



Alliance Française

*Oxford*

## Alliance Française d'Oxford Annual Trustees' Report for 2024

### THE MISSION

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The mission of the Alliance française d'Oxford is the promotion of the enjoyment of French language and francophone cultures in Oxford, for all ages and abilities. We are an apolitical, non-religious, not-for-profit organisation, open to everyone. Despite the favourable socio-economic context of Oxford, many challenges remain in language teaching and education, including the decline of French and modern languages as a choice for A levels.

### OUR OBJECTIVES

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We aim to teach French for all ages and abilities to the best standards, as well as organise cultural events which facilitate access to French language and intercultural dialogue.

We aim to reach out to schools and educational institutions to help promote French teaching in schools in the Oxfordshire area, through the A Level scholarship initiative, and support individual students where possible.

### TEACHING ACTIVITIES

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**The AFO offered a wide variety of French tuition throughout 2024, with 465 students during the year enrolled across various French-language programmes.** Overall, it was a record year for the number of hours of French delivered, with 12 637 hours of French taught. For adults, motivations for learning French remain mainly for leisure, and for teenagers, support in their studies.

Again in 2024, we were able to offer 9 levels of French for adults, making us the only language centre in Oxford offering such focused tuition. Adult classes reached near-capacity levels, maintaining optimal class sizes (fewer than 8 per class) and demonstrating strong demand for French language instruction. A notable innovation was the introduction of a five-week French literature course themed "Husbands, Wives, Lovers," which received particularly positive feedback from participants. For the first time, the Alliance offered its adult students

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*the charity whose mission is to promote French language and culture in Oxford*

30 Polstead Rd, 1<sup>st</sup> Floor, Oxford, OX2 6TN

[www.af-oxford.org](http://www.af-oxford.org)

Charity Registration No. 1163206



## Alliance Française *Oxford*

a chance to take part in a trip to France, through a partnership programme with the *Alliance Française de Nice*, which proved successful, with 26 students participating in the exchange.

Children's programmes continued to be a cornerstone of operations, with summer camps achieving full capacity bookings. The association maintained its regular schedule of half-term, and Easter holiday camps, demonstrating sustained engagement with younger learners who represent a significant portion of the student base. French GCSE revision workshops were offered throughout the year.

Earlier termly registration periods and improved customer journey management resulted in higher new student enrolment compared to previous years. Customer satisfaction remains high, with more than 90% of customers confirming they are making progress in their French language learning.

## HUMAN RESOURCES

The charity employs 4 people, 3 of them French teachers. The association faced significant human resources challenges in 2024, primarily related to government policy changes affecting skilled worker visa requirements.

The new minimum salary threshold of £38,700 for skilled worker visas created recruitment difficulties for the Alliance Française d'Oxford, particularly affecting the ability to hire native speakers and therefore its capacity to answer demand and grow as an organisation. The minimum salary requirement for Skilled Worker visas is too high for language teachers who generally cannot work more 22-25 hours a week, due to the variety of classes they teach: classes for children, teenagers and adults, in group and private tuition settings, which require a lot more preparation work than for a regular school curriculum and often in the evenings. Nationwide, from schools to universities, recruitment of qualified language teachers is an issue: six out of ten secondary schools responding found it a challenge, according to a British Council report.

However, the Alliance Française d'Oxford has continued to invest in the professional development of its teachers by providing 9 professional development sessions in 2024.

Volunteers have helped the association as community coordinators in outreach and social media, organising social and educational activities based around the benefits of language learning in the local community, with schools and youth groups. They have helped

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contribute content to the social media output of the charity, write content for the newsletter and the website.

Our First Aid, Safeguarding and Fire Safety procedures were all reviewed and updated in 2024.

## EXAMS

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**The centre organised French Language Diplomas “DELF” exam sessions for 39 candidates, up from 27 candidates in 2023.** The demand for certifications has been increasing, as more British adults seek emigration or naturalisation post Brexit. The association cannot meet demand as it is not able to hire enough teachers (see human resources). The exam sessions are fully booked days after being opened for registration.

The AFO is planning on diversifying its certification portfolio by offering a new qualification called a TEF (Test d'Évaluation de Français), creating an additional income stream without requiring additional teacher's time, since the TEF is largely multiple-choice questions on computer.

## CULTURAL ACTIVITIES

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**638 people participated in our comprehensive programme of cultural activities with 35 events throughout 2024, 10 of which were free.** The Alliance offers a regular book club, free online conferences and workshops for adults, children and teens.

Partnerships were also developed with the rest of the Alliances in the UK to offer regular free online conferences and a free global competition involving 62 finalists from 56 Alliances Françaises around the world which attracting 200 000 live Facebook views.

Other highlights of the cultural programme included the “Colour Revolution Exhibition Tour” in French at the Ashmolean Museum which proved very popular.

A noteworthy partnership was the touring of the exhibition of the 120<sup>th</sup> Anniversary of the Entente cordiale, “When Marianne and Britannia Meet” tracing the history of the Entente Cordiale agreements and their global repercussions with the UK's National Archives and the French Diplomatic Archives, the Institut Français of the Royaume-Uni, which was opened in Oxford with the Lord Mayor and the participation of Oxford Grenoble Association.

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The conference "Femmes de Résistance" event served dual purposes as both cultural enrichment and scholarship promotion, with sixth-form students attending and scholarship opportunities being publicised during the event.

The association also hosted author events, including "Rencontre with Khalid LYAMLAHY," supporting contemporary Francophone literature.

## OUTREACH

**The scholarship itself has generated a lot of interest and participation since it was introduced in 2020. In 2024, 17 students in year 12 applied from 8 different schools to the scheme, 6 of which from publicly funded schools. 2 full scholarships were attributed to state school pupils. They will have been receiving free tuition since January 2025 and will do so until their A levels exams in May 2026. The Trustees were delighted to receive donations totalling £3 859,51.**

For the first time, the scholars and trustees came together for a "café croissant des alumni", an opportunity for our scholars to stay in touch and meet other A level scholars, teachers, trustees and hear all about our A level scholarship initiative.

## GOVERNANCE

Governance was strengthened with the successful re-election of three trustees and the establishment of a fundraising sub-committee. The association recognised the decade-long service of outgoing Treasurer Peter Anderson, acknowledging his significant contribution to institutional development.

The association achieved GDPR compliance for fundraising activities with minimal adjustments required and successfully implemented amendments to enable student contact for fundraising opportunities and activities, demonstrating effective regulatory adherence.

## Finances

The association managed to achieve a surplus of £20 000, in contrast to a deficit of almost £4,000 the previous year. The AFO saw a 19% increase in sales, totalling £234 666. When added to the reserves brought forward the surplus produces unrestricted funds of £83 000 which enables it to deal with both unexpected and known cost increases, including future

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incremental rent rises. It is forecasted however that recent pay increases for staff will take up some of that surplus in 2025-2026. The AFO is currently slightly ahead of its target of free reserves of 3 months of expenditure.

The treasurer is content that salaries remain in proportion to the turnover, and pay increases are in line with current employment market conditions. The AFO will likely need to adopt the accruals accounting format in accordance with the Charity SORP in 2025.

## STATEMENT OF TRUSTEES' RESPONSIBILITIES

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The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the situation of the Charity and of the incoming resources and application of resources, of the Charity for that period. In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the CIO will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the trust deed. They are also responsible for safeguarding the assets of the Charity and taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the Charity and financial information included on the Charity's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

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Signed on behalf of the board  
on 26 June 2025 by Caitlin Kennedy:

Caitlin Kennedy

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CHARITY COMMISSION  
FOR ENGLAND AND WALES

Alliance française d'Oxford

Registration No  
1163206

CC16a

## Receipts and payments accounts

For the period  
from

Period start date  
01/01/2024

To

Period end date  
31/12/2024

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
SALES INCLUDING CHARITABLE ACTIVITIES	234 666	-	-	234 666	197 240
BANK INTEREST RECEIVED	873	-	-	873	595
Grant French Government		485		485	1 670
Donation - A Level Studies		3 782		3 782	100
	-			-	
	-			-	
		-		-	-
		-		-	-
		-		-	-
<b>Sub total (Gross income for AR)</b>	<b>235 539</b>	<b>4 267</b>	<b>-</b>	<b>239 806</b>	<b>199 605</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>235 539</b>	<b>4 267</b>	<b>-</b>	<b>239 806</b>	<b>199 605</b>
<b>A3 Payments</b>					
COST OF SALES	40 403	3 782	-	44 185	38 599
EMPLOYEE PAYROLL	123 242			123 242	118 360
RENTAL EXPENSES	31 060			31 060	23 519
WEBSITE AND IT COSTS	4 193			4 193	3 032
TRAVEL	3 340	485		3 825	2 864
ADVERTISING	2 485			2 485	3 140
PAYROLL SERVICES/ LEGAL, PROFESSIONAL AND OTHER SERVICES	3 399		-	3 399	4 348
MEALS ENTERTAINMENT AND STAFF GIFTS	1 613		-	1 613	1 901
OFFICE GENERAL ADMINISTRATIVE EXPENSES	1 548		-	1 548	2 355
PRINTING, PHOTOCOPIER, POSTAGE AND STATIONARY	1 372		-	1 372	1 537
OTHER	1 547		-	1 547	1 347
Office refurbishment expenses	-		-	-	-
Brexit sponsorship license and visa application fees	659			659	590
COVID related expenses	-		-	-	-
			-		-
<b>Sub total</b>	<b>214 861</b>	<b>4 267</b>	<b>-</b>	<b>219 128</b>	<b>201 592</b>
<b>A4 Asset and investment purchases, (see table)</b>					
<b>Audivisual equipment</b>	-	-	-	-	
<b>furniture</b>	-				1 670
IT and other furniture	700			700	609
		-	-	-	
<b>Sub total</b>	<b>700</b>	<b>-</b>	<b>-</b>	<b>700</b>	<b>2 279</b>
<b>Total payments</b>	<b>215 561</b>	<b>4 267</b>	<b>-</b>	<b>219 828</b>	<b>203 871</b>
<b>Net of receipts/(payments)</b>	<b>19 978</b>	<b>0</b>	<b>-</b>	<b>19 978</b>	<b>4 266</b>
<b>A5 Transfers between funds</b>			-	-	
<b>A6 Cash funds last year end</b>	<b>63 169</b>	<b>1</b>	<b>-</b>	<b>63 169</b>	<b>23/04/2025</b>

Cash funds this year end 83 147 - 0 - 83 147

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Bank - Current Account	29 797	-	-
	Bank - reserves Account	51 555	-	-
	Petty Cash	40	-	-
	Undeposited Funds ( Stripe payments + adjust)	1 755	-	-
	<b>Total cash funds</b>	<b>83 147</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))			

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>	AUDIOVISUAL EQUIPEMENT	Unrestricted	9 749	150
	FURNITURE	Unrestricted	7 154	745
	IT and other	Unrestricted	3 479	400
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

CCXX R2 accounts (SS)

Signature

CAITLIN KENNEDY

Print Name

CAITLIN KENNEDY

Date of approval

23/04/2025





CHARITY COMMISSION  
FOR ENGLAND AND WALES

Alliance française d'Oxford

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CC16a

For the period  
from

01/01/2024

To

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	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
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	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>235 539</b>	<b>4 267</b>	<b>-</b>	<b>239 806</b>	<b>199 605</b>
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COVID related expenses	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>214 961</b>	<b>4 267</b>	<b>-</b>	<b>219 228</b>	<b>201 592</b>
<b>A4 Asset and investment purchases, (see table)</b>					
<b>Audivisual equipment</b>	-	-	-	-	1 670
<b>furniture</b>	-	-	-	-	609
<b>IT and other furniture</b>	700	-	-	700	-
	-	-	-	-	-
<b>Sub total</b>	<b>700</b>	<b>-</b>	<b>-</b>	<b>700</b>	<b>2 279</b>
<b>Total payments</b>	<b>215 661</b>	<b>4 267</b>	<b>-</b>	<b>219 928</b>	<b>203 871</b>
<b>Net of receipts/(payments)</b>	<b>19 878</b>	<b>0</b>	<b>-</b>	<b>19 878</b>	<b>4 266</b>
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	<b>63 169</b>	<b>1</b>	<b>-</b>	<b>63 169</b>	<b>23/04/2025</b>

Cash funds this year end **83 147** - **0** **83 147**

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		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
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			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

CCXX R2 accounts (SS)

Signature Caitlin Kennedy Print Name CAITLIN KENNEDY Date of approval 23/04/2025

**ALLIANCE FRANÇAISE D'OXFORD  
INDEPENDENT EXAMINER'S REPORT  
YEAR ENDED 31 DECEMBER 2024**

I report to the trustees on my examination of the financial statements of Alliance Française d'Oxford ('the charity') for the year ended 31 December 2024.

**Responsibilities and basis of report**

As the trustee of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.



A Churchill Stone FCA DChA

Mercer Lewin Ltd  
Chartered Accountants

New Barclay House  
234 Botley Road  
Oxford  
OX1 3HA

30<sup>th</sup> June 2025