

**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 2023  
FOR  
CHARITYCOMMS  
(A COMPANY LIMITED BY GUARANTEE)**

Galloways Accounting  
Atlas Chambers  
33 West Street  
Brighton  
East Sussex  
BN1 2RE

**CHARITYCOMMS**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2023**

---

	<b>Page</b>
<b>Report of the Trustees</b>	<b>1 to 14</b>
<b>Independent Examiner's Report</b>	<b>15</b>
<b>Statement of Financial Activities</b>	<b>16</b>
<b>Balance Sheet</b>	<b>17</b>
<b>Cash Flow Statement</b>	<b>18</b>
<b>Notes to the Financial Statements</b>	<b>19 to 26</b>

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2023**

---

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report and the financial statements of the charity for the year ended 30 April 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published in October 2019.

#### **Welcome from Chair and CEO**

For a membership organisation like CharityComms, which champions communicators and shares the very best of communications practice and knowledge among a welcoming, willing, and diverse member-community, understanding and effectively responding to the wider sector context, and the practical and strategic needs of members is critical.

If last year was about stabilising and normalising the seismic changes that were experienced through the covid pandemic, 2022-23 has been about providing the tools, support and perspective needed to help organisations and individuals weather the cost-of-living crisis, both personally and as communications practitioners and teams. And as the cost-of-living crisis bites, exacerbating inequalities we are all trying to reduce, it has also been a time to assess again how CharityComms can best support its members, and what that needs to look like in the future, as 'crisis' and intense strain in the sector becomes business as usual.

CharityComms has carried out this strategic assessment in three complimentary ways:

- Maintaining with absolute clarity a finger on the pulse of our sector's issues and priorities, through our member surveys and engagement.

We can't thank our members enough for sharing their thoughts, data and talent with us for their own and the greater good, enabling us to develop strategies, arguments, tools and techniques to support members where and when they need it most. Working with nfpResearch, we created a new version of our Communications Benchmark which compiles the views of over 500 comms professionals from charities of all sizes, working at all levels of seniority, and includes insights to help the sector understand the impacts, challenges and opportunities comms professionals really face.

- Ensuring that we have developed relevant and timely content for members large and small that really hits the mark, recognising that to do our best jobs we need to nurture and develop ourselves and our teams, and also, that when time is pressured and budgets tight, members need quicker hits of training, support, insight and best practice that tool them up rather than weigh them down. We added new chapters to our digital guides on brand, accessibility and inclusion and wellbeing - tailoring the content to meet the most pressing communications needs.

- We've started to develop a longer-term strategy to meet members' needs, both now and in the future. This will see us continue to evolve and grow our first-class mentoring programme; ensure we as communicators can harness the power of reframing - looking afresh at issues and injustices to develop new strategic insight that unlocks growth, engagement, and support; and work towards a member and individual development programme and package of learning and support that is more structured, directional and measurable. For example, we partnered with Heard (previously On Road Media) to pilot structured learning for our members with their Communicating for Change programme, helping 10 charities with their framing to kickstart real-world change.

- As conveners, facilitators, and champions of our unique and invaluable community of communicators, we hold the work we do, the support we provide and the ambitions and vision our members have, very dear. We can't do this without the participation and enthusiasm of our members, and our partners and sponsors who make events and content possible and ensure content is timely, topical and practical.

We are extremely proud of our work and very proud of our team. Thanks goes to everyone at CharityComms who have continued to be there for members through thick and thin, and to our trustees who steer and guide a course that is ambitious for communicators, yet grounded. Special thanks to two trustees who have stepped down after their 6-year terms this past year - Chrystyna Chymera-Holloway and Jess Abelscroft, both of whom have been amazing trustees and supporters of CharityComms.

At CharityComms our real test is the feedback we get from the sector and our members, and the movement we see in our longer-term goals to ensure communications sits at the heart of strategy and planning in all not-for-profits. Organisational membership has seen significant growth in the period, adding to our shared pool of diverse talent, insight and expertise, and key measures have moved positively according to our Communications Benchmark Survey:

## **CHARITYCOMMS**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023**

---

- Comms representation at senior level has improved over the last 5 years with 37% having someone at board level in a dedicated comms role (compared to 24% in 2017).

- Interestingly, respondents whose organisations were CharityComms members were more likely to feel that comms had a good standing in their organisation and that comms were more respected and valued by their CEOs.

As we develop a new CharityComms strategy for 2024-27, working hand in hand with our members, we will redouble our efforts, and invest reserves, to ensure our impact and value to members and the wider sector is maximised. In difficult and trying times, we know members need more from us, and we hope to deliver this with enormous enthusiasm for great communications, humility amongst our generous community of communicators, and vision to help develop all our skills to build back better and stronger.

CharityComms has strong cash reserves, which stood at £583,852 at the end of the financial year. Over half of these funds reflect income received from members in advance as annual subscriptions and which the charity is only allowed to reflect in income as each month is "earned". The trustees are exploring ways to invest more of these cash reserves in increased reach to more communicators in the sector and to expand the quality and quantity of our services so as to better meet our charitable objects.

**Mark Russell, Chair of Trustees and Adeela Warley, CEO**





## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

---

#### OBJECTIVES AND ACTIVITIES

##### Objectives and aims

**Our vision** - We enable every charity to value and use effective communications for a better world.

**Our purpose** - We champion the value of communications and continually improve the quality of communications by connecting and inspiring our 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 senior management team/senior board representation from communications (i.e. 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 is aligned with their brand and organisational strategy.

**Our impact** - CharityComms' theory of change states that:

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

#### Headlines this year, as at 30 April 2023

##### Community

CharityComms is all about people, from our growing network of more than 11,500 charity communicators to the team who make it all happen behind the scenes. So, we were delighted to again be in the running for a memcom award - this time being shortlisted for "Best Member Support During Covid-19 during the last 12-18 months" at the 2022 memcom awards.

We saw strong membership retention during the year, as well as the addition of more than 3,700 new contacts to our network. Our overall organisational membership number grew again during the year, to 577. That figure further rises to 1,021 when we take into account all of our smaller orgs, which are part of an umbrella membership.

Our mentoring scheme saw a record number of matches, with 222 people being paired with someone in our network willing to share their experience and expertise. Applications to the scheme rose by 43% on last year, prompting us to scope new developments to enhance our ability to make more matches and support those in the sector who need it most.

##### Events

This year we saw a rise in our events income as we continued to deliver our events almost exclusively online. Our costs continued to be substantially reduced due to holding all but one of our events online this year.

We ran 37 events for 8,285 delegates. When compared with last year's figures, this was 19% fewer events but a 58% increase in delegates. We continued our focus on making our events as accessible and inclusive as possible, and we brought speakers, sponsors and members on the journey with us.

We added these new events to the portfolio this year:

- Communicating to Create Change - Tackling the Environmental Crisis Conference
- Strategic Marketing Conference 2023
- On demand workshop on 'Building a Comms Strategy'

We held an in-person EGM and an online AGM.

We partnered with Heard (previously On Road Media) to pilot structured learning for our members with their Communicating for Change programme.

We held a joint event with NCVO on the Charity Commission's draft social media guidance for trustees.

We made the difficult decision to stop running our Wales and Scotland Network groups due to low attendance and engagement.

Our model here at CharityComms is peer-to-peer learning and over the past 12 months we found it even more difficult to find speakers due to the ongoing pressures that those working in charities are facing. At the same time, audience needs are continuing to change, as is their availability, and so we continue to work hard to make every minute spent with us counts.

## **CHARITYCOMMS**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023**

---

#### **Digital Content**

We have continued to work closely with our members to produce over 100 new articles for our blog, responding to the changing needs of the sector when deciding on topics to focus on. Aspects of the external environment such as the cost-of-living crisis have affected our community, and we have thus adapted our content, to focus on "quick win" and practical content - which has been successful in maintaining engagement.

#### **Finance**

The year ended better than anticipated and the trustees are pleased to report unrestricted income of £664,993 and an unrestricted deficit of £11,003 in the year to 30 April 2023. The income and deficit reported are both better than budgeted. The charity retained strong membership subscription renewal as compared to the previous year. CharityComms was able to fund the year's activities largely from operating income and the deficit reported did not have a significant impact on our free reserves which reduced from £296,928 in 2022 to £286,310 in 2023. We comfortably hold the minimum reserve policy level of £175,000.

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2023**

---

**OBJECTIVES AND ACTIVITIES**

**Charitable Purpose- about CharityComms**

At CharityComms, our aim is to connect, inform, empower, and inspire comms professionals in the charity sector. We are 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.

**Why people join CharityComms.**

"Thanks for everything you're doing, I really feel that the sector is so much richer for the work of CharityComms."

CharityComms has continued to be the go-to membership organisation for those working in communications in the charity sector, with an expanding network willing to share expertise and experience, through our wide range of events, digital content and reports, our mentoring scheme and more.

Throughout the year we worked to champion and celebrate our community and the wider charity sector, creating topical content, building on partnerships to present new workshops and events, benchmarking the state of comms the sector, offering updated data and insights, and providing a space for members to come together to share and learn.

"Always such useful and easy-to-access content and events. Love CharityComms."

"I love your events and think you are a great organisation - for some of us you're the only link to other charities and opportunity to learn from them. Thank you for being there."

In line with the prioritised work streams we continued to work on **improving** our internal systems to ensure greater efficiency and the best audience experience and to **maximise** the value of our content to reach many more people and respond to sector needs. The two themes we said would prioritise in the last two years of our strategy were:

**Partnering** - we have forged positive and collaborative partnerships to harness expertise, increase capacity and extend our reach and impact.

Our guide to accessible comms responded to a need from comms teams to help them start thinking about how to make their communications more accessible. While CharityComms may not be the experts in this field, we are lucky enough to be able to bring together those that are to share their wisdom. Charities including: Sightsavers, Leonard Cheshire, RNID, Sense, RNIB and Tearfund all offered up their knowledge to help produce this resource and we hope over time others will too.

Comms is a powerful tool that can bring people together so let's use it effectively to ensure no-one gets left behind or excluded because of it.

We worked in partnership with the recruitment consultancy Charity People to produce a new Salary and Organisational Culture Survey and worked with third sector market research experts nfpResearch to update our comms benchmark survey. This provides evidence to help communicators benchmark how their organisations are doing, as well as gaining insights into how they feel about their communications and its place in their organisation.

We established a new relationship with the communications agency Heard, to pilot a communication training programme, providing a suite of practical tools and expert advice on how to use framing to create purpose driven change campaigns. We are reviewing the results and talking to them about how to develop the programme and extend opportunities to many more communicators.

Working the NCVO we helped to convene a sector wide conversation on the Charity Commission's consultation on Social Media Guidelines for Trustees. It provided a safe space to share thinking and help charities craft their own consultation responses.

We moved into a new chapter for our Digital Benchmark tool - Our digital partners Uprise Up - took over the platform and will lead the development and improvement of the Digital Benchmark so that we can continue to offer our members the most effective way of tracking and improving their digital performance.

Adeela Warley, our CEO, joined the expert panel advising on the development of a new three-year campaign for the Centre for Ageing Better aiming to raise awareness and shift public attitudes and behaviour around ageism.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

---

#### OBJECTIVES AND ACTIVITIES

**Championing** - underpinning our advocacy work is a unique base of insight - our surveys provide data to help make the case for enshrining a strategic role for communications at the heart of organisational strategy and the making the case for investment in comms expertise. It also provides evidence to benchmark communications performance and address cultural and structural barriers to progress.

We continued to be an active member of the Civil Society Group (CSG), championing the role of infrastructure organisations like CharityComms who help connect, empower and up-skill specialist networks across the sector. We continue to provide communications support and have been part of a working group aimed at moving the dial on racism in the charity sector. Behaviour change agency New Ways is helping to create practical tools and a framework to support accountability and drive lasting change. The report and action plan will be launched in Autumn 2023.

CharityComms Inspiring Communicators awards 2022 provided much deserved recognition for comms professional and a celebration of our brightest stars. We were delighted to pay tribute to the Real People, Real Stories project team at Samaritans who took the Award for the best Communications Team.

#### Public benefit

The trustees confirm that they have complied with the requirement set out in Section 17 of the Charities Act 2011 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. In short, we exist to help our members and others communicate more effectively, more efficiently, to learn and adopt best practices and to the benefit of all stakeholders and beneficiaries. To do this, we have created a unique community of communicators willing to share with and learn from each other. We use a membership model to do this, although some of our resources are open to all.

Our free or low-cost resources, skills and best practice sharing and training, and unrivalled access to data and insight, are 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 2023**

---

**ACHIEVEMENT AND PERFORMANCE**

**Membership Achievement and Performance**

Our members come from charities of all sizes and across all sectors, as well as those working as freelancers and agencies who offer products and services to support the third sector.

Across everything that we do, from our events, on-demand and online content to our products and services such as mentoring, jobs board, AskCharity, online directories and Charity Digital Benchmark, our focus is always to listen and respond to our members to deliver the support and resources that they most need.

We ended the year with 577 organisational members, 316 individual members and 67 corporate partners.

"I'd highly recommend becoming a member. You'll definitely get back the ROI! Within two weeks of signing up to be a member, I found my first client! Within six months I have already obtained three clients through being a member. CharityComms is a fantastic resource for both freelancers and charities."

"Thanks so much for all the work CharityComms does, it is a fantastic resource for all the team."

"I've just come back from leave and clicking through on all of these interesting talks and articles is reminding me why I love what I do. Thanks, CharityComms! Just wanted to say what a great selection of content there is in this email! Really love the breadth of event topics and the extra reading as well."

**Unique data and insights**

Each year, the salary and organisational culture survey provides an insight into how charity comms and marketing professionals feel about their job. It looks at how they are perceived within the sector, as well as helping to benchmark changes in salary levels and workplace culture.

This year we had 790 respondents (up from 495 in 2021), which is the most we've ever had participate, and once again the report was produced in collaboration with Charity People. Respondents were from throughout the UK, working at charities of all sizes and causes, and across a full range of comms roles and levels.

One of our main aims is to provide evidence to help charity communicators benchmark how their organisations are doing, as well as gaining insights into how they feel about comms and its place within their organisation. So, working with nfpResearch, we worked during 2022 to create a new version of our Communications Benchmark.

Our 2022 report compiles the views of more than 530 comms professionals from charities of all sizes, working at all levels of seniority, and includes insights to help the sector understand the impacts, challenges and opportunities comms professionals really face. When we look at how CharityComms members respond compared to non-members, we can also see just the sort of impact we are making to champion communications and support our member with what they most need.

**Digital services - jobs board, AskCharity and Charity Digital Benchmark**

"In our current recruitment round, approximately 7% of our applicants came through the CharityComms job board, and we can always be assured of the applicant quality. We love CharityComms! The training and networking support and also the fantastic jobs platform is such a boon for our membership fee."

This year the jobs board remained one of the most popular pages on the website, and we posted 881 jobs throughout the year, for a wide range of organisational members and corporate partners.

We are working in line with the wider charity sector to break down barriers and ensure an accessible working environment for everyone, right from the initial point of recruitment. Creating a welcoming and inclusive community is one of our core values as an organisation and so in November 2022 we updated our jobs board policy to ask members to not include any unnecessary qualifications, either as essential or desirable criteria. This was well received by the sector as a positive step forward to more equitable recruitment.

AskCharity is a free service for anyone to use. Charities can set up a profile and add their contact details so that journalists can find them, while journalists can send out media requests for stories or case studies, which go directly to the charities who have signed up for notifications.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

---

During the year, we were delighted to continue our fantastic partnership with award-winning digital agency, Uprise Up, who we first worked with 10 years ago to create the Charity Digital Benchmark, as well as moving to a new version of the benchmark to include everything needed for GA4. The benchmark is now managed by Digital Benchmark Ltd. who are owned by Uprise Up. It continues to run in conjunction very much with the CharityComms team as we continue to offer our members a discount and also be part of a new advisory board to help shape the benchmark as it develops. We're really looking forward to bringing a new era of the benchmark to the sector and seeing it continue to grow from strength to strength!

#### Mentoring scheme

"As a mentor, I'm finding the time to reflect ahead of the conversations with my mentee is really helpful for me too - giving me space to look up from my to-do list and think about bigger questions around what it means to be an effective leader in our sector. So, thank you for the match - I'm really enjoying it!"

A record number of 222 matches were made this year, showing not only that it continues to be a key benefit of organisational membership, but that this type of peer-to-peer support for those working within the sector is still very much needed.

- The majority of mentee applicants are assistants / officers / senior officers from our network along with managers.
- We have applicants from all different charity sizes, but those working for charities in our largest charity band (more than £10million) dominate applications, although it has evened out more than last year.
- Applicants work in a broad range of comms divisions; however digital / media and PR are most the most common comms areas for the scheme and content / campaigns / policy / public affairs and marketing has been a much more visible theme in applications this past year.
- There has been quite an even spread this year in the theme of applications across 'specific comms challenge / new role or step up / thinking about next steps in career / leadership and people skills.
- Increasing numbers of applicants wanting to have a mentor they can relate to outside of work also - juggling home life / parents returning to work from maternity leave / people wanting to check-in with wellbeing / flexibility, which all seem to be effects of the huge change that has happened in the working world since the pandemic hit.

We have also seen a significant rise in the number of applications - a 43% increase from last year. We are currently working on ideas and proposals to shift the scheme onto more of an automated / self-matching process.

"It was an amazing chance to connect with someone from another organisation who could offer really helpful guidance and support on a number of challenges. Even just to hear how another charity does things is useful but they provided so much insight and knowledge on top of that. I feel far more confident in my role as a result of our year working together, thank you!"

"Feeling that I have helped make a positive difference to someone - boosting confidence, allowing them to see that they have more agency in a situation etc. But I have also learnt lots from my mentee - different ways to approach things, new ideas etc."



## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

---

#### ACHIEVEMENT AND PERFORMANCE

##### Charitable Activities - CharityComms Events

CharityComms' events continue to bring our mission to life by showcasing examples of innovation and best practice that allow our network to share their successes, challenges, solutions, and ideas with their peers. Our aim is to inform, inspire, and empower delegates to use effective communications to better serve their beneficiaries and supporters. And we use our special insight into the sector and communications issues to ensure content, speakers and resources are what members need.

Our online event programme helped us reach 58% more delegates than our last financial year, but through fewer events. Running fewer events helped us focus the programme and gave us the time and space we needed to focus on accessibility and inclusion throughout the year. We continued to keep our finger on the pulse of our members, bringing them timely and relevant content in a variety of formats. We also provided opportunities for peer-to-peer exchanges and support throughout our events, helping our members stay connected with fellow comms professionals.

##### We are proud of our achievements this year:

We are proud to report that we ran 37 online events for 8,285 delegates. We collected feedback from 525 delegates (up from 365 last year) throughout the year, and we're pleased to say that 92% of those delegates reported feeling very satisfied or satisfied with the CharityComms event they had attended. Post-event feedback surveys and working closely with steering groups helped us keep our finger on the pulse throughout the year.

In terms of event popularity, our largest audience of the year was at our seminar on Understanding your audience: gathering and applying insight with 622 delegates booked to attend. This was closely followed by our Social Media Network event on video content creation with 615 delegates booked to attend. These events were created in direct response to member needs and showed the importance of listening and reacting to their feedback and requests for particular topics. Our conference on Communicating to create change - tackling the environmental crisis only had 169 delegates, but we felt strongly that it was the right time to support the sector in this important area.

##### Other successes this year included:

- Our brand-new Strategic Marketing 2023 conference was a big success, appealing to a wide range of comms professionals in the sector.
- Our brand new on demand workshop How to Build a Comms Strategy supported 73 comms professionals in building their comms strategy.
- Our annual Digital Conference helped 504 charity communicators on their digital journeys.
- We piloted a structured learning project with Heard (previously On Road Media) on Communicating for Change, helping 10 charities with their framing to kickstart real-world change.

Our agile way of working in the Events Team continued to pay dividends - it enabled us to adapt the programme as we went along, and we flexed as necessary to respond to urgent sector issues throughout the year. We're proud of how we use creativity in our event topics, formats and audience engagement techniques to keep our events lively and adapt our event formats and topics to the needs of our audience. Punchy and practical content remains a top priority for our audience and us, and we aim to make every minute count with our audience.

We also delved deeper as a team into accessibility and inclusion, and brought our speakers, sponsors, and delegates on the journey with us. We recognise that we can never make an event 100% accessible for 100% of the audience, but we do the best we can. Our members, delegates, speakers, and sponsors have appreciated our increased focus on accessibility and inclusion throughout the year and we've enjoyed bringing them on the journey with us.

##### Working through challenges

Our model here at CharityComms is peer-to-peer learning and over the past 12 months we found it even more difficult to find speakers due to the ongoing pressures that those working in charities are facing. We also worked hard to bridge the wide breadth of experience in our larger and specialist topic areas. At the same time, audience needs are continuing to change, as is their availability, and so we continue to work hard to make every minute spent with us count. Bringing speakers, sponsors and delegates on the accessibility journey is important work but we underestimated the amount of time it would take to upskill ourselves and others in this area. We used our data to guide our decision making throughout the year, including the difficult decision to stop running our Wales and Scotland Network events due to low attendance.

##### Here's what some of our delegates had to say about our events this year:

"Keep doing what you do! You're helping me keep pace with emerging trends in comms and refreshing my knowledge and skills. Much appreciated!"

"Well organised, loved the thought that had gone into accessibility, and the option to opt out of aspects of the seminar, interesting speakers, thought provoking."

## **CHARITYCOMMS**

### **REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023**

---

#### **ACHIEVEMENT AND PERFORMANCE**

"Considering it was all over Zoom - the ability to connect with other peers and share experiences and insights was really good. Was really thought provoking!"

"I love your events and think you are a great organisation - for some of us you're the only link to other charities and opportunity to learn from them. Thank you for being there."

"This was my first session as I have only recently become a member and I was very impressed with both the presenters and the content and delivery of the session. Looking forward to my next one. Thank you."

"You're all great! Charity Comms events are the ones I keep turning up to. They are well-run and you consistently attract excellent speakers, so thank you."

"All of the speakers were brilliant - clear, concise and to the point. The breakout groups were also really useful to share best practice."

"A good number of the speakers used a tips approach which made it easy to see how to apply what they were saying to my organisation and breaking things down into more easily achievable tasks - which was fitting for the topic. As someone from a small charity with limited resources I sometimes find that presentations from larger organisations aren't applicable to me but I came away from today's presentations feeling inspired and that things are do-able for me."

"I came away thinking 'wow I've got some really practical stuff to start putting into practice'."

"Easily the best course on comms I've been to in my career, I've been on all sorts of different things, they've all been bog standard or so out there, not helpful. This was helpful, practical, specific. Everyone working on comms for a charity absolutely needs this, this is so key...it's not optional."



**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2023**

---

**ACHIEVEMENT AND PERFORMANCE**

**Charitable Activities - CharityComms Digital Content**

In November we welcomed a Senior Business Development and Marketing Manager to help raise profile, increase engagement, and diversify our activities to meet the most pressing needs of our members. The focus on marketing saw us meet and exceed our targets for both engagement and income and our Strategic Marketing Conference in Spring 2023.

In Spring 2023 we said goodbye to Christine Fleming, our Head of Digital Content who moved to a new role as Head of Communications at The Fair Education Alliance. We are delighted she will be using her communications skills to support one of our members and remains very much part of our community.

In a busy but productive year the digital content (now engagement team) has been able to deliver on all departmental priorities by maintaining the test and learn approaches that worked for us during Covid-19. We have quickly adapted to an ever-changing work environment and supported the sector with a whole host of different comms needs. From responding to national news such as the Queen's death, expanding our work in accessibility and inclusivity to working more closely with the event and membership teams on shared content and adapting to the significant changes in social media such as Twitter.

Over the last 12 months we have worked closely with our members to produce 101 new articles for our blog, responding to changing needs of the sector when deciding on topics to focus on. We kept up momentum on our recent Best Practice Guides by adding a new chapter to the Brand 360 guide and utilise and promote our long-form templates such as the Salary & Organisational Culture report (Alexis de Ponson du Terrail and Sarah Clarke). As Brand 360 continued to be an incredibly popular resource, we expanded our knowledge hub to include a variety of new articles, tailored to support the demand of the sector, alongside planning a Brand and Creative Conference for Q1 in 2023/24.

Alongside brand, accessibility, inclusivity and wellbeing are core themes that continue to trend on our website and obtain high levels of engagement on social media. As such, we have continued to promote our home-grown Accessibility Guide, written by our former Head of Digital Content, Christine Flemming, alongside collaborators in the sector who are leading the way in accessible comms.

**What this all looks like in numbers**

In headline terms, our focus on member (and charity sector) first digital content creation has resulted in a continued steady stream of traffic to the website. This is encouraging as it means that people are utilising the resources, we have created to support them.

Total website visitors: 73,332 (29.9% increase from 2022/23)

Total page views 2022/23: 276,547 (18.2% increase from 2022/23)

This is certainly in part due to our continued efforts to create valuable, up-to-date content that resonates with our community and responds to emerging issues. However, it must also be noted that business development efforts within the events team, have created campaigns that have generated increased engagement, and as such, traffic to our website.

This positive impact, alongside the 25% increase on event sales for our Spring 2023 conference, indicates that uniquely crafted campaigns that highlight opportunities not only increase website traffic and as such, our brand reputation - but provide opportunities to create specialised user journeys, which is something we will work on in 2023/24.

**Digital communications**

In terms of our other digital communities, the subscriber numbers for our eNews mailout continued to remain steady with over 10,000 individuals signed up to eNews at the end of the year. Our subscribers increased from Q1 to Q4, showing a 17.2% increase this year. Furthermore, open rates continue to exceed industry averages as report by Campaign Monitor, and users' journeys from events advertising to event page website visits continues to grow steadily.

Twitter, which has been historically our most engaged channel, has undergone changes since the algorithm was changed in 2021/22, and the platform was purchased by Elon Musk in April 2022. As such, we have spent the last year making efforts to stay ahead of the continued changes and adapt our approach accordingly.

Despite the developments, and uncertainty in the sector at large regarding Twitter as a platform, we have been successful in maintaining and growing our following from 49,248 at the end of 2021/2022 Q4, to 51,333 at the end of Q4 of 2023, showing an average of 125 new followers per month, with healthy engagement levels increasing 4-5% month on month, and impressions growing at around 30% each quarter.

## CHARITYCOMMS

### REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2023

---

#### ACHIEVEMENT AND PERFORMANCE

In addition, we have focused on developing, and delivering a comprehensive Linked-In strategy, launched in December 2022, aiming to better serve our community, increase our reach, and act as risk mitigation to the uncertain Twitter landscape. The data shows that from Q1 to Q4, we increased followers by 16.7% and impressions, which indicate our reach within our community and beyond, increased by 68.5% between Q1 and Q4.

#### FINANCIAL REVIEW

##### Financial Performance

Despite the backdrop of rising costs of living and tight subscription budgets for our members, we recorded an increase in the number of joiners and subscription renewals. Year on year subscription income was up by 6%. Our largest category of membership: organisational membership recorded an increase of 9% however the corporate and individual membership categories recorded reductions of 19% and 11% respectively.

Income from events came in at 46% above 2022 levels as CharityComms recorded large attendances to the Digital Conference in November 2022 and the Strategic Marketing Conference in March 2023. These events were also popular with our corporate partners who provided sponsorship.

The Digital Benchmark service was sold in the year to Digital Benchmarks Ltd, and run in collaboration with our long-established partner, UpriseUp. No income was earned from this service in the year.

The year saw an initial investment (circa £27,000) in our plans to reach more communicators with our services. This is the first of 3 years in our plan for strategic business development. It involves an organisational restructure and establishing a business development and engagement function, housing our Comms and digital units.

We are a people-based organisation and staff costs are our highest cost at 82% of our total costs. The new structure has been partially responsible for the higher payroll costs this year in comparison to 2022.

In October 2022, a working group was set up to work with external HR consultants to review the remuneration and pay structure of the organisation. The group created a new remuneration and rewards policy which was approved by the board with effect from 1 May 2023. The new policy created improvements to the terms and conditions of employment and established job grades and pay bands within these grades. Employees' salaries were brought within 95% of the internal median for their pay grades. A 5% cost of living award was also given in line with salaries and remuneration survey of charities of similar size to CharityComms in the UK.

In summary, our unrestricted income was up from £596,266 (2022), to £664,993 (2023) and our costs were also up from £617,231 (2022) to £679,132 (2023) mostly due to higher payroll cost resulting in a lower than budgeted deficit at year end of £14,139 (2022 deficit £20,965).

##### Reserves Policy

CharityComms reserves policy requires we maintain a minimum level of £175,000 in unrestricted reserves. This level takes account of the risks and variability of our sources of income, current and future staff contracts and employment costs, funding requirements of planned investments and business development plans and some allowance to enable quick response to mitigate unforeseen operational threats.

The total net assets of the charitable company were £302,311 on 30 April 2023 with £301,175 of unrestricted funds and £1,136 of restricted funds. The reserves policy of the charity is therefore met.

##### Going concern

CharityComms remains a going concern for the foreseeable future. As an annual exercise, as part of its budgetary process, it carries out detailed review of development projects within its business plan with funding available from its cash reserves.

The strength of our balance sheet at 30th April 2023 puts us in a healthy financial position - and we can therefore state that the charity is a going concern.

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governance

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.

The governing document was reviewed in 2022 to ensure it remains fit for purpose, in line with changing regulations and to ensure our key objects are being met. Changes to our Articles of association were achieved in liaison with our legal advisers and approved at our EGM on 9 September 2022.

**CHARITYCOMMS**  
**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30 APRIL 2023**

---

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Changes to our trustee board**

The following changes have been made to our trustee board during the year:

- Chrystyna Chymera-Holloway - (resigned 8.11.2022)
- Muna Hussen - (Resigned 12.09.2023)

The following joined as trustees during the year:

- None.

**Decision making**

The charity is run by the board of trustees, which sets and monitors strategy and policy. The board receives quarterly reports of all the activities of the charity. A minimum of one full strategy review meeting is held each year, although more are planned for 2023 and 2024 to ensure the board meets more frequently to discuss and steer the charity on its chosen business development path and to continue to review the situation against set KPIs. The board also aims to provide necessary support to the team to ensure that the team's working culture is supportive, effective, and efficient.

**Induction and training of new trustees**

New trustees receive an induction pack drawing information from the various Charity Commission publications signposted through the Commission's guide "the Essential Trustee".

Trustees receive the following governing documents: our Governance manual, Memorandum and Articles and the latest financial statements and management accounts, the organisational strategy and annual business plan including the financial budget. The respective documents cover:

- The obligations of trustees, the CEO and senior management team
- The main documents which set out the operational framework for the charity including the memorandum and articles
- Resourcing and the current financial position as set out in the latest published accounts.
- Future plans and objectives, vision and values
- Trustee training programme, including self-learning, external training, and peer support to ensure high performance and continuous learning.
- Additionally, new trustees are invited and encouraged to proactively familiarise themselves with the charity and the context within which it operates.

**Key management remuneration**

The board of directors, who are the charity's trustees, together with the senior management team constitute the key management personnel of the charity and oversee directing, controlling, running, and operating the charity on a day-to-day basis. All directors give of their time freely and no director received remuneration in the year. The pay of the senior staff is reviewed annually and normally increases in accordance with average earnings. In view of the nature of the charity, the trustees also benchmark against pay levels in other charities of a similar size and nature.

**Developments in 2022- 2023**

CharityComms will continue to improve internal systems and deliver quality content to our members working in partnership with others to speed up and increase impact.

The 2022-23 business plan was the last of the three-year strategic plan 2020-23. The next strategic planning cycle runs from 2024-27 and the trustees are ambitious for CharityComms to grow its reach and extend impact.

We will be taking forward some of the key recommendations in the business development plan we commissioned from Eastside People in 2022, which will help us to diversify our portfolio and develop a sustainable business model. Drawing on member insight and feedback from our community, we have identified three strategic strands to focus that development:

- Creating a CharityComms learning programme - providing a structured learning path.
- Scaling up the impact of change communications - creating practical training in reframing skills.
- Strengthening our voice as a champion for communicators and the sector.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

06210121 (England and Wales)

**Registered Charity number**

1138312

**CHARITYCOMMS**

**REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 30 APRIL 2023**

---

**Registered office**

Atlas Chambers  
33 West Street  
Brighton  
BN1 2RE

**Trustees**

Lucy Devine  
Chrystyna Chymera-Holloway (Resigned 8.11.2022)  
Mark Russell (Chair)  
Pip Gardner  
Kirsty Marrins  
Curtis-James Marshall (Vice Chair)  
Vishnee Sauntoo  
Muna Hussien (Resigned 12.09.2023)  
Nicholas Radmore  
Sarah Welsh (Treasurer)

**Company Secretary**

J O Fadahunsi

**Independent Examiner**

Galloways Accounting  
Atlas Chambers  
33 West Street  
Brighton  
East Sussex  
BN1 2RE

**Bankers**

The Co-operative Bank PLC  
Business Direct  
PO Box 250  
Skelmerdale  
Lancashire  
WN8 6WT

**Legal Advisers**

Hempsons  
100 Wood Street  
London  
EC2V 7AN

**COMMENCEMENT OF ACTIVITIES**

The company was incorporated and registered in England and Wales on 12 April 2007 and registered as a charity with the Charity Commission in England and Wales on 7 October 2010

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 17/10/2023 and signed on its behalf by:

  
.....  
M Russell (Chair) - Trustee

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

---

**Independent examiner's report to the trustees of Charitycomms ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 April 2023.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Colin Young BA FCA

Galloways Accounting  
Atlas Chambers  
33 West Street  
Brighton  
East Sussex  
BN1 2RE

Date: .....

**CHARITYCOMMS**

**STATEMENT OF FINANCIAL ACTIVITIES  
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 APRIL 2023**

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
<b>Charitable activities</b>	5				
Events		136,066	-	136,066	92,771
Membership benefits & services		511,419	-	511,419	482,102
Other trading activities	3	4,551	-	4,551	19,052
Investment income	4	4,357	-	4,357	723
Other income	6	8,600	-	8,600	1,618
<b>Total</b>		<b>664,993</b>	<b>-</b>	<b>664,993</b>	<b>596,266</b>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>	7				
Events		331,860	-	331,860	270,455
Membership benefits & services		344,136	-	344,136	344,556
NeverMoreNeeded		-	3,136	3,136	2,220
<b>Total</b>		<b>675,996</b>	<b>3,136</b>	<b>679,132</b>	<b>617,231</b>
<b>NET INCOME/(EXPENDITURE)</b>		<b>(11,003)</b>	<b>(3,136)</b>	<b>(14,139)</b>	<b>(20,965)</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		312,178	4,272	316,450	337,415
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>301,175</b>	<b>1,136</b>	<b>302,311</b>	<b>316,450</b>

The notes form part of these financial statements

CHARITYCOMMS

BALANCE SHEET  
30 APRIL 2023

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	13	14,865	-	14,865	15,250
<b>CURRENT ASSETS</b>					
Debtors	14	63,578	-	63,578	45,768
Cash at bank and in hand		582,716	1,136	583,852	564,209
		<u>646,294</u>	<u>1,136</u>	<u>647,430</u>	<u>609,977</u>
<b>CREDITORS</b>					
Amounts falling due within one year	15	(359,984)	-	(359,984)	(308,777)
<b>NET CURRENT ASSETS</b>		<u>286,310</u>	<u>1,136</u>	<u>287,446</u>	<u>301,200</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>301,175</u>	<u>1,136</u>	<u>302,311</u>	<u>316,450</u>
<b>NET ASSETS</b>		<u>301,175</u>	<u>1,136</u>	<u>302,311</u>	<u>316,450</u>
<b>FUNDS</b>	16				
Unrestricted funds				301,175	312,178
Restricted funds				<u>1,136</u>	<u>4,272</u>
<b>TOTAL FUNDS</b>				<u>302,311</u>	<u>316,450</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 17/10/2023 and were signed on its behalf by:

  
M Russell (Chair) - Trustee

The notes form part of these financial statements

**CHARITYCOMMS**  
**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 30 APRIL 2023**

	Notes	2023 £	2022 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	18	19,441	30,344
Net cash provided by operating activities		19,441	30,344
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		(4,155)	(3,266)
Interest received		4,357	723
Net cash provided by/(used in) investing activities		202	(2,543)
<b>Change in cash and cash equivalents in the reporting period</b>		19,643	27,801
<b>Cash and cash equivalents at the beginning of the reporting period</b>		564,209	536,408
<b>Cash and cash equivalents at the end of the reporting period</b>		583,852	564,209

The notes form part of these financial statements



## CHARITYCOMMS

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2023

#### 1. STATUTORY INFORMATION

Charitycomms is a limited-by-guarantee company incorporated in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is given in the Trustees' Report on pages 1 to 14 of these financial statements. The nature of the charity's operations and principal activities are the promotion of 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.

#### 2. ACCOUNTING POLICIES

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

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

##### **Going concern**

At the time of approving the accounts, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Further details are included in the Trustees' Report. The trustees continue to adopt the going concern basis of accounting in preparing the accounts.

##### **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.

##### Donations

Donated facilities are included at the value to the charity where this can be quantified and a third party is bearing the cost. No amounts are included in the financial statements for services donated by volunteers.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained, then the income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable they will be fulfilled.

##### Trading activities

Income from trading activities includes income earned from sponsorship of events. Income is received in exchange for supplying services in order to raise funds and is recognised when entitlement has occurred.

##### Grants including government grants

Income from grants are recognised at fair value when the charity has entitlement after any performance related conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

##### Membership fee income

Membership income is recognised on a straight line basis over the period to which it relates.

##### Event income

Event income is recognised at the point that the event takes place.

##### **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.

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

## CHARITYCOMMS

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 30 APRIL 2023

#### 2. ACCOUNTING POLICIES - continued

##### **Governance costs**

Included in governance costs are the costs associated with the governance arrangements of the charity. Costs include independent examination, legal advice for trustees and costs associated with constitutional and statutory requirements.

##### **Allocation and apportionment of costs**

Support and governance costs are recharged to charitable activities based on estimated usage, dependent on the type of expenditure.

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

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

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

Tangible fixed assets are initially measured at cost and subsequently measured at cost less accumulated depreciation.

##### **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.

##### **Debtors and creditors receivable/ payable within one year**

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

#### 3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Web-based & digital income	3,410	14,492
Publications income	1,141	4,560
	<u>4,551</u>	<u>19,052</u>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023

4. INVESTMENT INCOME

	2023	2022
	£	£
Deposit account interest	<u>4,357</u>	<u>723</u>

5. INCOME FROM CHARITABLE ACTIVITIES

	2023	2022
	£	£
Events	136,066	92,771
Membership benefits & services	511,419	482,102
	<u>647,485</u>	<u>574,873</u>

6. OTHER INCOME

	2023	2022
	£	£
Management fees	<u>8,600</u>	<u>1,618</u>

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 8)	Totals
	£	£	£
Events	295,091	36,769	331,860
Membership benefits & services	297,917	46,219	344,136
NeverMoreNeeded	3,136	-	3,136
	<u>596,144</u>	<u>82,988</u>	<u>679,132</u>

8. SUPPORT COSTS

	Management	Finance	Information technology
	£	£	£
Events	4,601	1,596	8,283
Membership benefits & services	5,624	1,952	10,124
	<u>10,225</u>	<u>3,548</u>	<u>18,407</u>
		Governance costs	Totals
	Other	£	£
Events	19,635	2,654	36,769
Membership benefits & services	24,001	4,518	46,219
	<u>43,636</u>	<u>7,172</u>	<u>82,988</u>

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023**

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

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

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Independent examiner's remuneration	<b>1,127</b>	900
Other non-examination services	<b>4,383</b>	2,700
Depreciation - owned assets	<b>4,540</b>	4,376
	<u><b>10,050</b></u>	<u><b>7,976</b></u>

**10. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30 April 2023 nor for the year ended 30 April 2022.

**Trustees' expenses**

During the year, £Nil (2022: £360) of expenses were reimbursed (2022: one trustee) for travel and subsistence.

**11. STAFF COSTS**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Wages and salaries	<b>481,317</b>	430,826
Social security costs	<b>47,596</b>	37,150
Other pension costs	<b>31,519</b>	28,021
	<u><b>560,432</b></u>	<u><b>495,997</b></u>

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

	<b>2023</b>	<b>2022</b>
	<b>13</b>	<b>13</b>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2023</b>	<b>2022</b>
	<b>1</b>	<b>1</b>

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

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
<b>Charitable activities</b>			
Events	92,771	-	92,771
Membership benefits & services	482,102	-	482,102
Other trading activities	19,052	-	19,052
Investment income	723	-	723
Other income	1,618	-	1,618
<b>Total</b>	<u><b>596,266</b></u>	<u><b>-</b></u>	<u><b>596,266</b></u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Events	270,455	-	270,455
Membership benefits & services	331,942	12,614	344,556

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted funds £	Total funds £
NeverMoreNeeded	-	2,220	2,220
<b>Total</b>	<b>602,397</b>	<b>14,834</b>	<b>617,231</b>
<b>NET INCOME/(EXPENDITURE)</b>	<b>(6,131)</b>	<b>(14,834)</b>	<b>(20,965)</b>
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	318,309	19,106	337,415
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>312,178</b>	<b>4,272</b>	<b>316,450</b>

13. TANGIBLE FIXED ASSETS

	Computer equipment £	Website £	Totals £
<b>COST</b>			
At 1 May 2022	15,645	59,953	75,598
Additions	4,155	-	4,155
At 30 April 2023	19,800	59,953	79,753
<b>DEPRECIATION</b>			
At 1 May 2022	7,725	52,623	60,348
Charge for year	2,708	1,832	4,540
At 30 April 2023	10,433	54,455	64,888
<b>NET BOOK VALUE</b>			
At 30 April 2023	9,367	5,498	14,865
At 30 April 2022	7,920	7,330	15,250

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade debtors	53,616	40,908
Prepayments and accrued income	9,962	4,860
	<b>63,578</b>	<b>45,768</b>

CHARITYCOMMS

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	6,638	3,104
Social security and other taxes	8,769	7,113
VAT	36,536	27,337
Other creditors	4,389	3,738
Accrued expenses	7,258	3,600
Deferred income	296,394	263,885
	<u>359,984</u>	<u>308,777</u>

Deferred income refers to advance payments received by the charity for products or services that are to be delivered or performed in the future.

Membership income is invoiced annually and recognised in the period to which it relates. Deferred income in relation to membership fees total £291,966 (2022: £254,080).

Also included in deferred income are amounts of £4,429 (2022: £9,805) which relate to events that had not taken place before the year-end.

16. MOVEMENT IN FUNDS

	At 1.5.22	Net movement in funds	At 30.4.23
	£	£	£
<b>Unrestricted funds</b>			
General fund	312,178	(11,003)	301,175
<b>Restricted funds</b>			
NeverMoreNeeded	3,136	(3,136)	-
The Paul Hamlyn Trust	1,136	-	1,136
	<u>4,272</u>	<u>(3,136)</u>	<u>1,136</u>
<b>TOTAL FUNDS</b>	<u>316,450</u>	<u>(14,139)</u>	<u>302,311</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	664,993	(675,996)	(11,003)
<b>Restricted funds</b>			
NeverMoreNeeded	-	(3,136)	(3,136)
<b>TOTAL FUNDS</b>	<u>664,993</u>	<u>(679,132)</u>	<u>(14,139)</u>

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023**

**16. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.5.21 £	Net movement in funds £	At 30.4.22 £
<b>Unrestricted funds</b>			
General fund	318,309	(6,131)	312,178
<b>Restricted funds</b>			
NeverMoreNeeded	5,356	(2,220)	3,136
The Paul Hamlyn Trust	13,750	(12,614)	1,136
	<u>19,106</u>	<u>(14,834)</u>	<u>4,272</u>
<b>TOTAL FUNDS</b>	<u>337,415</u>	<u>(20,965)</u>	<u>316,450</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	596,266	(602,397)	(6,131)
<b>Restricted funds</b>			
NeverMoreNeeded	-	(2,220)	(2,220)
The Paul Hamlyn Trust	-	(12,614)	(12,614)
	<u>-</u>	<u>(14,834)</u>	<u>(14,834)</u>
<b>TOTAL FUNDS</b>	<u>596,266</u>	<u>(617,231)</u>	<u>(20,965)</u>

**17. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 30 April 2023.

**18. RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2023 £	2022 £
<b>Net expenditure for the reporting period (as per the Statement of Financial Activities)</b>	<b>(14,139)</b>	<b>(20,965)</b>
<b>Adjustments for:</b>		
Depreciation charges	4,540	4,376
Interest received	(4,357)	(723)
(Increase)/decrease in debtors	(17,810)	30,642
Increase in creditors	51,207	17,014
<b>Net cash provided by operations</b>	<u><b>19,441</b></u>	<u><b>30,344</b></u>

**19. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.5.22 £	Cash flow £	At 30.4.23 £
<b>Net cash</b>			
Cash at bank and in hand	<u>564,209</u>	<u>19,643</u>	<u>583,852</u>

**CHARITYCOMMS**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 APRIL 2023**

---

**19. ANALYSIS OF CHANGES IN NET FUNDS - continued**

	<u>564,209</u>	<u>19,643</u>	<u>583,852</u>
<b>Total</b>	<u><u>564,209</u></u>	<u><u>19,643</u></u>	<u><u>583,852</u></u>