199.3)	39.9	195.0	(177.2)	17.8
Marketing and advertising	13.3	(34.8)	(21.5)	10.6	(8.8)	1.8
Promotion	-	(63.3)	(63.3)	-	(83.5)	(83.5)
Raffle	0.4	-	0.4	0.8	-	0.8
Management and administration	-	(12.5)	(12.5)	-	(9.7)	(9.7)
Technical support	-	(53.6)	(53.6)	-	(33.6)	(33.6)
Interest received	0.3	-	0.3	0.4	-	0.4
Other activities	65.0	-	65.0	32.8	-	32.8
	318.2	(363.5)	(45.3)	239.6	(312.8)	(73.2)
Totals:	1,114.2	(1,005.9)		970.4	(949.2)	
Surplus / (deficit) of income over expenditure:			108.30		21.20	

SUMMARY CONSOLIDATED BALANCE SHEET	2014		2013	
	£'000	£'000	£'000	£'000
Fixed assets:		752.9		763.2
Current assets:				
Stock	8.2		16.8	
Debtors	188.2		116.1	
Cash at bank and in hand	287.8		181.3	
	484.2		314.2	
Creditors due within one year:	(418.8)		(340.9)	
		65.4		(26.7)
Creditors due after one year:		(191.3)		(217.8)
		627.0		518.7

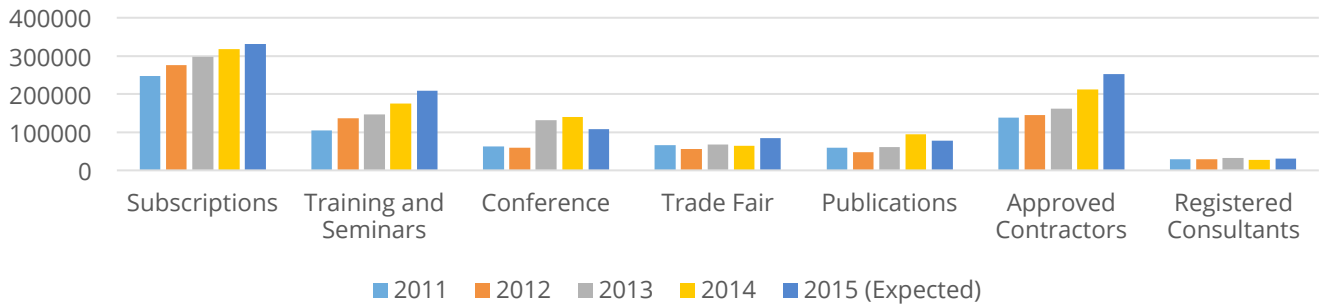
Funds:

Restricted fund	6.1	8.3
Unrestricted fund	616.0	505.5
Non-charitable reserves	4.9	4.9
	<u>627.0</u>	<u>518.7</u>

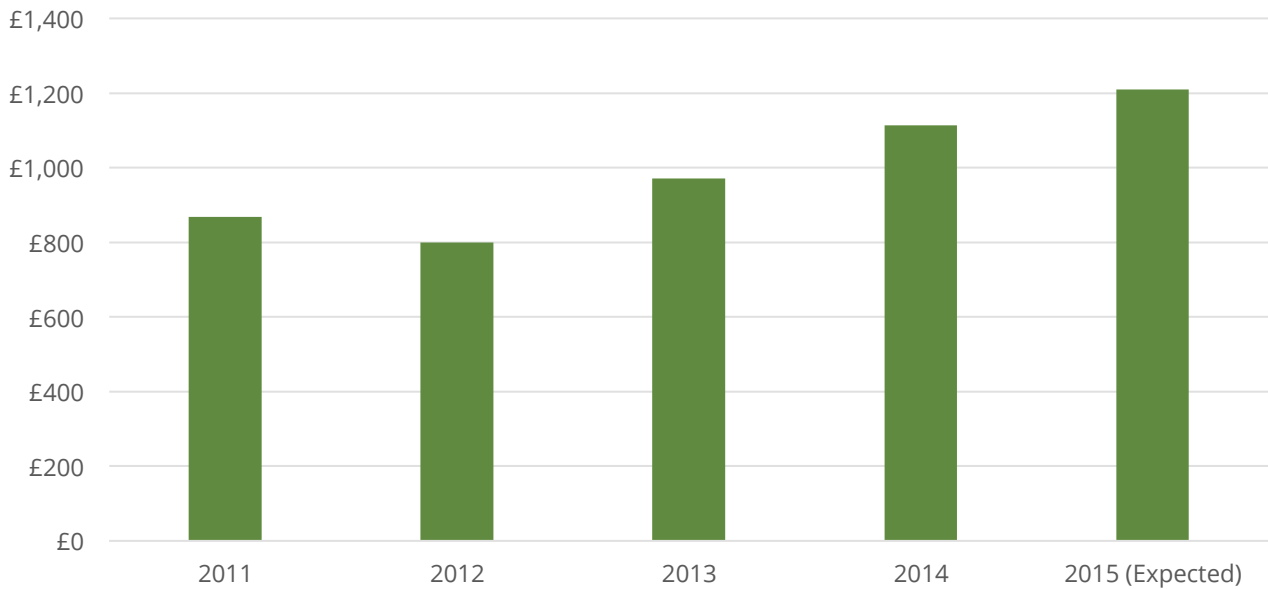
5.4 Graphical representation of 2014 Income



Income per year for Subscriptions, Training, Conference, Trade Fair, Publications, Approved Contractors and Registered Consultants



Total Income per Year £'000



SUMMARY CONSOLIDATED MOVEMENT IN RESERVE FUNDS

31 December	Unrestricted Funds £	Restricted Funds £	Total £	Movement on previous year £
2011	499,940	8,306	508,246	77,823
2012	489,115	8,426	497,541	(10,705)
2013	510,389	8,345	518,734	21,193
2014	620,940	6,069	627,009	108,275

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)

Presentation of the Budget and performance for 2015 and re-forecast data as at 30 June 2015

Performance against targeted budget is analysed on a monthly basis, risks identified and mitigating steps put in place where/if necessary. To date the forecast for the end of year is slightly above budget.

A budget for 2015 was completed in Quarter 3, 2014 aligned to the Business Plan for 2015 and approved with the Trustees in Quarter 2014.

	Actual 2014	Budget 2015	Actual / forecast 2015
	£'000	£'000	£'000
Sales			
Subscriptions	317.8	328.3	331.0
Branch Training Income	28.6	30.8	29.8
Publications & Branded Materials	94.7	68.0	78.1
Training & Certifications	174.4	231.8	208.7
Advertising Revenue	13.3	14.2	15.1
Conference Revenue	140.2	119.9	108.5
ARB Show Revenue	64.1	59.3	84.3
3ATC	5.3	5.3	5.9
Approved Contractors Revenue	212.4	263.4	252.0
Registered Consultants Revenue	26.8	32.2	30.4
Sponsorship (2014 with ARB Show, Conf & AC's)	-	22.0	26.7
Other Revenue	36.6	37.8	38.3
Total - Sales	1,114.2	1,212.8	1,208.8
Purchases			
Membership Expenses	10.9	15.1	13.8
Publications Expenses	41.6	42.9	27.9
Editor's Expenses	12.5	12.9	12.7
Sponsorship and Marketing Expenditure	8.9	20.2	17.7
Conference Expenditure	101.9	92.4	84.8
Training Expenses	95.4	129.1	90.5
ARB Show Expenses	46.5	41.5	60.7
Branch Expenses	21.4	19.1	17.5
3ATC Expenses	3.2	3.5	3.5
Approved Contractors Expenditure	93.9	130.2	119.6
Registered Consultants Expenditure	6.5	6.1	4.8
Other Purchases	0.1	1.1	1.1
Total - Purchases	442.9	514.1	454.6
Gross Profit	671.3	698.7	754.2

	Actual 2014 £'000	Budget 2015 £'000	Actual / forecast 2015 £'000
Overheads			
Member Publications Expenses	55.3	56.4	59.2
Research Grant	2.5	-	-
Trustees Expenses	8.1	6.7	6.2
Committees & Other Meetings	27.0	24.3	28.7
Staff Overheads	359.7	378.5	433.0
Establishment Costs	18.8	21.4	24.5
Marketing Expenditure (in Purchases or Staff Overheads 2015)	25.2	33.6	-
Anniversary Project	6.7	-	-
Administration Expenses	69.3	71.1	75.0
Legal & Professional Fees	13.5	11.0	13.9
Finance Expenses	12.8	10.8	13.4
Depreciation, Disposal & Bad Debt	10.2	10.3	10.3
Malthouse Loan Interest	10.9	11.3	9.9
Total - Overheads	620.0	635.4	674.0
Operating Profit before exceptional item	51.3	63.3	80.2
Exceptional Item	57.0		
Net Profit	108.3	63.3	80.2

Notes:

- The exceptional item in 2014 relates to the release of an accrual, which is no longer required.
- In 2015 £52,500 of expenses relating to the implementation of a new system and website are forecast to be incurred and are not included in the table above.
- Forecasts re Conference and publication 2015 very conservative

Appointment of Auditors for the 2015 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 2014–AGM 2015

As a result of the AGM 2014 there were twelve elected Trustees of the Arboricultural Association.

(11) Hemming , Mark	(13) Ryan , Joanne
(12) Wharton , Peter ⁷	(13) Sankus , Mike ⁶
(13) Beardmore , Nick	(14) Holmes , Simon ¹
(13) Currell , Ann	(14) Bray , Jaime
(13) Heuch , Jon	(14) Keen , Jago ⁵
(13) Quaife , Jim ³	(14) Sacre , Keith

(Brackets show year of election)

In addition to the above, three members were co-opted to become Trustees after the 2014 AGM

Parker, Alan **Vine-Chatterton**, Laurence⁴ **Jackson**, Robin²

Co-opted Trustees only hold office until next AGM (15 September 2015).

Article 4.5 dictates that “One third (or the number nearest one third) of the Trustees must retire at each AGM, those longest in office retiring first and the choice between any of equal service being made by drawing lots”.

There are a total of twelve elected Trustees with five Trustees standing down/retiring on 21st September 2015:

Beardmore , Nick	Currell , Ann
Ryan , Jo	Hemming , Mark
	Wharton , Peter

Retiring Trustees may stand again for election.

¹ Currently Chair of Professional Committee

² Currently Chair of Education and Training Committee

³ Currently liaison between AA and AATL

⁴ Currently Treasurer

⁵ Currently Chair

⁶ Currently Vice Chair

⁷ Currently Chair of Media and Communications Committee

Honorary titles: President and Vice Presidents

The current position is as follows:

President:	Vacant
Vice Presidents:	Mr Robin Harper Mr Robert Hillier, OBE Mr William Matthews, OBE Sir Joseph Alan Meale, MP Mr Henry Girling

Election of Association Trustees for the period AGM 2014–AGM 2015

Any member of the Association is entitled to nominate themselves for election to the role of Trustee, including those retiring.

The following are entitled to retain Trusteeship without having to stand for election:

Heuch, Jon

Sacre Keith

Bray, Jaime

Holmes, Simon

Keen, Jago

Quaife, Jim

Sankus, Mike

Nominations have been received from:

Cocking, Jonathan

Collins, Ged

Durkin, Alastair

Jenks, Paul

Sanderson, Lisa

Wharton, Peter

A vote will be taken at AGM in order to elect up to five Trustees from the above nominees to serve for the period AGM 2015–AGM 2016.