

LONDON IN BLOOM

London in Bloom is a company limited by guarantee no 3859876 and a Registered Charity no 1079979. It was formed in 1999 to take over from the previous London in Bloom, an unincorporated association, which was founded in 1967.

21st ANNUAL REPORT AND ACCOUNTS

For the year ended 31st October 2021

London in Bloom organises community-led sustainable horticultural and environmental annual competitions that the councils, schools, commercial interests and residents, for the 31 Boroughs and 2 Cities of Greater London.

Grades of awards are given for excellence with an emphasis on the environment, community involvement and horticulture. Some high achievers may go forward into the National Finals of Britain in Bloom.

LONDON IN BLOOM
ANNUAL REPORT
for the year ended 31 October 2021

Legal and Administrative Details

COUNCIL OF TRUSTEES

Peter Holman Co-Chair & Executive Trustee
Mark Wasilewski Co-Chair
Michael Fitt
Ruth Gowney
Geoff Hyde Company Secretary
Ian Hyde (appointed 30 March 2021)
Mark Wasilewski
Miles Watson-Smyth

CAMPAIGN MANAGEMENT Anne Holman and Kate Harris

PRINCIPAL ADDRESS and REGISTERED OFFICE

124 Gravel Hill
Croydon
Surrey CR0 5BF

BANKERS

CafCash Limited
West Malling
Kent

REPORTING ACCOUNTANT

W Glynne Owen & Company Limited, Chartered Accountants
2 Caradog Villas, Glanhwfa Road
Llangefni, Anglesey LL77 7EN

LONDON IN BLOOM

TRUSTEES' REPORT for the year ended 31st October 2021

Charitable Objectives

The objectives of the charity are the promotion of floriculture and horticulture, to advance the education of the public, particularly school children, in ecological sustainability and natural resource conservation, and to enhance the lives of elderly people in London.

Governance

The charity is managed by its Council of Trustees/Directors. New Trustee/Directors are nominated by the other Trustee/Directors. All retire at the Annual General Meeting and are eligible for re-election. Trustee Meetings are held throughout the year. The Chairmen and Campaign Managers attend meetings with the Britain in Bloom organisation. Though not a legal requirement, the Trustees have appointed an Independent Reporting Accountant to report to them on the Annual Report and Accounts.

Achievements and Activities:

Aim of London in Bloom for 2021

The aim of London in Bloom for 2021 was to continue its annual campaign for past and future years to improve the quality of life for Greater London's residents by supporting, mentoring, recognising, and rewarding the efforts of all entries at presentations at our own, and the National, Awards ceremonies. Provide such training as required to ensure judges fully understand assessment criteria and judge all entries fairly and in a supportive way, ensuring entries maximise their potential.

Achievements in 2021

Following the decision to run a desktop assessment in 2020, there were concerns that the entry number would be down in 2021. However, entry numbers exceeded expectations. London in Bloom entries was at 105% of the record 2019 levels suggesting that communities in London benefit from involvement in Bloom. Increases were achieved across the board, with all categories showing increased or stable numbers. Due to continuing concerns re Covid Trustees took the safe option of running both virtual seminars and awards ceremonies in 2021. These, given the circumstances, were well received and successful. Sadly our most supportive Patron, Mr Daniel Hearsum, passed in 2021 a significant loss to his family and London in Bloom.

London in Bloom is, however, pleased that Mr J. Buttress VMH, a former LIB Chairman and renowned Bloom and Horticultural Judge, has agreed to become our Patron.

Income for 2020/21 was better than expected. Credit goes to those who continue to raise sufficient funds and secure entries to enable London in Bloom to run its programmes, meeting the expectations of 10,000's participants across Greater London. The judges scoring and reporting software was further enhanced and continued to reduce administrative input from campaign managers.

However, increasing entry numbers raises questions about how London in Bloom will continue to grow and serve its London in Bloom entries both current and future. Increased participation, while very welcome, brings about many challenges, including finding sufficient judges and assessors to service the entries. Funding the current growth has been made possible by increasing entry numbers and associated entry fees, but more significant effort is required to find external funders and sponsors. Income from the Royal Horticultural Society via the Its Your Neighbourhood Scheme has also played a supporting role. The anticipated retirement of both Co-Chairs and the Managing Trustee in 2023/4 will require a review of board membership and a succession plan; this will be included in a full review of all London in Bloom activities in the first quarter of 2022. Despite these challenges, London in Bloom continues to be a thriving charity and has, throughout 2021, continued to create opportunities and recognise Londoners within the resources available.

Public Benefit Statement

The 9.5 million general public of the Greater London area, including residents and visitors, benefit from the raising of standards of beautification, greening and environmental responsibility, that results from the London Cities, Boroughs taking part in our campaign. Not only Councils, but wide-ranging Business and voluntary community groups take part in presenting and managing their areas; awards are given for the standards achieved, and advice on improvement is given.

Objectives for 2022

There are five primary objectives for 2022.

1. Adapt to the changes that Climate change brings through updated judging and assessment criteria.
2. Increase income to enable London in Bloom to stabilise its current position and wherever possible develop and enhance its objectives.
3. To ensure that all Trustees play a full role in future Bloom developments and the delivery of its charitable objects, ensuring excellent governance and fiscal management.
4. To seek new ambassadors, and potential Trustees to ensure full board participation and meet the needs of succession.
5. Ensure sufficient judges and assessors are available to meet increased participation, ensuring that all judges and assessors meet the expected standards or a representative of London in Bloom and Bloom overall

Financial Position

Despite the difficulties of the COVID pandemic, and thanks to the endeavours of the Campaign Managers, record numbers of entrants willingly participated. Many used their fee paid in 2020, and carried forward, to enter this year. Although very early days, significant interest is being shown in participating in 2022, so revenue from this source is promising. With reserves improving by £4,400 to almost £12,000, the situation is tight, but not critical. The Statement of Financial Activities and the Balance Sheet are on pages * to * following.

Risk Management

The Trustees have considered the risks to which the charity is exposed and is taking the appropriate action

Reserves Policy

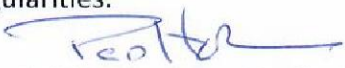
The Trustees have adopted a reserves policy that as soon as circumstances permit, the General Reserve should cover the net fixed assets, provide for a minimal Annual Award Ceremony and for essential administrative expenditure to continue for a reasonable time (at least six months) if funds were temporarily unavailable. It will take time to build up to this level, as sponsors will rightly expect that their contribution will be spent on direct charitable expenditure rather than put to reserve.

Statement of Trustees Responsibilities

Charity Law and the Charity's Deed of Trust requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Trust and of the income and expenditure of the Trust for that period.

In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; make judgements and estimates that are reasonable and prudent and prepare the financial statements on a going concern basis unless it is inappropriate to assume that the Trust will continue.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Trust and enable them to ensure that the financial statements comply with the requirements of the Charity Act and the Trust Deed. They are also responsible for safeguarding the assets of the Trust and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.


Peter G D Holman.....Co-Chair &Trustee
Dated 14 January 2022


Geoffrey R Hyde.....Trustee & Treasurer

LONDON IN BLOOM

Balance Sheet as at 31st October 2021

						2021	2020
	Note	Cost	Deprec'n B/Fwd	Deprec'n 2021	Deprec'n Total	£.00	£
		£0.00	£0.00	£0.00	£0.00		
FIXED ASSETS	6						
Computer Dec 2017		1,995.92	1,941.92	54.00	1,995.92	w/off	54
Computer November 2020		649.00	0.00	180.00	180.00	469.00	
		2,644.92	1,941.92	234.00	2,175.92		
						469.00	
TOTAL NET FIXED ASSETS						469.00	54
CURRENT ASSETS							
Cash at Bank:							
General Account						15,427.44	14,919
Restricted Funds Account						0.00	0
Petty Cash						0.00	0
Debtors/Prepayments	7					85.00	0
						15,512.44	14,919
CREDITORS:							
Amounts falling due within one year	8					(4,090.68)	(7,496)
NET CURRENT ASSETS						11,421.76	7,423
TOTAL NET ASSETS						£11,890.76	£7,477
RESERVES:							
General Reserve						11,890.76	7,477
Designated Reserve - Award Ceremony						0.00	0
Restricted Reserves	9					0.00	0
TOTAL RESERVES						£11,890.76	£7,477

For the year ended 31 October 2021 the charitable company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

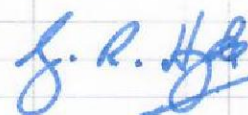
Responsibilities of directors/trustees:

- The members have not required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act - however, in accordance with section 43 of the Charities Act 1993 the accounts have been examined by an independent examiner whose report is attached.
- The directors/trustees acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 14 January 2022

Peter G D Holman.....Trustee



Geoffrey R Hyde.....Trustee

LONDON IN BLOOM

NOTE TO THE FINANCIAL STATEMENTS Year ended 31st October 2021

1. ACCOUNTING POLICIES

Accounting Convention: The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), The Companies Act 2006 and the requirements of the Statement of Recommended Practice, Accounting, and Reporting by Charities.

Fund Accounting: The charity's general funds consist of funds which the charity may use for its purposes at its discretion. The charity has now no restricted fund which can only be spent within the specific restriction(s) of the donor.

Format of Income and Expenditure Account: A Statement of Financial Activities has been prepared, as opposed to the statutory Profit and Loss Account, which shows the sources from which the Charity's Income was derived and the objects of the charity to which those resources were directed.

2. SPONSORSHIP

We gratefully acknowledge the long-standing and continuing financial contribution and support of The Worshipful Company of Gardeners, Amberol, Jeremy Lindon, Windowflowers and Idverde. We are very sad that our distinguished Patron, and most generous supporter, Daniel Hearsum, died during the year.

It should be noted that the Trustees, Committee members and judges give a significant amount of their time to running the charity, for which they receive no remuneration.

3. DISCLOSURE OF PAYMENTS TO "RELATED PERSONS"

Mrs Anne Holman took over as Acting Unpaid Co-ordinator in 2003, at a time of extreme financial crisis. This was, in every aspect, of inestimable value to the Trustees and to the London in Bloom organisation. The Trustees therefore applied to the Charity Commission and the Registrar of Companies to modify the Memorandum & Articles so that Mrs Anne Holman could continue as Co-ordinator for 2004 and subsequent years, and be paid a reasonable fee. This was agreed, subject to certain conditions, all of which have been complied with. Mrs Holman has continued since, for which the Trustees are most grateful, and thank her for her exceptional efforts. It is greatly appreciated by the Trustees that Mrs Holman, now designated as the Campaign Manager, has agreed to continue as a jobshare with Mrs Kate Harris.

Under new Charity Law, payment may now be made to “related persons” without specific authority of the Charity Commission, provided that strict procedures are followed. The Trustees have followed these absolutely.

4. DISCLOSURE OF EXPENSES PAID TO TRUSTEES/DIRECTORS.

A total of £nil (2020 - £32) has been reimbursed to Trustees/Directors, representing their travel and subsistence when visiting and judging the entrants, representing London in Bloom at Britain in Bloom meetings, and in the course of ordinary business.

5. DESIGNATED FUNDS – AWARDS CEREMONY RESERVE

The charity is vulnerable to the sudden withdrawal of sponsorship for its Annual Awards Ceremony. Funds are being set aside, as financial circumstances permit, to allow a ceremony to take place even if no sponsor was available. Regrettably, in view of the current financial situation, it was necessary to draw back this reserve into the general reserve in 2014.

6. FIXED ASSETS

It was essential to replace a modest computer during the year. This computer, now our only fixed asset, is depreciated at 33% pa, being its expected working life. Small items such as printers are expensed when purchased.

7. DEBTORS

The debtors comprise £85 (£nil) for an entrant fee in 2021, not in dispute.

8. CREDITORS

Creditors comprise the proportion of Entrants fees for the 2021 Campaign carried forward to 2022 by mutual agreement (2020 £5,415), the Reporting Accountant’s 2021 estimated fee of £350 (2020 – 2 years at £350), the final instalment for Campaign Management of £2,000 (2020 £nil), and £1,380.68 (2020 £1380.68) funds held *ex gratia* on behalf of an independent project managed by another organisation (Battlefields to Butterflies/The Royal Parks Guild).

9. RESTRICTED RESERVES

All Restricted Reserves have been fully expended.

LONDON IN BLOOM

STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31 October 2021

	Note	General	Restricted	Total	Total
	1 & 2	Fund	Funds	Funds	Funds
		2021	2021	2021	2020
		£.00	£.00	£.00	£
INCOMING RESOURCES					
Incoming Resources from generated funds					
Voluntary Income		6,100.00		6,100.00	13,333
Activities for generating funds		0.00		0.00	0
Bank Interest		0.00		0.00	0
Incoming resources from Charitable activities		25,983.00		25,983.00	5,375
TOTAL INCOMING RESOURCES		32,083.00	0.00	32,083.00	18,708
RESOURCES EXPENDED					
Charitable Activities		27,430.12		27,430.12	19,868
Governance		239.00		239.00	363
TOTAL RESOURCES EXPENDED		27,669.12	0.00	27,669.12	20,231
NET RESOURCES FOR THE YEAR		4,413.88	0.00	4,413.88	(1,523)
				Surplus	Deficit
Fund Balances b/fwd 1/11/20		7,476.88	0.00	7,476.88	9,000
Transfer to/from "Designated Fund"					
"Award Ceremony Reserve"	5	0.00	0.00	0.00	0
FUND BALANCES CARRIED					
FORWARD 31/10/21		£11,890.76	£0.00	£11,890.76	£7,477

LONDON IN BLOOM
Balance Sheet as at 31st October
Detailed Trustee Version

[illegible]

LONDON IN BLOOM					
Income & Expenditure Account for years ending 31st October					
Detailed version for the Trustees					
	2017	2018	2019	2020	2021
	Actual	Actual	Actual	Actual	Actual
INCOME					
Sponsors see below list	6,750.00	14,920.00	8,720.00	6,100.00	6,100.00
Entrants Fees	15,767.00	17,072.00	15,700.50	5,375.00	17,383.00
Seminar Fees	210.00	360.00	145.00	0.00	
Awards Extra Places	3,300.00	2,256.00	4,157.00	0.00	
Entrants Services		11,550.00	0.00	1,212.00	
Donations	10.00		500.00	255.00	
Gift Aid				1,785.28	410.00
Neighbourhoods	6,695.00	6,955.00	9,035.00	0.00	8,190.00
RHS Special 2020 Grant				3,981.00	
Bank Interest	0.00	0.00	0.00	0.00	0.00
TOTAL INCOME	32,732.00	53,113.00	38,257.50	18,708.28	32,083.00
EXPENDITURE					
Annual Awards	8,081.23	3,737.01	7,886.57	60.00	794.47
Seminars	782.00	782.90	0.00	0.00	
Committee Meetings	249.94	275.88	45.35	128.80	25.00
Software / web development	2,833.51	2,227.51	3,002.61	3,044.74	2,020.23
Insurance RHS	86.00	90.00	90.00	90.00	90.00
Judging General	1,026.49	976.94	968.70	34.80	279.58
Mileage PH	195.20	389.19	414.30	49.05	
Professional Fees PH		6,500.00	5,000.00	500.00	
Travel - Trustees		555.41	225.50	32.00	
Travel - Others	22.90	114.42	0.00	0.00	21.51
Campaign Management-Basic	20,000.00	20,000.00	20,500.00	14,400.00	20,500.00
ditto ex gratia)	2,000.00	500.00		2,000.00
Office consumables	808.39	1,526.75	295.38	284.52	995.55
Postage	299.74	261.98	204.31	134.21	18.78
Printing,	13.26				
Telephone	408.00	408.00	408.00	384.00	360.00
Website set-up and Maint					
Contingency/Misc Other					
Bank Charges	60.00	60.00	65.00	60.00	91.00
Reporting Accountant/Co House	288.00	389.00	301.00	363.00	239.00
Depreciation Computer		609.92	666.00	666.00	234.00
Costs re Entrants Services		7,400.00	0.00	0.00	
TOTAL EXPENDITURE	35,154.66	48,304.91	40,572.72	20,231.12	27,669.12
MARGIN	(£2,422.66)	£4,808.09	(£2,315.22)	(£1,522.84)	£4,413.88
1/31/2022 16:03	Deficit	Surplus	Deficit	Deficit	Surplus
Sponsors/Supporters					
MPGA for Awards		70.00	70.00		
WCGardeners	4,000.00	4,000.00	3,000.00	0.00	2,000.00
Windowflowers re Seminar	1,000.00	1,000.00	1,000.00	1,500.00	1,500.00
Hargreaves & Ball					
MPGA	1,000.00	1,000.00	1,000.00	1,000.00	
Veolia					
Idverde			1,000.00	1,000.00	1,000.00
Jeremy London	500.00	1,000.00	1,000.00	2,000.00	1,000.00
Mr & Mrs Bellamy		500.00	300.00	0.00	
Bourne Amenity	0.00	750.00	750.00	0.00	
Amberol	250.00	600.00	600.00	600.00	600.00
Mayor of London		6,000.00	0.00	0.00	
	6,750.00	14,920.00	8,720.00	6,100.00	6,100.00

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF LONDON IN BLOOM

I report on the accounts of the Charity for the year ended 31st October 2021 which are set out on the attached pages.

RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND EXAMINER

The Charity's trustees are responsible for the preparation of the accounts. The Charity's trustees consider an audit is not required for this year (under section 43(2) of the Charities Act 1933 (the 1993 Act as amended by S28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:-

Examine the accounts (under section 43(3)(a) of the 1993 Act as amended):- Follow the procedures specified in the General Directions given by the Charity Commission (under Section 43(7)(b) of the 1993 Act, as amended), and to state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINER'S REPORT

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 procedure undertaken do not provided all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

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 aspect the requirements to keep accounting record in accordance with Section 386 of the Companies Act 2006; and
to prepare accounts which accord with the accounting records and to comply with the accounting requirements of Section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice;
Accounting and Reporting by Charities
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.

W.GLYNNE OWEN & CO LIMITED

Signed



**CHARTERED ACCOUNTANTS
2 CARADOG VILLAS
GLANHWFA ROAD
LLANGFNI, ANGLESEY LL77 7ED**