



The Archive of Market and Social Research Annual report 2021

Charity number – 1166619

Contents

1	Chairman's foreword.....	2
2	Chief Executive's introduction	3
3	Objectives and activities.....	4
3.1	Purposes.....	4
3.2	Activities	4
4	Achievements and performance	5
4.1	Summary of main achievements.....	5
4.2	Progress against objectives	6
4.3	Financial position and reserves.....	7
4.4	Principal sources of funds	8
5	Structure, governance and management	8
6	Reference and administrative details	9
6.1	Trustees	9
6.2	President	11
7	Declarations	11
	Independent Examiner's Report to the Trustees of The Archive of Market and Social Research	12
	Statement of Financial Activities	13
	Statement of Financial Position.....	14
	Notes to the Financial Statements	15
1.	General information.....	15
2.	Statement of compliance.....	15
3.	Accounting policies	15
4.	Donations and legacies.....	18
5.	Investment income	18
6.	Costs of raising donations and legacies	18
7.	Expenditure on charitable activities by fund type	18
8.	Expenditure on charitable activities by activity type	19
9	Staff costs	19
10.	Trustee remuneration and expenses	19
11.	Debtors.....	19
12.	Creditors: amounts falling due within one year	19
13.	Pensions and other post retirement benefits	19
14.	Analysis of charitable funds	20

1 Chairman's foreword

Launched in 2015 and registered as a UK charity in 2016, the Archive of Market and Social Research (AMSR) is now well established as a unique, continually growing, online archive of British market and social research, freely available to all.

The initial priority when we began was simply to preserve the material, at a time when many market research departments and agencies were destroying their old paper files and reports. This essential work to preserve, scan and index paper documents continues.

But the Archive has now reached sufficient scale, and is now sufficiently navigable and searchable, to make it a potential resource for a wide range of people, including many with no knowledge of, or interest in, market research. Although most of the material was collected for commercial purposes or to support other decision-makers (e.g. in local or national government), the Archive contains rich insights into many different aspects of British culture and society over the last 60 years.

We have therefore begun to engage with potential users, starting with modern British social and cultural historians and now, also, an A-level history teacher and her pupils, introducing them to the Archive as a research and teaching resource. We now even have the first example of a peer-reviewed academic paper - about Siamese cats in the home - citing AMSR as a source.¹ We're also exploring the idea of AMSR as a hub with links to other online archives. There's more on these initiatives in the Chief Executive's report and on our website www.amsr.org.uk.

We have a lot of activity and momentum. So this year we've decided to write a slightly fuller Annual Report than the statutory minimum ones we've done in the past for the UK Charity Commission. We hope you find it helpful.

Finally, I'd like to thank all those who have enabled us to get to where we are, especially over the last three difficult years. That includes the leadership team and all the other volunteers working *pro bono* to turn into reality our shared vision of a global, open access, online archive of British market and social research, while prudently stewarding our limited financial resources. And it also includes our many other friends and supporters who have generously donated material and much needed and appreciated financial support. Thanks to your efforts and generosity, the AMSR is going from strength to strength – although there's still plenty to do!

Patrick Barwise
22 November 2022

¹ Jane Hamlett & Rebecca Preston (2022) "'Noisy, despotic, fascinating': Siamese cats and emotional and domestic life in twentieth-century Britain", Cultural and Social History, DOI: [10.1080/14780038.2022.2118075](https://doi.org/10.1080/14780038.2022.2118075).

2 Chief Executive's introduction

We have completed our first 5 years as a charity in good health and on a sound financial footing. We have assembled and preserved a considerable archive of important material, most of which is in the form of printed reports that were in danger of being lost. Nearly all of the content of the Archive is available online at no cost to the user².

We have extended and improved the indexing of the contents of the Archive to make it easier for non-researchers to find what they are looking for. Without a suitable index, it is difficult to locate specific topics in market research records unless the researcher has prior experience of working with market research. Over the next five years we are intending to continue to collect what remains of suitable printed material from the 1960s to 2010 after which most material was created and only published in digital formats. We have begun to collect this purely digital material and are thinking about ways that this can be usefully preserved when there is no equivalent of a traditional paper report.

We have started to promote the Archive as a useful source for historians, other academics and students interested in the recent history of Britain as recorded by market and social researchers. We are intending to establish AMSR as an important teaching aid for undergraduate students and schoolchildren as well as a source for academic researchers, and potentially for marketers interested in the long term evolution of their markets. We will be launching a hub that will help researchers and students to locate market and social research material that is available from other archives and commercial sources.

The last three years has been challenging for AMSR, as for everyone else, because of the impact of the Covid-19 pandemic. It has been difficult to sort and scan donated material because offices were closed for much of the time. Under the circumstances, and thanks to the efforts of our band of committed volunteers and the generosity of our supporters, we have been able to weather the crisis well, with only limited impact on our long term plans.

Adam Phillips
22 November 2022

² <https://www.amsr.org.uk/the-archive/>

3 Objectives and activities

3.1 Purposes

The purpose of the AMSR is to advance education and research in recent British social history, and in the development of Market and Social Research, Data Analytics, Insight and relevant marketing sectors, by preserving and providing access to reports and other relevant material.

All documents will be made readily available online and/or in physical form for those with an interest in post-1945 British social and cultural history, consumer markets, the history of the Market and Social Research sector and research methods.

The charity has due regard to the Charity Commission guidance on public benefit. Our purpose is to advance the education of the public in the development of market research and the role it plays in social history. Our online and physical archives are available to everyone. This constitutes a public benefit as defined in the Charities Act.

3.2 Activities

The Archive of Market and Social Research is building a library and store of materials, both physical and online, relating to market and social research in the UK.

We are collecting and preserving survey results that reflect the changing behaviour, attitudes and opinions of people living in the UK over time. We intend this material to support teaching and research in history, sociology, economics and business studies and to inform journalists and interested members of the public. The collection will increasingly include contemporary records and is intended to be a living and continually updated archive.

We have started developing links with universities, particularly with academics in the field of Social History, to demonstrate what is available to them in the AMSR archive. At the same time, we are also developing links with schools to support students producing dissertations for their A-level exams.

This year we published our second book³. Like the first, this is based on material from the AMSR archive and is designed to promote the unique material available in the Archive and to demonstrate the role and value of market and social research in society.

The Archive also contains documents and records for those wishing to gain insight into the history, achievements, methods and activities of the market and social research industry and profession. No other central archive currently exists.

AMSR maintains an online searchable archive, accessible over the internet, containing scanned documents of survey results that reflect changing habits and attitudes, for perusal by anyone with an interest in social history.

³ How We've Changed; Social Trends from Post War to Present Day and Beyond – The Archive of Market and Social Research 2021 <https://www.amsr.org.uk/publications/>

Our activities include:

1. collecting and preserving important research reports and data that is at risk of being lost;
2. making as much of the material in the archive as possible available and searchable via the internet at no cost to the user;
3. developing links with universities and schools to encourage them to use the material in the archive for teaching and research purposes;
4. publicising the Archive and encouraging its use by academics, students, journalists and members of the public interested in social history and the information collected by market researchers in the course of their work;
5. providing help for users searching the archive for information relating to their interests;
6. establishing working links with other similar archives and databases at universities and elsewhere;
7. publishing books based on material from the archive to demonstrate the role and value of market and social research;
8. seeking out and building a library of research books, papers and reports relating to the development and conduct of market and social research , including those held by clients;
9. rescuing and cataloguing the historical records of the bodies involved in the development of the market and social research profession in the UK;
10. assembling and recording key biographical information about market and social researchers, past and present;
11. assembling a historical database of professional codes of conduct and practice of relevant bodies that have been involved in activities dealing in information collected from and about members of the public; and also collecting important papers and articles concerned with the responsible collection, processing and use of such data;
12. cataloguing and storing all records in a secure and accessible form; and
13. storing any other records, documents or other media that are relevant to its purpose.

4 Achievements and performance

4.1 Summary of main achievements

We have now collected nearly 750 books and 6000 reports and documents

A total of 130,000 pages are freely available in the online digital archive almost half of which were added during 2021 – a remarkable achievement given the restrictions that the Covid lockdown imposed on our office-based activities.

New additions to our collection include:

- A research report from 1963 entitled 'Cinema Going in Greater London: A Study of Attitudes and Culture' plus 3 video interviews on the context of the work – which together offer unique insights into the culture of the time.

- A collection of reports on qualitative research on banking and financial services in the 1990s, which provides interesting insights into the transition from paper-based to electronic banking.
- Market Research Society Annual Conference papers from 1960-1999, providing a comprehensive account of the development of market research in this period.

We have created a new theme-based indexing system and applied it to all the items in the archive (except for the books). This should make it easier for users who are not familiar with market research to grasp the range of material that the archive contains, and to browse within their fields of interest.

We have been able to assist a number of Modern British History academics and PhD students with their research, Marketing undergraduates with their business plans and dissertations, and A-level History students with their coursework dissertations.

We are continuing to build our Heritage collection and have begun to develop 'Modern Collections' that will enable us to preserve more recent market research material. This will ensure that AMSR continues to be relevant in the future by continuing to provide up-to-date material for:

- students in universities and schools,
- future historians, and
- current researchers seeking background information to inform strategic research.

We are undertaking a research project at the moment which will help us understand the extent to which research agencies currently archive their work, and whether they have standard policies and procedures for doing this. We want to understand how AMSR can help them ensure that important work they have carried out is not lost as their companies grow, merge with others or are sold.

We continue to publish a quarterly Newsletter and bi-monthly news Updates and have now published our second book⁴ covering post-war social and cultural history. We are raising awareness of what the archive contains by promoting stories from the archive on our website and through social media (using LinkedIn and Twitter), and by speaking at conferences and meetings where there may be potential users.

4.2 Progress against objectives

Our objectives this year included:

1. increasing the flow of contributions of heritage (paper) material
 - The pandemic meant our Harrow scanning operation remained out of operation, so scanning was done by volunteers at home.
 - We have carried out a thorough quality control process to ensure the accuracy of information in the archive e.g. correcting mis-scans and text.

⁴ How We've Changed; Social Trends from Post War to Present Day and Beyond – The Archive of Market and Social Research 2021 <https://www.amsr.org.uk/publications/>

- We have re-indexed and reloaded the entire archive using a consistent theme-based index scheme to improve searching.
- 2. starting to create 'Modern Collections' (mostly digital material) that will preserve *current* MR history and provide research sources for future social historians and students
 - We have the offer of brand and communications material from Big Green Door covering the period 1995-2018.
 - A generous legacy enabled us to undertake a research project to gauge attitudes of market research companies to providing content for our Modern Collections.
- 3. continuing work to resolve client confidentiality issues – these are still a key barrier for many potential contributors, particularly of qualitative work.
- 4. encouraging and supporting greater utilisation of the archive by continuing to engage with potential users and further developing the Volunteer Query Response Team, who can support users by answering questions about the content of the archive.
- 5. developing a business plan for preserving the MORI Library following a pilot scanning project being undertaken by the British Library.
- 6. further developing the concept of the archive as an online 'hub'.
- 7. continuing to build a strong brand
 - We publish quarterly newsletters and interim updates.
 - We make active use of social media and are consistently gaining Twitter and LinkedIn followers.
 - We generate website stories from archive content and publish these on our website.
 - We published our second book covering post-war social and cultural history, based on research from our archive. This was supported by a launch event at the IPA in November 2021.
 - We have relaunched the Oral Histories on our portal and now have 35 recordings of interviews with current and past leaders in the research industry. We continue to work with the Research Network on expanding this collection.
- 8. pursuing our successful fundraising efforts
 - We exceeded our target donations from individuals and companies.
 - We received sponsorship for our two published books and are now using these as a new funding stream.
 - We generated income from book royalties and sales.

4.3 Financial position and reserves

We attracted donations of £30,859, which includes £3,672 of Gift Aid. We managed to exceed our target despite the ongoing restrictions of the pandemic. In addition, we received a balancing payment of £16,245 from a legacy.

Our total operating expenditure was £43,287 of which £13,686 was a one-off payment for a research project into how research agencies are archiving their research results, and how we need to preserve these. We are considering how best to use the legacy to maintain sustainable growth.

Our reserves are £115,168.

Significant items of expenditure are the cost of storage space at the History of Advertising Trust, to which a 24 month notice period applies, and for the website and online archive. We would need 12 months' notice to ensure the long term preservation of the material we have collected if AMSR were to become insolvent.

4.4 Principal sources of funds

The funds have been raised from nearly 20 companies and some 75 individual donors. Gift Aid has been claimed where possible. In addition, we received the final part of a legacy this year and are encouraging other supporters to consider leaving a legacy to us.

We are grateful for the logistical support that we receive from industry bodies and companies, notably the MRS, Ronin International and I-View.

5 Structure, governance and management

AMSR is constituted as a charitable incorporated organisation (CIO) and is governed by a trust deed.

The organisation is led by the Executive committee which consists of the Chairs and Vice chairs of the four key committees that run the organisation. The Executive Committee meets monthly and reports to the Board of Trustees. The four committees are:

- Contents
- Marketing
- Governance, and
- Finance

Trustees are chosen for the skills and experience they bring to the organisation and are elected for a three-year term by a meeting of the Trustees. Many of our trustees sit on the Committees.

All trustees have received training in the responsibilities of charity trustees and an induction pack that includes:

1. The constitution of AMSR
2. The essential trustee: what you need to know, what you need to do (CC3)
3. Charity fundraising: a guide to trustee duties (CC20).
4. The Advancement of Education for the Public Benefit (PB3).

6 Reference and administrative details

The Archive of Market and Social Research (also known as The AMSR), registered charity number 1166619.

Principal address: Old Malt House, 21 Watling Lane, Dorchester on Thames, Wallingford, OX10 7JG

6.1 Trustees

Professor Patrick Barwise, Chairman of the AMSR Board

Patrick (Paddy) Barwise is Emeritus Professor of Management and Marketing at London Business School which he joined in 1976 after an early career at IBM and has published widely on management, marketing and media. He is a former Chairman of Which? He has been Vice-chairman of AMSR since 2018 and became Chairman in early 2020.

Jane Frost CBE

Jane Frost is Vice Chair of the AMSR and Chief Executive of the Market Research Society (MRS). She has over 30 years of experience at board level in marketing and strategy positions at blue-chip organisations. Jane comes from the 'client' side. She is currently leading radical change at MRS and provides an important link between the industry's association and its archive.

Adam Phillips

Adam is Chief Executive of the AMSR. In over 40 years in market research, he has been involved in media measurement, public opinion research, brand development as well as product and pricing research. An MRS Fellow, past Chairman of the MRS, a Council Member at ESOMAR and Chairman of its Professional Standards Committee, he began his career at Unilever and went on to hold senior positions at BMRB, Mass-Observation, Euroquest, Research International and Winona Research in the US. He has been Chair of the Financial Services Consumer Panel and a lay member of the Press Complaints Commission. In 2016 he received the ESOMAR award for Market Research Excellence.

Raz Khan

Raz Khan is treasurer of the AMSR and has been a Trustee since its inception, originally acting as a liaison with the MRS Board. Raz is Chairman of Cobalt Sky, an operations support company which he has been managing since 1989. He started in MR operations in 1977 at Pritchard Brown and Taylor before moving to Quantime in 1982 where he managed the DP and Support department. He joined AGB in 1988 for a brief spell where he was part of the Superpanel team.

Ian Brace

Ian Brace is the Secretary of AMSR. After more than 40 years as a market researcher, mostly within research agencies, Ian is now retired from full time work. Originally trained as a statistician, he spent most of his career in project design, analysis and project management before ending up as Director of Research Methods at Kantar TNS UK. He is a Fellow of the MRS, author of many published papers and two books and is chairman of the industry's charity, the Market Research Benevolent Association (MRBA)

Peter Bartram

Peter Bartram has had a varied career in both research and marketing with NOP, Thomson Newspapers, and the Harris Poll firm in London, New York, and Los Angeles. Back in the UK in 1978, he was a Marketing Director at American Express Europe, MRS Chairman in 1989, and finally President of the City Research Group. With 41 others, he set up the Research Network in 2002, which is still going strong.

Phyllis Macfarlane

Phyllis Macfarlane is a lifelong Market Researcher, former Managing Director of GfK NOP and immediate past Chair of the Market Research Society (MRS). She was previously Global Training Manager at GfK UK and has spent several years delivering, and expanding the offering of, market research education and training in Africa and Asia. She believes in bringing the global market research community and the non-profit sector together to learn from one another and achieve best results for all – mainly through her role as Treasurer of ESOMAR Foundation. She has won both the MRS Silver Medal in 2008, and in 2018 the European Society for Opinion and Marketing Research Excellence Award.

Simon Patterson

Simon is Chief Executive of QRi Consulting which he founded 10 years ago. An international qualitative researcher: Simon is a Chartered Psychologist, Fellow of the MRS and Board member (and former Chair) of the AQR (Association for Qualitative Research). He moderates ECGs®, Groups and IDIs in-person and online. Formerly Managing Director at CRAM International, he worked with its founder Peter Cooper for 25 years. Simon has written papers and presented at conferences on the Origins of Qualitative Research and the Psychology of Branding and Communication. He has been a visiting lecturer at the Institute for Manufacturing (IfM) at Cambridge University since 2010.

Sue Robson

Sue gained a solid grounding in all types of market research at BMRB, but then joined MBL to focus on qualitative research with John and Mary Goodyear. She worked at MBL for 10 years, ending up as Managing Director. In 1981 Sue started her own business, The Qualitative Consultancy, TQC. Sue also ran training courses for the MRS including developing, in 1983, the very first course offering practical hands-on experience of moderating group discussions. This led to the book she wrote and co-edited with Angela Foster, *Qualitative Research in Action*, published in 1989. She was a member of MRS Council from the 1980s and a founder member of AQR, to give qualitative researchers their own strong voice. She was made a Fellow of the MRS in 1998.

After closing TQC in 2002 Sue worked as a consultant until retirement. She does various volunteer roles and was an MRBA committee member for 10 years and then joined AMSR in 2019, chairing the Marketing Committee.

Phyllis Vangelder

Phyllis was an Editor in the market research industry for many years, accumulating knowledge and contacts in all aspects of market and social research. She was in charge of publications at the Market Research Society for over 25 years including the MRS Newsletter (the forerunner of *Research*), the Journal of the Market Research Society (now the *International Journal of Market Research*), Market Research Abstracts and Survey

magazine, as well as being heavily involved in many committees. She has been Editor of ESOMAR Newsbrief, ESOMAR Research World, BMRA Bulletin and BMRA's MR Business. Phyllis has also co-edited various Handbooks.

Dr Elizabeth Nelson OBE, founding Chair of AMSR (2016-2019), retired as a trustee on 31 March 2022.

Bryan Bates retired as a trustee on 31 March 2021.

6.2 President

Denise Lievesley is an Honorary Fellow of Green Templeton College, University of Oxford, having been Principal from 2015 until September 2020. Before coming to Oxford, she was Executive Dean of the Faculty of Science and Public Policy and Professor of Social Statistics at King's College London. She has been Chief Executive of the English Health and Social Care Information Centre, Director of Statistics at UNESCO, where she founded the Institute for Statistics, and Director (1991-1997) of the UK Data Archive.

Denise served as President of the Royal Statistical Society (1999 - 2001), and as President of the International Statistical Institute (2007 - 2009) and the International Association for Official Statistics (1995 - 1997).

A Fellow of University College London (her alma mater), she has honorary doctorates from City University and the University of Essex and is a founding Fellow of the Academy of Social Sciences. Her research interests relate broadly to the quality and trust in official data, and the use of data for research purposes. She was appointed Commander of the Order of the British Empire (CBE) in the Queen's Birthday Honours in June 2014 for services to social science.

7 Declarations

The company has taken advantage of the small companies' exemption in preparing the report above.

The trustees declare that they have approved the trustees' report (including directors' report) above.

Signed on behalf of the charity's trustees/directors:

Chairman: Professor Patrick Barwise

22 December 2022

Independent Examiner's Report to the Trustees of The Archive of Market and Social Research

Year ended 31 March 2022

I report to the trustee on my examination of the financial statements of The Archive of Market and Social Research ('the charity') for the year ended 31 March 2022.

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.

Alistair Henry Ellis Smith FCA
Ferguson Maidment & Co., 167 Fleet Street, London, EC4A 2EA

Independent Examiner

Statement of Financial Activities

Year ended 31 March 2022

		2022		2021
		Unrestricted	Total funds	Total funds
	Note	funds	£	£
		£	£	£
Income and endowments				
Donations	4	30,859	30,859	30,013
Legacies	4	16,245	16,245	49,988
Investment income	5	272	272	107
Total income		<u>47,376</u>	<u>47,376</u>	<u>80,108</u>
Expenditure				
Expenditure on raising funds:				
Costs of raising donations and legacies	6	11,892	11,892	11,917
Expenditure on charitable activities	7,8	31,395	31,395	14,402
Total expenditure		<u>43,287</u>	<u>43,287</u>	<u>26,319</u>
Net income and net movement in funds		<u>4,089</u>	<u>4,089</u>	<u>53,789</u>
Reconciliation of funds				
Total funds brought forward		111,079	111,079	57,290
Total funds carried forward		<u>115,168</u>	<u>115,168</u>	<u>111,079</u>

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Statement of Financial Position

31 March 2022

	Note	2022 £	2021 £
Current assets			
Debtors	11	2,062	3,589
Cash at bank and in hand		<u>120,483</u>	<u>109,914</u>
		122,545	113,503
Creditors: amounts falling due within one year	12	<u>7,377</u>	<u>2,424</u>
Net current assets		<u>115,168</u>	<u>111,079</u>
Total assets less current liabilities		<u>115,168</u>	<u>111,079</u>
Net assets		<u><u>115,168</u></u>	<u><u>111,079</u></u>
Funds of the charity			
Unrestricted funds		<u>115,168</u>	<u>111,079</u>
Total charity funds	14	<u><u>115,168</u></u>	<u><u>111,079</u></u>

These financial statements were approved by the board of trustees and authorised for issue on 21 December 2022, and are signed on behalf of the board by: Raz Khan, Treasurer.

Notes to the Financial Statements

Year ended 31 March 2022

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is .

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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 (FRS 102) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustee for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Notes to the Financial Statements

Year ended 31 March 2022

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Notes to the Financial Statements

Year ended 31 March 2022

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

Notes to the Financial Statements
Year ended 31 March 2022

4. Donations and legacies

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Donations				
Donations and gifts	27,187	27,187	26,394	26,394
Gift Aid	3,672	3,672	3,619	3,619
Legacies				
Legacies	16,245	16,245	49,988	49,988
	<u>47,104</u>	<u>47,104</u>	<u>80,001</u>	<u>80,001</u>

5. Investment income

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Other interest receivable	<u>272</u>	<u>272</u>	<u>107</u>	<u>107</u>

6. Costs of raising donations and legacies

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Costs of raising donations and legacies - Donations	<u>11,892</u>	<u>11,892</u>	<u>11,917</u>	<u>11,917</u>

7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2022 £	Unrestricted Funds £	Total Funds 2021 £
Expenditure on charitable activities	26,319	26,319	9,866	9,866
Support costs	<u>5,076</u>	<u>5,076</u>	<u>4,536</u>	<u>4,536</u>
	<u>31,395</u>	<u>31,395</u>	<u>14,402</u>	<u>14,402</u>

Notes to the Financial Statements
Year ended 31 March 2022

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2022 £	Total fund 2021 £
Direct Expenditure on charitable activities	26,319	—	26,319	9,866
Administration costs	—	4,578	4,578	4,038
Governance costs	—	498	498	498
	<u>26,319</u>	<u>5,076</u>	<u>31,395</u>	<u>14,402</u>

9 Staff costs

The average head count of employees during the year was Nil (2021: Nil).

No employee received employee benefits of more than £60,000 during the year (2021: Nil).

10. Trustee remuneration and expenses

No remuneration was paid to Trustees

11. Debtors

	2022 £	2021 £
Trade debtors	—	2,400
Other debtors	2,062	1,189
	<u>2,062</u>	<u>3,589</u>

12. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	6,879	1,926
Accruals and deferred income	498	498
	<u>7,377</u>	<u>2,424</u>

13. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £nil (2021: £nil).

Notes to the Financial Statements
Year ended 31 March 2022

14. Analysis of charitable funds

Unrestricted funds

	At 1 Apr 2021	Income	Expenditure	At 31 Mar 2022
	£	£	£	£
General funds	–	47,376	(43,287)	4,089
Unrestricted funds	111,079	–	–	111,079
	<u>111,079</u>	<u>47,376</u>	<u>(43,287)</u>	<u>115,168</u>

	At 1 Apr 2020	Income	Expenditure	At 31 Mar 2021
	£	£	£	£
General funds	–	80,108	(26,319)	53,789
Unrestricted funds	57,290	–	–	57,290
	<u>57,290</u>	<u>80,108</u>	<u>(26,319)</u>	<u>111,079</u>