



**THE HERALDRY SOCIETY**

**ANNUAL REPORT OF THE TRUSTEES  
AND UNAUDITED FINANCIAL STATEMENTS**

**YEAR ENDING 31 MARCH 2025**

[www.theheraldrysociety.com](http://www.theheraldrysociety.com)

## THE PRESIDENT AND THE VICE-PRESIDENTS OF THE SOCIETY

### The President

His Grace The Duke of Norfolk GCVO

### Honorary Vice Presidents

The following are deemed to hold this office by virtue of their title or position:

The Lord High Constable of Scotland, the Earl of Erroll

The Lord Lyon, the Revd Canon Dr Joseph J. Morrow CBE QC DL LLD

The Chief Herald of Canada, Dr Samy Khalid PhD

Garther King of Arms, Mr David V White MA Hon FHS

Clarenceux King of Arms, Mr Robert Noel MA MPhil

Norroy and Ulster King of Arms, Mr Clive Cheesman MA PhD FSA

The Master of the Worshipful Company of Scriveners

The Master of the Worshipful Company of Painter-Stainers

The Master of the Worshipful Company of Glaziers

His Grace The Duke of Westminster

Harry Scrope, Esq, as head of the house of Scrope

The Right Reverend the Dean of Windsor

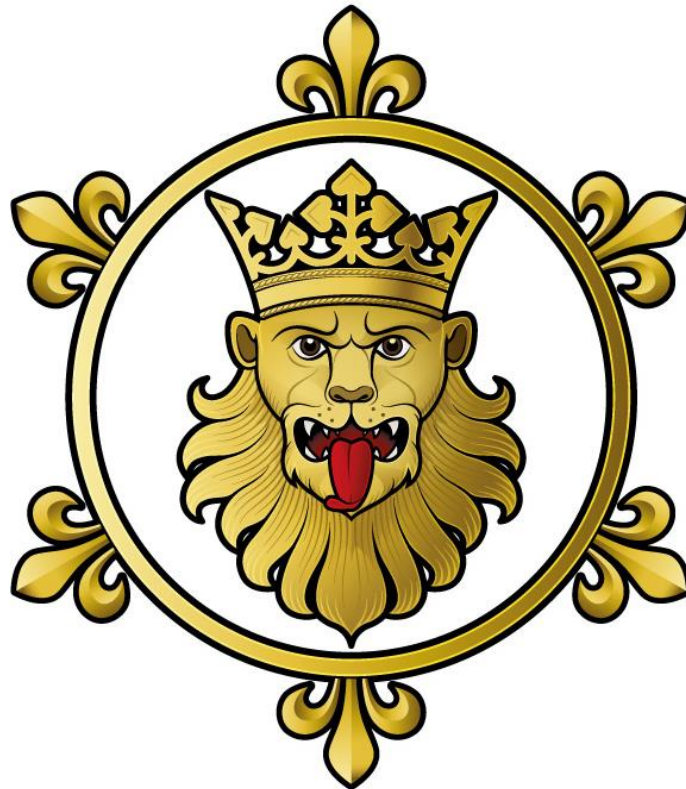
### Elected Vice Presidents

Dr Adrian Ailes PhD FSA FHS AIH

Mr David Hubber Hon FHS

Mr Keith Lovell, FHS

Mr David V White MA Hon FHS, Garther King of Arms



# THE HERALDRY SOCIETY

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## REFERENCE DETAILS

**Charity Registration Number**  
241456

**Company Registration Number**  
00572778 England & Wales

**Registered office**  
**(correspondence address)**  
53 Hitchin Street, Baldock, Hertfordshire, SG7 6AQ

**Website**  
[www.theheraldrysociety.com](http://www.theheraldrysociety.com)

**Secretary**

John J Tunesi of Liongam

**Independent Examiner**

Natasha Lawrence

**The Society's principal bank accounts are maintained at:**

CAF Bank Ltd  
25 Kings Hill Avenue  
West Malling, Kent, ME19 4JQ

Lloyds Bank plc  
1 Bircherley Street  
Hertford, SG14 1BU

# THE HERALDRY SOCIETY

## REPORT OF THE TRUSTEES

### STRUCTURE, GOVERNANCE AND MANAGEMENT

#### Constitution

The Society is a Company limited by guarantee governed by its Memorandum and Articles of Association (last amended November 2022) and is a registered charity. The Council of the Society is the board of directors of the company and the board of Trustees of the charity. For brevity and clarity throughout this report, except where it is necessary to distinguish, the directors and Trustees are referred to only as the Trustees, and the company and charity is referred to as the Society.

#### Objects

The Society is an educational charity. Its activity for the public benefit is to seek to increase and extend interest in and knowledge of heraldry, armory, chivalry, genealogy and allied subjects.

#### Trustees – Members of the Society's Council

The Council, as the board of Trustees, manages the whole business of the Society. It usually meets formally at least four times in each year and there is frequent other contact and correspondence between Trustees throughout the year. During the reporting year the Council met online via Zoom.

The Treasurer and Secretary are appointed by the Council, being ex-officio Trustees if not elected Trustees. Other Trustees are elected at an AGM for three years and may stand for re-election. After nine consecutive years an elected Trustee must stand down for at least one year. All members of the Society are eligible for nomination for election as a Trustee if nominated by two other members of the Society, there being an AGM vote if there are more nominations than vacancies. Trustees are made aware of their charity and company law responsibilities and of the Society's recent financial performance.

The Trustees who served between 1 April 2024 and the date of this report were:

#### Elected Council Members and Trustees:

Robert Harrison	First elected 13 Nov 2017; Chairman from 20 February 2019 until 12 February 2025.
Peter O'Donoghue	First elected 13 Nov 2017. Chairman from 12 February 2025.
Jenny Baker	Elected 10 November 2022.
Graham Bartram	First elected 13 Nov 2017.
Martin Davies	Co-opted 6 June 2020. Elected 11 November 2020.
Dewdney Drew	Elected 10 November 2022.
David Griffiths	Elected 30 October 2024.
David Phillips	First elected 18 October 2019.
Mads Prøitz	Co-opted 4 November 2024.
John Titterton	Co-opted 4 May 2020. Elected 11 November 2020. Resigned 30 October 2024.
Paul Jagger	Co-opted 10 May 2020. Elected 11 November 2020.
Anthony Willenbruch	Elected 10 November 2022. Resigned 10 February 2025.
Ex-officio Council Members and Trustees:	
John Tunesi of Liongam	Honorary Secretary since 2009.
Colin Lafferty-Smith	Co-opted 5 August 2020. Honorary Treasurer from 11 November 2020.

Trustees are expected to make a practical contribution to the governance, activities and administration of the charity.

## THE HERALDRY SOCIETY

### PUBLIC BENEFIT STATEMENT

The trustees are aware of and confirm that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

As an educational charity, the Society provides a benefit to the public through the dissemination of heraldry-related information via free lectures, *The Coat of Arms* scholarly journal, *The Heraldry Gazette*, and physical and digital libraries. Some of these are described in more detail below.

### EVENTS AND COMMUNICATIONS

#### Lectures

We have organised many in-person lectures at the Royal Air Force Club in London throughout the year including.

Date	Topic
April 2024	The Arms of the Worshipful Company of Scriveners
May 2024	A study of Monumental Heraldry in the Middle Ages and early Renaissance: the regional example of Touraine in France.
September 2024	A Griffin Proper
October 2024	Civic Splendour: The Use of Civic Insignia in Heraldry
November 2024	Heraldry at St John's Gate
February 2025	Heraldry in the Household Division
March 2025	A thousand-year-old tradition – Japanese heraldry and the art of the mon

#### Anniversary Lunch

The Heraldry Society Anniversary lunch was held at the Royal Air Force Club, London in February 2025. Our principal guest was Carrick Pursuivant - Professor Gillian Black, who spoke about the use of hearts in heraldry.

#### The Heraldry Society Congress 2024

The Society held its Congress in August 2024 at Keynes College, University of Kent. The theme was Flying Heraldry: Banners, Standards and Guidons.

### PUBLICATIONS

We continue to publish *The Coat of Arms* as an annual full colour publication, which retains its reputation as the premier English-language journal for scholarship in heraldry and related fields. The Honorary Editor is Dr Paul Fox.

### WEBSITE

The Society's website ([www.theheraldrysociety.com](http://www.theheraldrysociety.com)) provides an online shop enabling members and others to buy from our large stock of publications (hardcopy and digital media), second-hand books and merchandise, and to pay on-line. It also provides news and information about the Society's events.

The website also enables new members to join the Society, preferably (if they have a UK bank account) paying by direct debit, and if they are UK taxpayers, with Gift Aid.

### SOCIAL MEDIA

The Society has an active social media presence on X, formerly Twitter, (@TheHeraldrySoc), Facebook ([www.facebook.com/theheraldrysociety](https://www.facebook.com/theheraldrysociety)) and <https://www.facebook.com/groups/theheraldrysociety>), Instagram (@theheraldrysociety), a blog (<https://theheraldrysociety.blogspot.com/>), Pinterest and on Reddit in the r/Heraldry community.

## THE HERALDRY SOCIETY

### EDUCATION

Our two regular publications, *The Coat of Arms* and *The Heraldry Gazette*, and our talks and conferences, are the cornerstones of our education programme, supported by other occasional publications. The *Heraldry Archive* provides access to sources for the scholar of heraldry, such as learned journals, essential reference works, heraldic surveys, and conference proceedings. These are published in digital media. From the Image Library online, some 12,000 image files can be downloaded for private study. Our website shows the remainder of the programme.

The Heraldry Society also has an extensive research library. A small section is at The Society of Antiquaries in London with the majority at The Institute of Heraldic and Genealogical Studies in Canterbury. The Library collection, which comprises books and manuscripts, is available to members and scholars by appointment, and is partly catalogued on our website. New items are added to the Library regularly and the catalogue is updated accordingly.

In conjunction with the Institute of Heraldic and Genealogical Studies, we have a three-tiered education structure for those who wish to study and matriculate with a certificate.

### PHOTOGRAPHIC COMPETITION

Our Photographic Competition focuses upon heraldry as a source of pleasure and enlightenment.

### GRANTS

We support and encourage applications from individual and societies seeking grants to support activities aligned to the Society's areas of interest.

### RISKS AND STRATEGY

The Trustees seek to ensure that they provide the necessary direction and control and to organise succession.

The Trustees commenced a comprehensive exercise to refresh the Society's risk identification and management strategy, with a view to a revised model being in place by March 2025.

### FINANCIAL REVIEW

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Society's Memorandum and Articles of Association, the Companies Act 2006 and the Charities SORP (FRS 102), effective January 2019.

#### Results for the year ended 31 March 2025 ("FY25")

##### Key funding sources

The Society's principal source of income is membership subscriptions (and associated Gift Aid claimed from HMRC). Additional income arises from occasional donations, including legacies, and routine sales of books and merchandise.

##### *Subscription and donation income*

Subscription income, including Gift Aid accrued up to 31 March 2025 was £40,196 (2024: £38,675). The increase is principally due to the release during FY25 of a provision of £1,100 made in a historical period relating to potential refunds which may be owed to members and former members who have paid subscriptions of the wrong amount. Since very few refunds have been requested historically, this provision has been released, increasing the society's accounting income of the year (but with no impact on cash flow or cash balances).

In the prior year donations related to legacies received from two former members: Joan Hurrell and Melvyn Gallagher. Approximately £1,000 of the FY25 donation income principally relates to funds

## THE HERALDRY SOCIETY

received from Norfolk Heraldry Society after it ceased to operate following half a century devoted to heraldic scholarship. From its foundation, the Norfolk Heraldry Society published a learned journal, the Norfolk Standard. The whole series has been digitised and republished by the Heraldry Society under its Heraldry Archive programme. The remainder of the FY25 donation income principally relates to donation from the Worshipful Company of Scriveners.

### *Event income and costs*

Income and costs associated with events increased principally due to the holding of the Congress at the University of Kent in August 2024. Overall, these events generated a modest financial loss.

Costs associated with free events (lectures) reduced compared to FY24 due to fewer in-person events being held during FY25.

### *Grants and prizes*

The cost of grants and prizes principally relates to the fellowship insignia awarded to Fellows and Honorary Fellows. The Faculty of Fellows, in admitting a new member, takes into particular consideration published work and distinction in the field of education. In accordance with the Society's articles, only a member of the Society can be made a Fellow. The number of Fellows is limited to 50. The Honorary Fellowship can be awarded both to members and to non-members. These individuals have, over a long period of time, provided outstanding service to the Society and/or to heraldry in general.

### *Other expenditure*

Cost of printing and posting of publications reduced compared to FY24 since that year included a special edition of the Heraldry Gazette commemorating the Coronation.

Administrative costs are reduced compared to FY24 since the prior year's accounts contained an expense of £3,000 for the expected cost of having the financial statements independently examined by an external firm. We subsequently changed our independent examiner to an individual who is performing it on a *pro bono* basis. As such, that expected expense did not occur and so the provision has been release as accounting income in FY25.

### *Surplus for the year*

The surplus for the year was £14,137 (2024: £11,460).

### *Reserves*

It is the Society's policy to hold in reserves the equivalent of six months of total expenditure. Based on recent financial performance, that amount is approximately £15,000.

Restricted Fund: the Kirby Special Projects Fund is money given by the Kirby family and their Trusts, for projects whose aim is the advancement of heraldry. Given the lack of original documentation it is not clear whether this donation was indeed restricted, but it is treated as such for accounting purposes and so, for the purposes of the reserves policy, the £50,000 is not treated as reserves available for spending. An alternative view could be reached if further information comes to light.

Unrestricted Fund: at 31 March 2024 the balance on the General Reserve amounts to £132,165 (2024: £118,028).

Council acknowledges that, at present, the Society has reserves above the minimum indicated by our policy and intends to use those funds for our charitable objectives in future periods.

### **Going concern**

## THE HERALDRY SOCIETY

The financial statements are prepared on the basis that the charity is a going concern and will continue its operations for the foreseeable future (being at least twelve months). The Society has no significant short, medium or long-term financial commitments. Council has assessed the reserves of the Society and its future financial commitments and expected expenses and concluded that preparing the financial statements on a going concern basis is reasonable.

### **Insurance**

The Society has "Charity and Social Organisation" insurance, which covers the following business and operational risks: material damage to physical property, public liability, libel and slander, financial and administrative liability.

### **Banking**

The Society maintains current accounts with CAF Bank and Lloyds Bank and savings accounts with Lloyds and Shawbrook Bank. The CAF Bank account is the Society's 'day to day' account. All expenses paid from the CAF Bank are subject to two 'signatures' or 'dual authorisation'. Since most payments are made by internet banking this happens electronically – being initiated in the online banking system by the Treasurer and approved similarly by the Secretary.

### **Grants**

No grants were made during the financial year. The Society encourages applications from interested parties seeking grant funding to support activities aligned to those of the Society's charitable aims.

As noted above, the expense described as grants and prices in the financial statements principally relates to costs of badges and ribbons for Fellows and Honorary Fellows.

### **Investment policy**

The Society does not have a formal investment policy. The Society's funds are kept in cash. The Society seeks to protect its funds against loss in value through inflation by keeping them in higher interest rate accounts (where available) and seeks to protect its funds from the risk of bank failure by not depositing more than the Financial Services Compensation Scheme limit (currently £85,000) within any single banking group.



## THE HERALDRY SOCIETY

### STATEMENT OF FINANCIAL RESPONSIBILITIES

Charity and company law require the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Society, and of the income and expenditure for that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles of the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- Follow acceptable accounting standards, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Society will continue to operate.

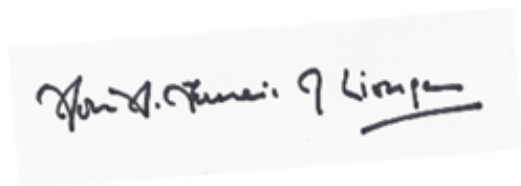
The Trustees are responsible for keeping proper accounting records, which can disclose with reasonable accuracy at any time the financial position of the Society, and which enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Society and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### DIRECTORS REPORT

The above Report has been prepared in accordance with SORP 2015 and the provisions of Part 15 of the Companies Act 2006 relating to small companies. It represents a Directors Report as required by s417 of the Companies Act 2006.

The annual report and financial statements were approved by the Council on 15 September 2025.

By Order of the Council

A handwritten signature in black ink, reading "John J. Tunesi of Liongam", is written over a light blue rectangular background.

John J Tunesi of Liongam, Hon. Secretary

## THE HERALDRY SOCIETY

### INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE HERALDRY SOCIETY

I report to the Trustees (who are also Directors for the purpose of company law) on my examination of the financial statements of The Heraldry Society ('the charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet and related notes.

This report is made solely to the Trustees of the charitable company, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the Trustees of the charitable company those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charitable Company and its Trustees as a body, for my work, for this report, or for the opinions I have formed.

#### Responsibilities and basis of report

As the Trustees of a charitable company you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the charitable company are not required to be audited under Part 16 of the Act and are eligible for independent examination, I report in respect of my examination of the charitable company's financial statements carried out under section 145 of the Charities Act 2011 ('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 2011 Act.

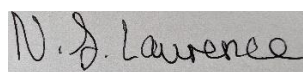
An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

#### 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:

- accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair view' which is not a matter considered as part of an independent examination; or
- the financial statements 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 financial statements to be reached.



**Natasha Lawrence**

Date: 16 September 2025

# THE HERALDRY SOCIETY

## Statement of Financial Activities including an Income and Expenditure Account

Year Ended 31 March 2025

	Notes	2025 restricted funds £	2025 unrestricted funds £	2025 total £	2024 total £
<b>Income</b>					
Members' subscriptions including Gift Aid			40,196	40,196	38,675
Donations and legacies			1,602	1,602	15,723
Lecture sponsorship income			0	0	0
Event income			14,984	14,984	11,112
Books, merchandise, advertising and other income			3,852	3,852	2,599
Interest income		1,819	2,295	4,114	3,903
<b>Total income</b>		<b>1,819</b>	<b>62,929</b>	<b>64,748</b>	<b>72,012</b>
<b>Expenditure</b>					
Costs of free events			3,991	3,991	6,749
Costs of fundraising events			18,108	18,108	10,682
Printing and posting of publications	3.1	1,819	14,638	16,457	19,241
Grants and prizes			100	100	6,880
Administrative costs	3.2		11,955	11,955	17,000
<b>Total expenditure</b>		<b>1,819</b>	<b>48,792</b>	<b>50,611</b>	<b>60,552</b>
<b>Net movement in funds for the year</b>		<b>0</b>	<b>14,137</b>	<b>14,137</b>	<b>11,460</b>
<b>Reconciliation of funds</b>					
Funds as at start of period		<b>50,000</b>	<b>118,028</b>	<b>168,028</b>	<b>156,568</b>
Funds as at end of period		<b>50,000</b>	<b>132,165</b>	<b>182,165</b>	<b>168,028</b>

The "restricted funds" amount above related to the Kirby Fund.

All operations are continuing.

# THE HERALDRY SOCIETY

## Balance Sheet

At 31 March 2025

Notes	Account	31 March 2025	31 March 2024
			£
<b>Fixed Assets</b>			
5	Intangible fixed assets	800	1,200
6	Heritage assets	1	261
	<b>Total Fixed Assets</b>	<b>801</b>	<b>1,461</b>
<b>Current Assets</b>			
	Cash at bank and in hand	206,549	182,857
7	Debtors and prepayments	0	7,651
	Gift Aid receivable	3,729	3,949
	<b>Total Current Assets</b>	<b>210,278</b>	<b>194,457</b>
<b>Liabilities</b>			
8	Creditors: amounts falling due within one year	28,914	27,890
	<b>Net Current Assets (Liabilities)</b>	<b>181,364</b>	<b>166,567</b>
	<b>Total Assets less Current Liabilities</b>	<b>182,165</b>	<b>168,028</b>
	<b>Net Assets</b>	<b>182,165</b>	<b>168,028</b>
<b>Funds</b>			
	General fund	132,165	118,028
	Kirby Fund	50,000	50,000
	<b>Total Funds</b>	<b>182,165</b>	<b>168,028</b>

**THE HERALDRY SOCIETY**

**Balance Sheet (Continued)**

**At 31 March 2025**

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The Society is entitled to exemption from audit under the provisions of Section 477 of the Companies Act 2006. No notice has been given under Section 476 of that Act requiring an audit to be carried out.

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

The Trustees/Directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with Section 386 Companies Act 2006; and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its statement of financial activities for the period in accordance with the requirements of Sections 394 and 395 Companies Act 2006 and which otherwise comply with the requirements of the Act relating to accounts.

Under the Companies Act 2006 s454, on a voluntary basis, the Trustees can amend the financial statements if they subsequently prove to be defective.

Approved by the Trustees on 15 September 2025 and subsequently signed on the Society's behalf.



.....  
Colin Lafferty-Smith CA  
Trustee and Honorary Treasurer

The notes on pages 12 to 16 form an integral part of these financial statements.

**THE HERALDRY SOCIETY**  
**Notes to the Financial Statements**  
**31 March 2025**

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**1. Accounting Policies**

**Basis of Accounting**

The financial statements have been prepared in accordance with the SORP FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland', Companies Act 2006 and FRC Abstracts.

The Heraldry Society meets the definition of a public benefit entity.

Preparation of financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported as assets and liabilities at the balance sheet date and the amounts reported as revenues and expenses during the year. Actual outcomes could differ from those estimates. No judgements made have had a significant effect on the amounts recognised in the financial statements.

**Fixed Assets**

The cost of the website, an intangible fixed asset, is being written off equally over three years.

Depreciation is provided on tangible fixed assets at the following annual rates in order to write off each asset over its estimated useful life:

Website and computer equipment	33% of cost
Library	5% of cost

The Society's slide collection is included at a nominal value of £1 because, in the opinion of the Council, it has no resale value.

**Stock**

The Society's stock of publications for resale varies from the very old to the new, but it is all specialist in nature and is held or has been donated primarily to further public education rather than to generate income. Consequently, the Trustees consider that its realisable value should be regarded as negligible.

**Income – Subscriptions**

Income is recognised once the Society has entitlement to it, it is probable that it will be received, and its amount can be measured reliably. Annual membership subscriptions (which are also magazine subscriptions) are due on 1 January in each year for the ensuing calendar year but are only recognised when received in cash, 75% of the subscription cash receipts between January and March being carried forward for the credit of the next financial year and included in creditors as income in advance.

The final balance relating to life membership subscriptions was credited to income in 2020, twelve years after the last life subscriptions were received. The Society does not currently offer life membership.

# THE HERALDRY SOCIETY

## Notes to the Financial Statements 31 March 2025

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### Financial instruments

The Society only enters into basic financial instrument transactions that result in the recognition of financial assets like trade and other debtors and creditors. Financial instruments are initially measured at transaction value. They are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statements of Financial Activities.

Cash at bank would (if there were such investments) include short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account, if any.

Creditors and provisions are recognised where the Society has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Such financial liabilities are recognised at cost, no amortisation being necessary.

### Funds

SORP 2015 requires the financial statements to show the funds of the Society divided into unrestricted income funds, income funds which are restricted as to their use, and capital funds. Unrestricted funds include those which have been designated for specific purposes by the charity itself. Restricted funds are those donated for specific purposes.

The Society's funds are classified as follows:

#### *Unrestricted Funds:*

General Reserve – represents undesignated income funds retained which provide the working capital to enable the Society to carry out its activities.

#### *Restricted Funds:*

The Kirby Special Projects Fund represents a capital sum of £50,000 donated by the Kirby family and their Trusts in around 1989 for projects whose aim is the advancement of heraldry. Whilst there is no formal documentation available relating to this gift, it has been – and continues to be – treated and accounted for as a restricted fund. Only income earned by the Fund had been spent.

### Judgements in applying accounting policies and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgments, estimates and assumptions that affect the amounts reported for assets and liabilities as at the balance sheet date and the amounts reported for revenues and expenses during the year. The nature of estimation means that the actual outcomes could differ from those estimates.

## 2. Status

The Society is a company registered in England under the Companies Act 2006 and is recognised under The Charities Act 2011. It is limited by guarantee with no share capital. Its income is mainly subscriptions from members in the UK and overseas. The surplus for the year is attributable to UK activities.

**THE HERALDRY SOCIETY**  
**Notes to the Financial Statements**  
**31 March 2025**

**3. Resources expended**

	2025	2024
<b>3.1 Costs of generating voluntary income</b>		
<b>Printing and posting publications issued to members</b>		
Printing and posting the Coat of Arms journal	6,050	8,758
Printing and posting the Heraldry Gazette	10,070	9,147
Purchase, postage & distribution of other publications	338	1,335
<b>Total Printing and posting publications issued to members</b>	<b>16,458</b>	<b>19,240</b>
<b>3.2 Administrative expenses</b>		
<b>Governance</b>		
Independent examination & accountancy fees	(3,030)	3,874
Trustees travel	0	0
<b>Other administrative costs</b>		
Insurance	796	734
Website, IT Software and Consumables	3,104	935
Storage	4,535	4,963
Secretariat and general office costs	4,594	4,846
Subscriptions paid	296	0
Depreciation	660	808
Finance costs	1,000	839
<b>Total Administrative expenses</b>	<b>11,955</b>	<b>17,000</b>

**4. Payments to Trustees (members of Council) and Related party transactions**

No remuneration was paid to any Trustee in the year (2024: nil). There were no related party transactions in the year (2024 none).

No payments were made to any Trustees (2024: nil) to reimburse them for expenses incurred in their role as Trustees.



**THE HERALDRY SOCIETY**  
**Notes to the Financial Statements**  
**31 March 2025**

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**5. Intangible fixed assets**

	Digital emblazonment
	£
<b>Cost:</b>	
At 1 April 2024	2,000
Additions	0
At 31 March 2025	2,000
<b>Depreciation:</b>	
At 1 April 2024	800
Charge for year	400
At 31 March 2025	1200
<b>Net book value</b>	
At 31 March 2025	800
At 31 March 2024	1,200

**6. Tangible & Heritage assets**

	Heritage assets Library £	Heritage assets Slide Collection £	Heritage assets Total £
<b>Cost:</b>			
At 1 April 2024	8,169	773	8,942
Additions	0	0	0
At 31 March 2025	8,169	773	8,942
<b>Depreciation:</b>			
At 1 April 2024	7,909	772	8,681
Charge for year	260		260
At 31 March 2025	8,169	772	8,941
<b>Net book value</b>			
At 31 March 2025	0	1	1
At 31 March 2024	0	1	1

The Society's Educational Library, a heritage asset, is properly conserved and fully catalogued. Supervised access is available to the public upon application with notice. Most of the library is now kept in the *pro bono* custody of The Institute of Heraldic & Genealogical Studies, Canterbury, though some books are kept at the Society of Antiquaries, London.

# THE HERALDRY SOCIETY

## Notes to the Financial Statements 31 March 2025

### 7. Debtors and prepayments

	2025	2024
	£	£
<b>Debtors and prepayments</b>		
Prepayments	0	7,651
<b>Total Debtors and prepayments</b>	<b>0</b>	<b>7,651</b>

The prepayment at March 2024 related to the deposit paid in respect of the August 2024 Congress.

### 8. Creditors

	2025	2024
		£
<b>Creditors</b>		
Subscription income in advance	22,420	22,810
Standing orders from lapsed members	0	1,100
Provisions for printing committed not yet done	0	0
Congress 2024 deposits	0	950
Accruals and accounts payable	6,494	3,030
<b>Total Creditors</b>	<b>28,914</b>	<b>27,890</b>

Accruals and accounts payable at March 2025 relates to events costs and publications printing costs incurred but not paid before the balance sheet date.

### 9. Analysis of net assets between funds

	Fixed Assets	Cash at Bank	Other Net Current liabilities	Total March 2025	Total March 2024
	£	£	£	£	£
<b>Unrestricted Funds</b>					
General Reserve	801	156,549	(25,185)	132,165	118,028
<b>Restricted Funds</b>					
Kirby Special Projects Fund		50,000		50,000	50,000
	<b>801</b>	<b>206,549</b>	<b>(25,185)</b>	<b>182,165</b>	<b>168,028</b>

Details of the funds are in note 1.

### 10. Capital commitments and contingent liabilities

There were no capital commitments or contingent liabilities at 31 March 2025 (2024: none).

BRIEF BIOGRAPHIES OF THE TRUSTEES AND OTHER VOLUNTEER OFFICERS

**Jenny Baker**



Jenny has an MPhil in Nucleoside Chemistry awarded during her 13 year with ICI Ltd., during which time she started an ongoing passion for Family History. After a few years spent raising three daughters, Jenny trained as a teacher, and then taught Chemistry to A-level. Moving into Adult Education, she worked in this field until gradually retiring in 2016. Jenny has been a member of the Heraldry Society since the early 2000s and since the late 1990s has joined her husband, Richard, at many International Congresses of Heraldic and Genealogical Sciences. She has previously served for six years on Council and has again joined Council to take over responsibility for the organisation of the Society's Corporate Heraldry Award and its Photographic Competition from Clive Alexander.

**Graham Bartram**



Graham became interested in flags and heraldry when, at age 9, he became the Scottish High Commissioner in Ghana and asked his mum to make a Scottish Saltire for the residence's flagpole! Forty-six years later he is the Chief Vexillologist of the Flag Institute, Secretary-General for Congresses of FIAV (the international flag body), protocol advisor to HM Government, HM Armed Forces and the United Nations and author of *British Flags & Emblems* and *Flying Flags in the United Kingdom*. He is also a professional web developer. He has been a Trustee since 2017 and works with Andrew Gray on the Society's website and email systems.

**Martin Davies Hon FHS**



Martin is a Barrister and pursued a legal career with the Director of Public Prosecutions and in financial services regulation. He has been a member of the Society for nearly 50 years, has previously served on Council and has lectured and written for the Society's publications. Martin was previously Clerk to the Worshipful Company of Fan Makers and is a Liveryman of the Scriveners' Company.

**Dewdney Drew**



Dewdney is a Chartered Trade Mark Attorney for a multinational Patent & Trade Mark Agency headquartered in Scotland. While he has always had an interest in genealogy and heraldry, his training in Scotland brought the world of heraldry to life. Dewdney has a significant client base in the whisky industry, a field where branding and history meet like few others. He is also an attorney to the High Court of South Africa (non-practising role) and a member of the Chartered Institute of Trade Mark Attorneys (CITMA). In his free time, Dewdney enjoys genealogical research, going to the races and training with military fitness in the local park.

**Dr Paul A Fox FSA, FHS**



Appointed as editor of *The Coat of Arms* in 2017 in succession to Clive Cheesman, being responsible for the New Series, the first volume being published in September 2018. Previously a long serving member of Council and former Chairman of the Society. Took early retirement as a consultant physician and university lecturer in 2017 to focus on heraldic research and lecturing, to complete his first book on heraldry, and to see it through to publication. In a personal capacity, Paul was the Secretary of The International Heraldry and Genealogy Congress held in Cambridge in 2022.



**David 'Griff' Griffiths**

David is Lance-Sargent in the Welsh Guards and leads the Society's social media engagement including the Herald blog.



**Robert Harrison Hon FHS**

For many years Robert worked in the House of Lords. He is the Deputy Director of Ceremonies of The Venerable Order of St. John (Priory of England and the Islands) and Assistant Secretary of the Association of Lord-Lieutenants. A member of the Heraldry Society since the early 1970s, a Trustee from 1990 to 1999, at various times serving as Programme Secretary, member of the Development Committee, member of the Fellowship committee, website co-ordinator, and Deputy Chairman. He became a Trustee again in 2017 and Chairman 2019.

Robert's term of office as Chairman expired on 12 February 2025 at the Annual Lunch.



**Paul Jagger**

A Court of the Worshipful Company of Information Technologists' and author of The City of London Freeman's Guide, Paul's interests are at the intersection of technology and tradition. He is a senior managing consultant at IBM, specialising in cognitive digital learning. He lectures at the Judge Business School (Cambridge University) and City University (London) on Information Security and Professional Development in the IT industry. Not content with lecturing on IT topics he is an Accredited Arts Society lecturer on the Treasures and Heraldry of the City of London's Livery Companies. Paul is an advocate of equality in the inheritance and display of armorial bearings – a reforming traditionalist who believes in inclusion and operates at the vanguard of the 21st century.



**Colin Lafferty-Smith**

Colin is a chartered accountant and chartered tax adviser practicing with a 'Big 4' firm in London. He is a member of the finance committees of the Society of Antiquaries of London and the Energy Institute and was previously treasurer of the Friends of Dulwich Picture Gallery and the Sir John Golding Fund. His interest in heraldry was sparked by reading *Simple Heraldry: Cheerfully Illustrated* whilst at school. Colin joined the Society in 2018 and was appointed Honorary Treasurer in November 2020.



**Peter O'Donoghue FSA**

Peter, York Herald since 2012, is a genealogist and researcher, becoming Bluemantle Pursuivant in 2005. Peter also serves as Registrar of the College of Arms, Honorary Genealogist for the Order of St John and Honorary Genealogist to the Order of St Michael and St George. Peter has been an active volunteer with St John Ambulance since 2016 and is currently serving as President of the London Region. He was appointed a Member of the Order of St John in 2024.

He was Joint Editor of *The Coat of Arms* from the 2005 retirement of the late John Brooke-Little (Clarenceux King of Arms, the Society's founder) to 2016. He became a Trustee in 2017, responsible for the Society's relationship with the College of Arms. He became Deputy Chairman of the Heraldry Society in 2020 and Chairman in February 2025.

As Chairman Peter is responsible for leading the Council of Trustees and for the over-all well-being and risk management of the charity as it seeks to fulfil its objects in the public interest while remaining financially sound.

31 March 2025

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## **David Phillips Hon FHS**

David, the Society's Programme Secretary since May 2019 and a Trustee from September 2019, is an architectural designer. A graduate of the Royal College of Art, he has undergraduate and postgraduate degrees in both fine art and architecture. He first joined the Heraldry Society in 1982. In particular he is interested in heraldry on church memorials and in Japanese heraldry.



## **Mads Proitz**

Mads is a PhD candidate at Oxford, researching ancient shield emblems, and a committee member of Oxford University Numismatic Society, and the Nicolay Archaeological Student Journal, University of Oslo.

Mads is the Society's international liaison officer.



## **John Titterton FSA FHS**

John studied Electrical Engineering at Imperial College and worked in the Electricity Supply industry for 40 years. Boutell's Heraldry in the school library aroused his interest initially. In 1975 he discovered The Chiltern Heraldry Group and thereby met Peter Summers. John assisted Peter with the *Hatchments in Britain* series to its completion in 1993. In the 1990s John served on the Heraldry Society council, managed the bookstall and was Managing Editor of the *Coat of Arms*. He and David Krause established the biannual congress. He is a keen supporter of local societies, founding the Oxford Heraldry Group and serving 15 years as Programme Secretary of the Cheshire Heraldry Society. He researches on and has spoken and published articles and booklets about heraldry. His other interests include family history and he has a MA in Local History and Archaeology.



## **Jane Tunesi of Liongam Hon FHS**

Jane, a Chartered Librarian and Qualified Genealogist with an MSt in Local and Regional History from the University of Cambridge (St Catharine's College), was for 16 years the Assistant Librarian at The College of Arms. She is now a Curriculum Administrator at North Hertfordshire College and a part time tutor of family history in the community. Editor of The Heraldry Gazette and Hon. Librarian and Bookshop Manager from 2013, Jane has also been Membership Secretary since 2016.



## **John Tunesi of Liongam Hon FHS**

An MSc in Advanced Professional Studies (Genealogical Studies) of the University of Strathclyde, John is a professional genealogist and researcher in archives and was a research assistant at the College of Arms from 1987 to 1996 and served as Factor to Garter Principal King of Arms (Sir Conrad Swan) 1992 - 95. He is also the Archivist of the Worshipful Company of Scriveners and Chairman of the Suffolk Heraldry Society. John has been our Honorary Secretary and a Trustee since 2009.



## **Anthony Willenbruch**

Following a full career as a Chartered Engineer in the RAF, with long involvement in engineering professional development organisations, Tony took on leading roles in timber trade institutes and the aerospace industry trade association before spending seven years as Clerk of the Worshipful Company of Engineers, finally retiring in 2016. He has also been actively involved in the Educators', Arts Scholars' and Wax Chandlers' livery companies over several years, coupled with trustee and other voluntary roles primarily in the heritage and cultural charitable sector. In addition to heraldry, he maintains particular interests in decorative arts of 'the long eighteenth century', and his family origins from the 1700s in London and earlier in Germany. Although he joined

## **THE HERALDRY SOCIETY**

**31 March 2025**

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the Society in 2007, his heraldic interests developed as an undergraduate member of CUHAGS, of which he remains a life member.

