



The Vegetarian Society of the United Kingdom Limited
Group Annual Report and Financial Statements
Year ended 31 March 2022

Charity Number 259358 (England and Wales)

Company Number 00959115 (England and Wales)

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 MARCH 2022

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THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

The Board of Trustees presents its annual report together with the consolidated financial statements of the charity and its subsidiary for the year ended 31 March 2022. This is prepared to meet the requirements for a directors' report and accounts for Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing the accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

OBJECTIVES AND ACTIVITIES

Our charitable objects

1. The advancement of education of the public in the subject of vegetarianism, in particular by:
 - Promoting the vegetarian diet for the benefit of people, animals and the environment;
 - Informing the wider community on all aspects of vegetarianism.
2. The provision of exclusively charitable services to support and represent vegetarians.

Summary of 2021/22

The financial year 2021/22 proved to be a year of considerable change for the Society.

In August 2021, our CEO Lynne Elliot left the Society after eight successful years at the helm, and we were delighted to welcome Richard McIlwain into the role, after a thorough recruitment process. Richard was previously Deputy CEO at the national charity Keep Britain Tidy.

We have since kicked off an organisation wide review, supported by the Centre for Charity Effectiveness, which has resulted in development of a new vision, mission and long-term aims and draft proposals for a re-organisation of our staffing structure.

Work within 2022/23, will focus on the review of the staff structure, plus further reviews of our brand marketing, sales and internal processes to ensure we remain financially sustainable, with a higher public profile and more impactful campaigns and programmes as we move in the future.

For the first six months of the year Covid-19 control measures meant our Parkdale Head-office remained closed, with all staff continuing to work from home. Our cookery school also remained closed.

However, from September 2021, with a relaxation of control measures, we were able to welcome staff back to the office, albeit in a limited manner and subject to risk assessed controls. We were also to re-open our cookery school, with face-to-face course starting up in September, again subject to a range of

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covid-19 controls including social distancing, which limited the numbers of students that could attend individual classes.

At end of March 2022, operations had returned to normal, however, we have retained a hybrid working model and staff are able to work from home or from the office as their workload demands.

Strategy and Business plan

In November 2019 trustees agreed a new five year strategy to cover the period of 2020 to 2024 and in March 2020, a business plan to deliver the strategy. These documents set out our mission, what we wish to achieve in the next five years (our aims and objectives) and how we will be able to deliver this work.

Our vision

Our vision is a world where everyone is vegetarian.

Our mission

Our mission is to inspire, educate and enable people to be vegetarian.

Our values

Our values guide us in everything we do and they are:

- A vegetarian diet is a positive choice that is kinder to animals, people and our planet
- We recognise different people are vegetarian for different reasons
- We value all vegetarians equally, regardless of their motivation
- We behave respectfully towards people's choices and decisions
- We want everyone to be vegetarian and we will work with people regardless of their current diet
- We will be fair, open and transparent, and we will act with integrity
- We will not exploit people or animals in pursuit of our aims
- We will reduce our environmental impact
- We will pursue our charitable objects in a positive way

The Society's new Chief Executive, Richard McIlwain, was appointed on 31st August 2021.

In December 2021, work began on the development of a new vision, mission and Long Term Strategic Aims for the Society. The Centre for Charity Effectiveness was engaged to facilitate the process. Together staff and Trustees considered our core purpose, how we ensure we are fit for the challenges of the 21st century and our communities of interest and key beneficiaries.

Following workshops with staff and Trustees the following new vision, mission and long-term aims were proposed.

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Our vision is of:

A kinder world, where animals are never seen as our food

A fairer world, where everyone has access to nutritious, great tasting food

A sustainable world, where all of our food is produced in a way that allows nature to thrive



Our mission is:

To inspire and support people in making the shift to vegetarian and vegan diets and lifestyles

Our proposed new strategic long term aims are:

1. Changing Behaviour

Inspiring and supporting people to reduce their meat consumption and adopt vegetarian and vegan diets and lifestyles

2. Building Community

Supporting a mass movement of vegetarians and vegans, providing a voice for their collective ideas and desire for change

3. Driving Innovation

Championing the rapid development of alternatives to meat and other animal products

4. Expanding Choice

Transforming our food system, making vegetarian and vegan choices mainstream across society

The new vision, mission and aims have been developed recognise that vegetarian and vegan diets are kinder to animals, can help limit greenhouse gas emissions and global warming, and also support biodiversity. We want to support people in adopting vegetarian and vegan diets. Our long term aims recognise some of the critical themes that we will focus on in support of longer term, positive change. Alongside support for vegetarian and vegans, we will encourage more people to reduce and give up meat, while advocating for a transformation in our global food system to encourage greater uptake of plant-based and cellular based foods.

We will finalise and roll out the new vision, mission and long terms aims throughout 2022/23.

Further work will focus on the development of new organisation values, a re-organisation of the staff team to align with the new vision and mission, plus a review of ways of working and our brand to ensure we can improve our public profile.

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PUBLIC BENEFIT

The trustees have taken account of the Charity Commission's general guidance on public benefit when reviewing the charity's aims, objectives and planning. We deliver public benefit in the work we do, for example:

- Our website offers a wide range of free information for a vegetarian or vegan diet and lifestyle, including health and nutrition information, recipes and food information
- Our Vegetarian Society Approved vegetarian and vegan trademarks makes it easier for consumers to make an informed choice when buying vegetarian and vegan products and to trust what they are buying
- We have a free recipe app for the public to download, which has over 500 vegetarian and vegan recipes
- Our annual flagship event, National Vegetarian Week, is all about helping the public gain a better understanding of both vegetarianism and veganism, how they can reduce their meat consumption and the benefits in doing so. National Vegetarian Week inspires wide participation from individuals and businesses
- Campaigns – we run campaigns which help inspire and support people to go and stay vegetarian or vegan.
- Representation – we speak out for vegetarians and vegans about issues that affect their lives, in the media and with organisations and decision makers
- Enquiries and Advocacy – we work with people to give information, to answer questions and to speak on their behalf with companies and providers of services
- Dietitian Service – we provide a free consultation with a qualified dietitian for people with dietary queries or for those needing specialist information
- We operate a cookery school, giving the people the skills to prepare vegetarian and vegan meals and also provide free cookery courses for community groups and people living in hardship or deprivation

ACHIEVEMENTS AND PERFORMANCE

In summary, last year we said our plans were:

Three veggie choices wherever you go by 2025	Not possible	The ongoing lockdown and constraints on gatherings have resulted in limited progress in this area through 2021/22
Food boxes for Food Banks project	Completed	We have sent out 159,288 meals to food banks across the UK getting healthy nutritious veggie food to people who need it and helping our members help others without compromising their veggie principles

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Trademarks – expand the number of products and clients licensed to carry the trademarks	Ongoing	We now have 22,477 products and 628 companies who are licensed to use the Vegetarian Society Approved trademarks.
National Vegetarian Week 2021	Completed	The pandemic had an impact on participation, but we still had 1,560 members of the public signing up and Chris Packham supported with a video for social media
Membership and supporter recruitment – lead generation and giving more content to people	Ongoing	We have continued to run membership and lead generation campaigns, attracting 235 new members in the year.
Fundraising initiatives and grants	Ongoing	We made an application to the Co-op carbon grant fund but were unsuccessful in securing additional funds for our food box project
Re-open Cookery School	Completed	The Cookery School successfully re-opened in September 2021 with covid-19 control measures in operation
E-Newsletters	Ongoing	We maintained two newsletters per week instead of one – throughout 2021/22 to ensure that supporters were kept informed during periods of lockdown
Pregnancy Guide, Baby and Toddler resource and young people guide	Delayed	Work on the Pregnancy Guide continued and a decision on further work will be made in 2022/23.
Xmas Club	Completed	We ran a successful Xmas Recipe collection and attracted 3,236 new e-news subscribers as a result
Environment – we plan to run a campaign around the COP26 meetings in November, recruiting more people to Eat to Beat Climate Change	Completed	We developed a suite of low carbon recipes in advance of COP26 and encouraged people to sign up to receive them, this elicited 1,488 new e-news subscribers.
Tools to go veggie – we plan to add more recipes to our collection and develop a new section on our website dedicated to cooking skills.	Ongoing	We were able to launch two recipe collections in the year, Spring and Autumn, alongside the low carbon and Xmas club recipes. We will take a decision on how best to develop the cooking skills section of the website in 2022/23

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Support to go veggie – we plan to develop a new support programme which focuses on behaviour change to support people going veggie for the first time.	Delayed	With the new CEO starting in September 2021, this activity was paused, pending a review of the strategy and operational plans.
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We have five strategic aims in our Strategy for 2019 to 2024 and each aim has a set of objectives. We will not work towards all of the objectives every year and some will be achieved before others. At the same time, our strategy sets out six services that have been successful and that we intend to continue running throughout the five years of the strategy.

Services we are committed to running:

Services and projects we are committed to running:

1. Vegetarian Society Approved trademarks

The Vegetarian Society Approved vegetarian and vegan trademarks are a very important part of the impact we deliver. We check the ingredients and productions processes of the products that are licensed to carry our trademarks.

Any product displaying the Vegetarian Society Approved vegetarian trademark has met these criteria:

- Contains no ingredient resulting from slaughter
- Only free-range eggs are used
- Measures in place to avoid cross-contamination during production
- GMO-free
- No animal testing carried out or commissioned

Any product displaying the Vegetarian Society Approved vegan trademark has met these criteria:

- Contains no animal-derived ingredients
- Measures in place to avoid cross-contamination during production
- GMO-free
- No animal testing carried out or commissioned

Members of the public can trust that products carrying our Vegetarian Society Approved trademarks are suitable for them to buy and eat and this makes their lives easier and their shopping quicker.

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2. Members and Regular Donation Scheme

Our members are at the heart of everything we do. Their financial support enables us to undertake work on their behalf but, equally importantly, they are a community which informs our understanding of what is important to vegetarians and vegans and where our impact needs to be.

Because this year has continued to be a difficult time for so many people, we focused on providing help and support for members about health, nutrition, cooking, managing on limited ingredients, and the COVID-19 vaccinations.

We ran a 'Give a (Food) Box not Socks' Christmas Appeal which reached its target of £10,000 because of generous donations from members and supporters.

3. National Vegetarian Week

Every May, National Vegetarian Week (NVW) raises awareness of vegetarian food. It has been running for over 25 years. In that time more and more businesses, restaurants, chefs and media outlets have taken part, and this has contributed to what is now a wide acceptance of vegetarian food as normal and mainstream. Taking part in a National Vegetarian Week pledge is what made Chris Packham go veggie, so we don't always see the impact of the week quickly, but it certainly pays off.

This year we organised a 1-2-3 challenge asking people to sign-up, donate and then nominate a friend to also take the challenge. Cauldron Foods sponsored the week and there was plenty of coverage. National Vegetarian Week means that the general public become accustomed to vegetarian food and more open to trying it and eating it regularly.

4. High Quality Content for website and social media channels and our members' magazine

Once again, due to Covid-19, it has been important than ever to keep in touch with our members and supporters, so they feel part of our community. We know that many of our members and supporters have had a difficult time because of COVID-19. We wanted to help make sure they felt safe and they knew that they matter to us. We put more of our capacity into producing content and we maintained the doubling of e-newsletters we sent out.

We have published long read articles in the magazine on plant science & feeding the world, plant-based trends and the contribution of the EPIC-Oxford study to the study of vegetarian health.

Our new CEO has also written a number of blogs, in particular a series that ran across the COP26 event, focusing on the events each day and the need for parties to the conference to take more notice of our food system and how it can be reformed to reduce global carbon emissions.

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Once again, we ran a very successful Christmas Club, resulting in 3,236 new subscribers.

5. Vegetarian Society Cookery School

The Cookery School successfully re-opened in September 2021, with classes running on Friday evenings, Saturdays, and Sundays every week.

COVID19 did have an impact on our classes, with an average 10-15% drop out rate on classes every week, as students tested positive or displayed covid-19 symptoms. All bookings were transferred, or vouchers were offered to students for future courses.

Student feedback on our classes continues to be excellent. Most students rated their experience 4 or 5 (out of 5). Also, tutors were often referenced in the positive feedback, along with comments about the excellent food and welcoming environment.

The school was also pleased to deliver four community sessions. The groups included catering students attending Mid Cheshire College, local Guides, and North Cestrian School. The cookery school also delivered a bespoke training day for chefs from Hawsworth Steam Brewery to upskill their team and improve vegan offerings on their menu. Additionally, the school provided a paid for training day for catering lecturers at Gloucestershire College. This was originally booked for early 2020. The session focused on vegan protein sources and how to incorporate them into contemporary dishes. The lecturers wish to update the curriculum of catering courses taught at the college.

January also saw the relaunch of our Vegetarian Society Certificate in Vegetarian and Vegan Cookery (formerly Foundation Certificate).

6. Enquiry Service (including Dietitian Service)

Throughout this year, the enquiry service has helped 543 individuals who asked for help about issues.

Our free dietitian service has given advice and support to 51 people, enabling them to continue to eat a vegetarian diet while dealing with other health issues.

Our performance against our strategic aims and objectives:

Strategic Aim One: Lead the way and be the hub of the vegetarian world

Under the leadership of our new CEO, the Society developed a bolder approach to the media and accepted a number of interviews for print, radio and television on a range of topics related to vegetarian and vegan diets.

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In particular, we participated in filming for the BBC programme 'Inside the Factory' hosted by Greg Wallace and filmed scenes in Salford and at our headquarters in Altrincham, documenting the formation of the Society and its early Victorian pioneers, as part of a wider production documenting the production of Heck's vegan sausage.

Our CEO spoke on a number of radio stations, including BBC Lancashire and Talk Radio on subjects ranging from what to eat as a new vegetarian, to providing comment on schools that had chosen to provide vegetarian lunch menus for pupils.

We also contributed to two Guardian articles, with journalists interviewing our CEO for each piece. One on how masculinity is still defined by meat and its consumption and how this prevailing view might be changed, and another critiquing MasterChef and its heavy meat focus, in which our CEO referred to it as a 'dinosaur' a comment which was picked up and amplified by many other news outlets.

Our CEO was also invited to contribute an article for the Institute of Accounting Technicians, annual think piece on taxation, alongside a range of MPs and business leaders. The article focused on how a carbon tax could support reduction in meat consumption and conversely support increased consumption of lower carbon and potentially healthier plant-based foods.

Our CEO was also active writing a number of blog posts on a diverse range of topics, which were published on our website and also communicated via our social channels, on a range of topics in particular a daily blog during COP26.

The Society was also delighted to be asked to present to the nutrition team at Meta, on the benefits of reducing meat consumption. The workshop was well received and there are plans for further joint working.

With the scaling back of covid-19 control measures, the trademark licensing team was again able to exhibit at consumer and trade fairs, including Just V and the Institute of Food and Drink expo at the London Excel, providing an opportunity to introduce a range of new stakeholders to the Society and the benefits of vegetarian and vegan food.

We increased our social media following throughout the year across a range of channels and in March 2022, reported:

Twitter followers	No. followers	140,784
Instagram followers	No. followers	37,253
Facebook followers	No. followers	289,783
Website visitors	Cumulative Unique visits	975,414

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Strategic Aim Two: Inspire people to eat vegetarian food and become vegetarian

National Vegetarian Week in 2021, was kindly sponsored by Cauldron, and focused again on encouraging people to try vegetarian and vegan food. The Veggie 123 challenge invited people across the UK to sign up on the website to go veggie for one week, nominate two people, and donate £3 to the Vegetarian Society.



- A dedicated press webpage was developed, including an online media pack delivered by the comms team, to attract and facilitate media interest and coverage.
- A webpage for businesses, including a PDF toolkit, was developed to encourage business involvement, special offers and increased provision.
- We launched fun new branding for National Vegetarian Week and the Veggie 123 challenge, delivered through consultation with a small group of Vegetarian Society supporters.
- A larger range of shareable social media assets and downloadable resources, including a new animation, were launched to grab attention and help people to spread the word themselves.
- Celebrities, bloggers, cookbook authors and their publishers, were invited to take part in the Veggie 123 challenge by sharing a video, post or the branding provided with their audiences.
- A new recipe library was launched with content from over 15 chefs / contributors - designed to champion diverse, authentic content and showcase cuisines from around the world.
- A Veggie 123 challenge kit PDF (including recipes, advice and resources), along with daily e-newsletters, was developed to encourage people to sign up and complete the challenge.
- Tips on going veggie, and information on how going veggie positively impacts the environment, was made available on our refreshed National Vegetarian Week website.
- A dedicated special offers webpage provided a free, high-profile platform for businesses to share their veggie offers, and encourage traffic to the National Vegetarian Week website.
- Written interviews were conducted with several celebrities / food bloggers to reach new audiences and demonstrate the profile of National Vegetarian Week / Vegetarian Society.

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Many celebrities, including Chris Packham and the Hairy Bikers, shared videos to their own social media followers, providing a huge boost for the reach of the campaign

In total 1,560 people signed up to participate in National Vegetarian Week 2021 and the campaign had a collective celebrity supporter reach 889,000 Instagram followers, 14,080,200 Twitter followers

and 397,000 Facebook followers. If this is taken into the calculations, our potential combined media reach would be 43,156,138.

In order to inspire new vegetarians and also existing vegetarians looking for new inspiration, we launched new recipe collections in both Spring and Autumn, while also developing low carbon recipes in support of COP26 and a set of themed recipes for Christmas 2021.

The school was also pleased to deliver four community sessions. The groups included catering students attending Mid Cheshire College, local Guides, and North Cestrian School.

Beyond National Vegetarian Week, we also continued to supply plant-based food boxes to people and communities most in need, using the network of food banks as a means of distribution. This is a powerful programme, providing people living in poverty, with great tasting, nutritious and easily prepared meals, and the means to continue preparing meals beyond the initial box with supermarket sourced, cheap ingredients.

The infographic below, summarises the effectiveness of the programme as of March 2022 and demonstrates how plant-based food can be both cost-effective and carbon-friendly.

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Thanks to the continuing support of Barclays Bank, via their £100,000 grant (from the Barclays' 100x100 UK COVID-19 Community Relief Fund), we were able to continue supply food boxes throughout 2021/22 across the north-east, which had been previously identified as an area with pockets of extreme poverty.

We were also able to source donations from our members and supporters, which provided additional funding for the programme and allowed us to deliver food boxes beyond the north-east to other deprived areas across the country.

We are grateful to Barclays, our dedicated members and supporters, the Trussell Trust, plus a number of other independent food banks, housing associations, primary schools and local authorities, for their support in funding and distributing the boxes.

We were additionally grateful to Stroud District Council, who provided funds of £10,000 via their Holiday Activities and Food (HAF) programme. In total across Stroud, we were able to deliver 600 food boxes, representing 4,800 meals.

We received fantastic feedback from a range of stakeholders:

Food Banks

- "The vegetarian boxes supplied to us enable families to try something new. Families have a variety of reasons for needing us as a foodbank, from being on a low income to juggling

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temporary hours. To have a complete box to give out hopefully inspires those who are receiving them". Hartlepool Food Bank

- "The boxes have been a huge help as we are seeing increasing numbers of vegan, vegetarian and halal clients and to have these boxes to supplement their basic food parcels and know that they have all the ingredients for several nutritious meals has been amazing. Your boxes have been an enormous help so if you do have any more, we could really use them!" Smethwick Trussell Trust Food Bank
- "I think this was a brilliant idea. Ingredients that are cheap to buy but some of our clients don't know how to use. The boxes contained all ingredients and very easy recipe card..." Junction 7 Food Bank

Food Box Recipients

- "We enjoyed the Chilli from the box, there was a lot, I managed to freeze some for another day. We always use our left-over food.
- "I love cooking and doing the meals without meat makes the meals a lot cheaper and last longer. The versatility of what flavours (herbs/spices) I could add was also a bonus, if I had added meat I would have been limited."
- "The food enabled the family to celebrate Eid and have a sense of belonging. Being able to access the provision of food for this family impacted hugely on them. The support enabled the family to engage & celebrate their cultural festivities, to feel part of, and cared for by school & the wider community."
- "The children enjoyed making them and it was simple to follow"
- "Really enjoyed something different that otherwise would not have eaten"
- "It was nice being able to cook something from scratch - it felt 'normal'"

Primary School recipients

Barnard Grove Primary School, Hartlepool

- "I made the ragu last night and it was really lovely. The children ate it as well."
- "I think the boxes were amazing, having everything included to make the recipe was so easy."
- "The recipe and ingredients made much more food than we thought, and we were able to freeze some chilli."

West View Primary, Hartlepool

"I just wanted to say that the veg boxes were a success! We have also had some lovely feedback on them, and parents enjoyed them despite initially being unsure as they could not see inside them."

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The Oak Tree Academy, Stockton-on-Tees

"I just wanted to say thank you so much for the food boxes. Our families are very grateful, and the boxes are fab!"

Strategic Aim Three: Provide information and training to increase knowledge and skills

In advance of the international climate conference COP26, held in Glasgow in November 2021, we developed a curated set of low vegetarian carbon recipes, which members of the public could download and use at home, as an introduction to how switching from meat to more vegetarian and plant-based food could help reduce a person's own carbon footprint. This encouraged almost 1,500 people to sign up and download the recipe packs.

Also, during COP26, our CEO wrote a daily blog re-capping each day's discussion and in particular the lack of any substantial debate on the role of our current food system in creating around 30% of global greenhouse gas emissions. The blog was published on our website and pushed out on our social media channels, with email newsletters to our supporters.

Beyond COP26, our CEO also developed a regular blog, discussing topics such as animal sentience, Earth Day and Global Wellness Day, amongst other topics, which were published on our website and emailed to our supporters.

As referenced under Strategic Aim One, we continued to provide plant-based food boxes to a range of food banks across the country. Importantly, each food box in addition to containing ambient ingredients, also had complete instructions on how to prepare the meals, together with online video guides for recipients. As each of the ingredients are readily sourced cheaply from local supermarkets, we hope this encourages recipients of the food boxes to continue purchasing ingredients and cooking the meals, once the food box has been used.

With the re-opening of our cookery school in September 2021, we were again able to welcome students into our kitchens at our Parkdale Head-office. Numbers per course were reduced compared to the period pre-covid, as control measures in particular social distancing were implemented.

In total between September 2021 and March 2022, we put on 88 courses and welcomed 605 students to the school, across a range of courses, including vegan street food, curry clubs, supper clubs and patisserie classes and longer foundation courses.

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Strategic Aim Four: Influence provision to increase quality and choice

We continued with work to deliver the UK Food Plan. There are five strands to this work:

- Schools and educational establishments
- Businesses and caterers (the hospitality industry)
- Workplaces
- Hospitals and care homes
- Travel

The first part of this work has focused around improving the provision of vegetarian and vegan school meals. This aspect of the UK Food Plan was renamed 'Plant the Future' and we now have three terms of recipes for schools and school caterers. Plans for further role out will be developed for 2022/23.



We also continued to expand commercial use of our licensed vegetarian and vegan approved trademarks. Market conditions have been challenging with the pandemic and also greater controls on the import and export of ingredients for product manufacture. Increases to the overall cost of living may also start to affect consumer choice, when it comes to paying a premium for more sustainable products.

However, despite these issues, trademark sales did continue to perform well and grow, we added 92 new clients and currently have 22,477 products and 628 companies using the trademarks.

Strategic Aim Five: Organisational excellence and continuous improvement

We introduced a number of new systems to provide for greater efficiency of our internal processes.

We introduced Sage HR, to work alongside the Sage Pay platform. The HR system has allowed us to migrate away from spreadsheets for HR activity, including time recording, leave and performance management.

We introduced a digital phone system and headsets for staff, removing the need for separate desk phones and allowing landline and mobile calls to be made from laptops.

We have also migrated to Office 365, removing the need for a fixed Outlook server in our headquarters and allowing us to make use of Sharepoint for file sharing.

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We further introduced the iHasco online training system, which gives staff access to a range of digital courses, including Health & Safety, GDPR, cyber-crime and self-development. Staff will be asked to undertake training and continuous improvement via the iHasco system on a bi-monthly basis.

In 2022/23 we will consider migrating from the current version of our CRM, Raisers Edge 7, across to Raisers Edge NXT which is cloud based and more intuitive, providing greater efficiency in the management of our critical data.

We engaged the Centre for Charity Effectiveness, to assist the new CEO in the re-design of the organisation, initially facilitating the development of a new vision, mission and long term aims. In 2022/23 this support will expand to cover design of the staff structure and ways of working.

As noted above under strategic aim 5, our licensed trademark sales have continued to grow and our cookery school's courses have also been selling well, although at reduced capacity for classroom sizes, due to covid-19 restrictions.

Our individual giving function was able to secure over £10,000 in donations, for our Christmas appeal 'Gift a box, not socks', which encouraged people to fund the provision of vegan food boxes, via food banks. We propose to deploy the donations in 2022/23 to support people and families in urgent need of support, while introducing them to vegan food as a cheap and healthy option for a family budget.

We are pleased to report that we recorded no time lost accidents throughout the year and our staff remained safe, while working for the Society.

Of course, we did have a number of staff contract covid-19, with varying sickness absence, in particular two staff members who struggled with long covid. We put in place working arrangements and adjustments to support these staff.

In terms of staff turnover, we recorded a turnover figure of 7%. Lynne Elliot, our long-standing CEO, left in August after a successful stint at the helm of the charity, and our new CEO, Richard McIlwain, formerly Deputy CEO of Keep Britain Tidy, took over. Our Data Officer, Alex Buckley, moved on to a new role and was replaced in September by Dilly Stephenson. We also hired a new Data Officer to help with management of data across the Society. Our finance officer, Vicky Birch, also took a decision to move on and we hired two part-time roles as a replacement with Dandy Clearkin and Kate Kenny joining us to support our Head of Finance. Laura Woodall, our Head of Administration, returned from maternity leave and replaced Zoe Irwin, who had been providing maternity cover.

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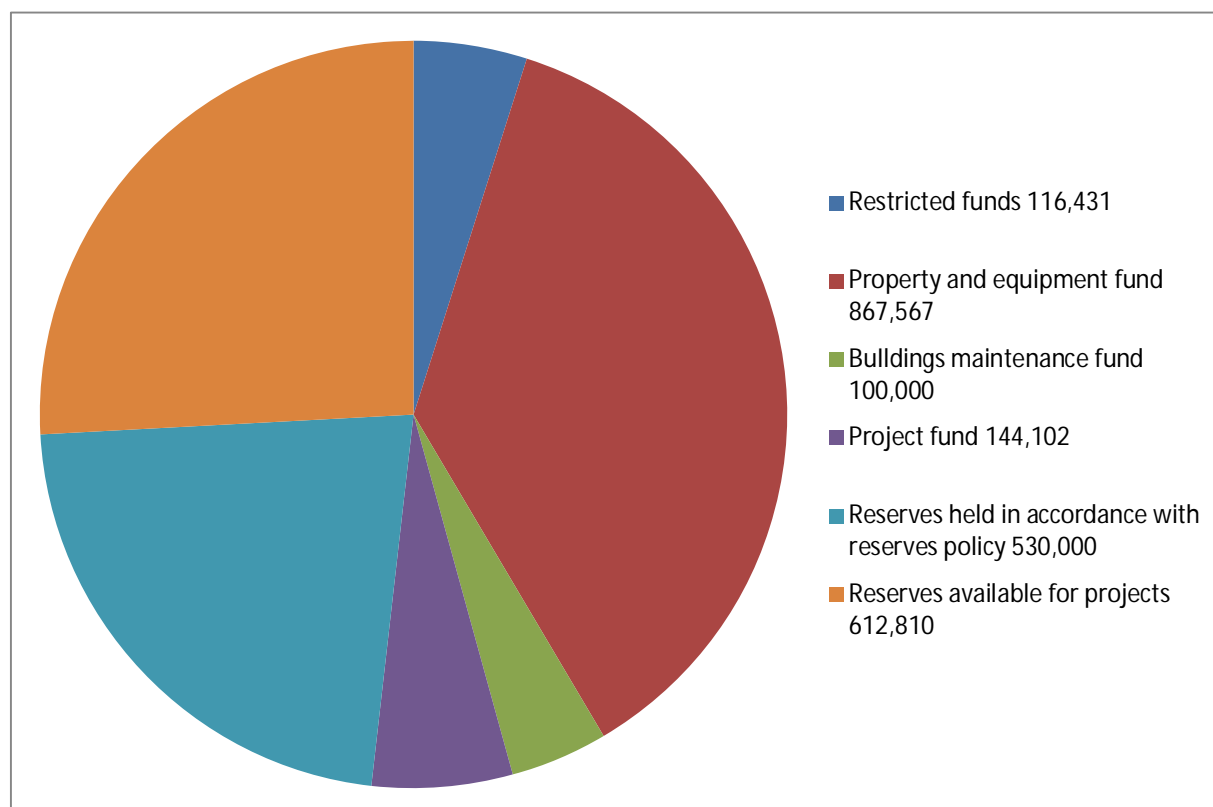
RESERVES

Reserves policy

The policy of the charity is that sufficient of the charity's reserves shall be retained so that, in the event of a decision to close down the charity, funds are available to meet redundancy costs and to arrange an orderly run-down of services over a period of twelve months. As at 31 March 2022, the amount of reserves required to be held is estimated to be £530,000.

Funds at 31 March 2022

The charity's total funds as at 31 March 2022 were £2,370,910 and were made up as follows:



In accordance with Charity Commission guidance, some of the charity's funds are defined as restricted or designated. **Restricted funds** are funds that have been received by a charity for a specific purpose, for example a donation received to be spent on a specific charitable purpose as defined by the donor.

Designated funds are funds that have been earmarked for a particular project or use; in the case of the Vegetarian Society, designated funds consist of a property and equipment fund, a buildings maintenance fund and a project fund. Further information on the various funds held during the year is given in the notes to the accounts.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

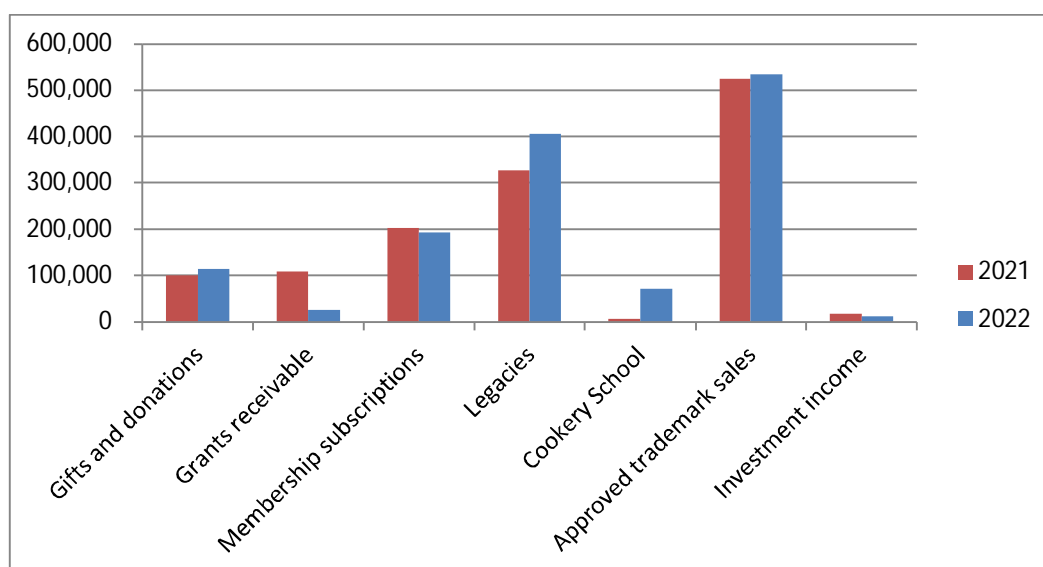
YEAR ENDED 31 MARCH 2022

After deducting restricted and designated funds, £1,142,810 of reserves remain; this is £612,810 in excess of the requirement of the reserves policy to hold £530,000 in reserves as at 31 March 2022. This amount, together with any additional income received that is over that included in the business plan, will be spent to further the charity's objectives over a reasonable timescale, which will depend on the size and nature of the income source.

FINANCIAL REVIEW

The Statement of Financial Activities reported a deficit for the year of £117,367; this compares to a deficit of £86,009 in the previous year. After taking net investment gains of £18,658 into account, the charity is reporting a reduction in funds for the year of £98,709.

Income



Income for the year ended 31 March 2022 amounted to £1,380,985 as compared to £1,312,767 in the previous year. Income has been boosted by legacy income of £405,798 (£78,485 higher than the previous year). The re-opening of the cookery school in September 2021 led to £72,000 of income being received, compared to £7,000 in the previous year. Income from grants was considerably down; COVID related grants available in the previous year enabled us to secure just under £110,000 to fund food boxes.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

Expenditure

Expenditure for the year was £1,498,352 as compared to £1,398,776 in the previous year; the main reasons for this increase are:

- Direct costs arising from the reopening of the cookery school
- An increase in marketing costs because the trademark team was again able to attend events
- Additional expenditure required to improve the functionality of the website
- Increased investment was made to update our recipe database

GOING CONCERN

Trustees satisfy their duty to manage and safeguard the charity's assets by reviewing its financial position with reference to the business plan and finance reports, including monthly management accounts and quarterly exception reports. The business plan and associated budget set out how we will finance and deliver our strategy.

Trustees are given an update at every meeting that informs them of the charity's current financial position and of its projected financial position in twelve months' time. As at 31 March 2022, reserves amount to £1,142,810. Even based on the most pessimistic projections, this leaves sufficient reserves available to fund the charity's activities for a period of at least twelve months after the approval of the financial statements, and therefore trustees are satisfied that the charity remains a going concern.

Over the past few years, the charity has been able to draw down on reserves as a result of some sizeable legacy bequests. As a result of this drawing down, a net reduction of funds of £2 million has occurred over the last seven years. Although we have a duty to spend our income on our activities, unless we receive further sizeable legacies (which is, at best uncertain), this position will not guarantee sustainability in the medium term. Therefore, since the year end, work on redesigning the organisational structure has commenced with a view to cutting expenditure, developing current income streams and adding capacity to explore new income streams.

INVESTMENT POLICY AND PERFORMANCE

The present investment objective is to achieve the best overall return given the timescale of planned activities, within an agreed level of risk. This reflects a willingness to take the level of risk required to satisfy the objectives attached to the invested capital. Therefore, an allocation towards equity markets is necessary. The associated risks of such a strategy have been considered by the trustees, who understand in order to achieve a return higher than what could be achieved by prioritising the preservation of the investment's original value, short term fluctuations in value will be experienced.

The charity's ethical stance primarily revolves around screening out investments whose operations are in direct conflict with the nature and objectives of the Vegetarian Society, such as the production and

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

sale of meat. The charity also excludes investment where there is concern in respect of animal testing. The charity does not restrict its fund managers as regards any category of investment, but it expects and encourages the fund managers to invest only in companies that have appropriate governance and social responsibility policies.

The charity allows its fund managers to invest in collectives. They provide the portfolio exposure to overseas investments whilst providing diversification, access to specialist areas and better growth prospects. It is accepted that some of the holdings in collectives may contain investments that would not be selected when buying direct equities, though the trustees believe, on the basis of advice received from Investment Managers, that they would constitute an insignificant proportion of the overall portfolio.

For investments with fund managers, the aim is to provide income to meet the immediate needs of the charity and growth of capital and income to mitigate the effects of inflation in the long term; this aim equates to a moderate investment risk. Currently, performance is compared to a composite benchmark that is made up as follows:

Asset class (with current allocation)	Performance compared against:
Cash (2.5%)	Bank of England Base Rate
UK Gilts (2.5%)	ICE BofA UK Gilts All Stocks TR*
Global Sovereign Bonds (3.0%)	ICE BofA Global Government TR*
Global Index Linked Bonds (2.5%)	ICE BofA Global Inflation Linked Government GBP hedged TR*
UK Corporate Bonds (3.0%)	ICE BofA Sterling Corporate & Collateralized GBP hedged TR*
Global Corporate Bonds (6.0%)	ICE BofA Global Corporate GBP hedged TR*
UK Equities (24.0%)	FTSE All Share TR*
Overseas Equities (44.5%)	FTSE All World ex UK TR*
Absolute Return (6.0%)	HFRX Absolute Return GBP hedged TR*
Global Property (3.0%)	MorningStar Global REITS TR*
Gold (3.0%)	Gold LBMA GBP

*TR – Total Return is the return an investor receives when income is reinvested

Not unsurprisingly, markets have experienced a great deal of underperformance and uncertainty. The two main reasons are COVID and the Omicron variant, and the Russian invasion of Ukraine. Both events have had huge effects on the levels of inflation we are experiencing. Omicron has continued to disrupt supply chains and cause havoc in the costs of moving goods around the world. This has led us to pay more for the goods we buy. Secondly, Russia's invasion of Ukraine has had a dramatic effect on the price of energy and will continue to impact food prices. Central Banks have responded to rising inflation by raising interest rates.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

In terms of performance, energy has been the standout winner; because the Vegetarian Society choose not to invest directly in fossil fuels, the underperformance of the portfolio has been more marked than that of the benchmark. Trustees feel that accepting this short term underperformance has been a responsible and appropriate course of action.

The charity's shorter-term funds are directly invested into deposit accounts in a way that strikes a balance between maximising the return and having funds available to fund expenditure when needed. An average amount of £321,979 was invested in fixed term and notice accounts in the year, yielding 0.80% in interest, which compares to a yield of 1.25% for the 12 months to 31 March 2021.

FUNDRAISING

The Vegetarian Society receives most of its voluntary income through gifts in wills, regular donations and single donations. Additionally, we support people raising money for our work through crowdfunding campaigns, fundraising appeals and seeking sponsorship for their own challenge events and activities. Several companies also make a donation to our work when a customer signs up to their services through a prescribed link (affinity partnerships).

All of the charity's fundraising activities are undertaken by our paid staff, who receive regular training and support in gaining professional qualifications with the Chartered Institute of Fundraising. We do not have any relationships with external professional fundraisers. We are registered voluntarily with the Fundraising Regulator and adhere to their Code of Fundraising Practice. We had no instances of non-compliance during the year and have received no direct complaints this year in respect of our fundraising activities.

RISK MANAGEMENT

The trustees are responsible for ensuring that the charity has a risk management process through which risks arising from existing operations and strategic developments are identified, evaluated and, where possible, action is taken. The trustees delegate the day-to-day management of risk to the Chief Executive.

The Senior Management Team review the risk register as part of their monthly meetings, identifying new risks, reassessing likelihood and impact, and considering progress against mitigating actions on the register. The outcome of these reviews is reported to trustees at each Council meeting, with a matrix of risks currently being managed and any updates to the key strategic risks.

The risk register identifies control procedures, monitoring processes and actions designed to minimise or manage any potential impact on the charity should any risks materialise

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

CHARITY GOVERNANCE CODE

The charity has adopted the Charity Governance Code, and has applied all recommended standards to its work. An action plan has been drawn up to track progress against the code, and an annual review of this action plan is included in the trustees' work programme.

In order to address board effectiveness, a new survey was developed and completed by trustees that covered many aspects of how the board work together; the results of that survey were discussed at the November Council meeting. One outcome that came out of this review was a full review of Council's work and meeting schedule. A similar survey on board effectiveness and subsequent discussion are included on the trustees' recurring work programme.

The following actions are in place at 31 March 2022 and trustees intend to address them during the coming year:

- A new equality, diversity and inclusion plan is currently being developed
- Procurement policies and procedures will be reviewed and updated

PLANS FOR THE FUTURE

With the appointment of a new CEO, we now have bold plans for the future. These are underpinned by our new vision, mission and long term aims. In 2022/23 we will develop a new three-year strategy focused on delivering against our long term aims, which in turn will support the production of annual business plans to guide our work.

The Society is aiming to develop and grow its revenue streams, its profile and its impact across the coming three years. This means being focused on income generation, cost control, having a greater media presence and focusing our work on areas that deliver the greatest tangible outcomes and impact.

We want to be a force for good and recognised widely in the UK and internationally for the quality and impact of our work.

A re-design of the organisation is currently underway, with some stages already complete, in line with the following timetable:

Element	Date
New vision, mission aims	May 2022
Organisational restructuring	July 2022
Review of HQ and cookery school location	Sep 2022
Review of internal process and systems	Sep 2022
Development of three-year strategic plan	Nov 2022
Review of brand and digital assets	Dec 2022
Delivery of new annual business cycle	Mar 2023

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

We want to harness the growing levels of interest in vegetarianism and veganism. However, with around 90% of the UK population still eating meat, we critically want to be the organisation of choice for people considering reducing their meat consumption, as a first step. This will probably require a change in brand, look and feel to encourage meat-eaters to see the Society as a natural home for their interests.

Throughout 2022/23, we will seek to increase our income and reduce our expenditure, as the first step in a three-year strategy to achieve a break-even year-end position. We still retain substantial reserves, however, current levels of spend will not continue beyond this year – 2021/22.

We will focus our fund-raising efforts at growing existing areas of income namely:

- Increasing the number of new members and improving retention rates
- Encouraging donations and legacies in support of our mission
- Securing increased rates of growth in our vegetarian and vegan trademarks
- Improving the marketing of our cookery school to improve revenue and become profitable

In addition, we will seek to develop new source of income, as opportunities arise.

THANK YOU

The Vegetarian Society is a charity which relies on supporters, volunteers, members, corporate partners, fundraisers and cookery school students in order to inspire the vegetarian community and reach out to the increasing number of people interested in vegetarian food. The trustees would like to thank everyone who has donated their time, energy and funds, for making the work this year possible. We wouldn't be here without you.

Fellowship

Trustees consider on an annual basis whether or not to elect to the status of Fellow, a person whom they consider has rendered distinguished service to the vegetarian movement.

No nominations for fellowship were proposed in the year ended 31 March 2022.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

Legacies

We are very grateful to everyone who has left the Vegetarian Society a gift in their will or who is planning to do so. We really value this method of supporting the future of vegetarianism, and it ensures your legacy of compassion lives on. This year we have recognised legacy income in the accounts from the following supporters:

	£
The estate of Tessa Nelson-Humphries	214,706
The estate of James Barnes	110,000
The estate of Peter Whittle	21,750
The estate of Stella Elliot	10,000
The estate of Gillian Newcombe	10,000
The estate of Janet Shorts	9,320
The estate of Audrey Reat	8,000
The estate of Lesley MacDonald	5,000
The estate of Eileen White	4,000
The estate of John Sykes	3,207
The estate of Cynthia Richardson	2,000
The Philadelphia Bible Christian Church	1,803
The estate of Alan Maxwell	1,000

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Vegetarian Society is a charitable company limited by guarantee, incorporated on 29 July 1969 and registered as a charity on 9 September 1969. The charity is governed by its Memorandum and Articles of Association adopted on 29 July 1969 and last amended on 13 June 2015.

Directors and trustees

The directors of the charitable company are its trustees for the purpose of charity law. The trustees serving throughout the year and since the year end were as follows:

Dale Hoyland (Chair of Council)
David Bennett
Clare Crowther
Michelle Hallmark
Michael Harriott
Andrew Johnson (Treasurer)
Debbie Jones
Conn O'Neill (Deputy Chair)
Anne Plaskett
Sophie Randles-Dunkley

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

The directors of the company are the company members and are therefore, the only people entitled to vote at General Meetings. The liability of the company members is limited to £10, being the amount that each company member undertakes to contribute to the assets of the charity in the event of the charity winding up.

None of the charity's trustees receive remuneration or benefit from their work with the charity.

Recruitment and appointment of trustees

The charity is governed by a board of up to 12 trustees. Trustees are responsible for directing the affairs of the charity, ensuring that it is solvent, well-run, and delivering the charitable outcomes for the benefit of the public for which it has been set up.

Further to an annual review of skills gaps and trustee places available, trustees will decide if they need to actively recruit board members. A recruitment process is in place with an application form and interview process. The recruitment process is designed to attract a diverse range of candidates that are reflective of the membership of the organisation and the wider vegetarian community, with the skills and experience the charity needs.

The board of trustees

The board of trustees (also known as Council) is legally responsible for directing the affairs of the charity. One third of trustees retire by rotation at each annual general meeting (in addition to trustees who have been appointed between AGMs). Seven Council meetings were held during the year in which trustees reviewed and directed the charity's strategy, budget and performance. Trustees did not operate any committees during the financial year because all strategic matters were dealt with directly by Council. Trustee indemnity insurance is in place to cover trustees against personal liability if legal claims are made against them, either by the charity or by a third party. Trustees are entitled to be insured against claims that may arise from their legitimate actions as trustees as long as they have acted honestly and reasonably.

Trustee induction and training

New trustees are given an induction to ensure that they are fully briefed on the charity's strategy and business plan, the Articles of Association, Charity Commission guidance on trustee responsibilities, code of conduct, policy manual and the role of Council. Governance skills are kept up to date by the use of professional subscriptions and training courses.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

Senior management team

The trustees delegate the day-to-day running of the charity to the Chief Executive Officer and Senior Management Team. The Senior Management Team in post during the year were:

Lynne Elliot	Chief Executive Officer (to 2 September 2021)
Richard McIlwain	Chief Executive Officer (from 31 August 2021)
Lance Bell	Head of Campaigns and Engagement
Vanessa Brown	Head of Business and Catering Services
Antony Byatt	Head of Finance
Fay Counts	Head of Fundraising and Membership
Jen Elford	Head of Research and Information
Sam Platt	Head of Cookery School
John Soonaye	Head of Communications

No employee received employee benefits of £60,000 or more in 2021/22. One employee received employee benefits (excluding employer pension costs) between £60,000 and £70,000 in 2020/21.

The pay of senior management is reviewed annually in accordance with the charity's pay and reward policy. This policy means that an incremental pay increase is awarded to all staff (except those already at the top of their scale) as long as they have achieved the objectives that were set at the start of the year.

Pay scales for all staff are set by trustees. Local government pay scales, which are extensively used in the voluntary sector, were used as a starting point at 31 March 2021, with trustees agreeing an annual cost of living increase to be applied to them on an annual basis.

Related parties

No trustee or other person related to the charity had a personal interest in any contract or transaction entered into during the year.

The charity has one subsidiary, VSUK Trading Limited, which is currently being retained as a dormant company in order to accommodate any material non-primary purpose activities that may arise in the future.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

REFERENCE AND ADMINISTRATIVE DETAILS

Charity Registration Number	259358 (England & Wales)
Company Registration Number	00959115 (England & Wales)
Registered Office	Parkdale Dunham Road Altrincham WA14 4QG
Charity's Bankers	The Co-operative Bank PLC 1 Balloon Street Manchester M60 4EP
Charity's Auditors	Slade & Cooper Beehive Mill Jersey Street Ancoats Manchester M4 6JG
Charity's Investment Advisors	Brewin Dolphin 1 The Avenue Spinningfields Square Manchester M3 3AP

The charity does not retain a single firm of solicitors, but contracts a firm with the relevant experience and expertise as and when circumstances require it.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

REPORT OF THE TRUSTEES

YEAR ENDED 31 MARCH 2022

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The trustees (who are also directors of the charitable company charity for the purposes of company law) are responsible for preparing the trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards and statements of recommended practice have been followed, 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 charity will continue in operation

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

Insofar as the trustees are aware:

- there is no relevant audit information of which the charity's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

This report was approved by the Board of Trustees on 13 July 2022 and signed on its behalf by:

Dale Hoyland, Chair
Parkdale, Dunham Road, Altrincham, WA14 4QG

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED (CONTINUED)

Opinion

We have audited the financial statements of the Vegetarian Society of the United Kingdom Limited (the 'parent charitable company') and its subsidiaries for the year ended 31 March 2022, which comprise the Consolidated Statement of Financial Activities (including the income and expenditure account), the Balance Sheets of the group and the parent charitable company, the Consolidated Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and charitable company's affairs as at 31 March 2022, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED (CONTINUED)

Other information

The trustees are responsible for the other information. The other information comprises the information included in the report of the trustees, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the group and parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Act 2011 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company's financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED (CONTINUED)

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 28, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- enquiry of management and those charged with governance around actual and potential litigation and claims.
- enquiry of the charity's staff, management and those charged with governance to identify any instances of non-compliance with laws and regulations.
- reviewing minutes of meetings of those charged with governance.
- reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- auditing the risk of management override of controls, including through testing journal entries and other adjustments for appropriateness, and evaluating the business rationale of significant transactions outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS AND TRUSTEES OF THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED (CONTINUED)

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's members and its trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Christy Yun Hing Lau FCCA DChA CTA
Senior Statutory Auditor

for and on behalf of
Slade & Cooper Limited
Statutory Auditors
Beehive Mill
Jersey Street
Manchester
M4 6JG

Date: 15th December 2022

Slade & Cooper Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES AND INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
INCOME:					
Donations and legacies	3	682,448	31,620	714,068	629,781
Charitable activities	4	83,121	27,000	110,121	130,091
Other trading activities	5	536,267	-	536,267	527,715
Investments	6	13,516	-	13,516	17,710
Other	7	7,013	-	7,013	7,470
Total income		<u>1,322,365</u>	<u>58,620</u>	<u>1,380,985</u>	<u>1,312,767</u>
EXPENDITURE:					
Raising funds	8	163,405	-	163,405	150,007
Charitable activities	9	1,200,268	134,679	1,334,947	1,248,769
Total expenditure		<u>1,363,673</u>	<u>134,679</u>	<u>1,498,352</u>	<u>1,398,776</u>
Net income before gains / (losses) on investments		(41,308)	(76,059)	(117,367)	(86,009)
Net gains / (losses) on investments		<u>18,658</u>	<u>-</u>	<u>18,658</u>	<u>199,248</u>
Net income / (expenditure) and net movement in funds for the year		(22,650)	(76,059)	(98,709)	113,239
Transfers		<u>(1,293)</u>	<u>1,293</u>	<u>-</u>	<u>-</u>
		(23,943)	(74,766)	(98,709)	113,239
Reconciliation of funds:					
Total funds at 1 April 2021		2,278,422	191,197	2,469,619	2,356,380
Total funds at 31 March 2022		<u>2,254,479</u>	<u>116,431</u>	<u>2,370,910</u>	<u>2,469,619</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES AND INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

NOTE OF HISTORICAL COST SURPLUS / (DEFICIT) – CURRENT YEAR

	Unrestricted Funds £	Restricted Funds £	Total 2022 £	Total 2021 £
Net income / (expenditure) and net movement in funds for the year	(23,943)	(74,766)	(98,709)	113,239
Realisation of investment revaluation gains / (losses) of previous years	26,428	-	26,428	(1,047)
Historical cost surplus / (deficit) for the year	<u>24,485</u>	<u>(74,766)</u>	<u>(72,281)</u>	<u>112,192</u>

NOTE OF HISTORICAL COST SURPLUS / (DEFICIT) – PREVIOUS YEAR

	Unrestricted Funds £	Restricted Funds £	Total 2021 £	Total 2020 £
Net income / (expenditure) and net movement in funds for the year	85,589	27,650	113,239	(587,210)
Realisation of investment revaluation (losses) / gains of previous years	(1,047)	-	(1,047)	22,787
Historical cost surplus / (deficit) for the year	<u>84,542</u>	<u>27,650</u>	<u>112,192</u>	<u>(564,423)</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

CONSOLIDATED BALANCE SHEET AS AT 31 MARCH 2022

	Notes	Group 2022 £	2021 £	Charity 2022 £	2021 £
FIXED ASSETS					
Intangible assets	16	-	-	-	-
Tangible assets	17	867,567	909,870	867,569	909,870
Investments	18	890,052	889,385	890,052	889,387
		<u>1,757,619</u>	<u>1,799,255</u>	<u>1,757,621</u>	<u>1,799,257</u>
CURRENT ASSETS					
Stock	20	5,986	10,123	5,986	10,123
Debtors	21	342,647	313,284	342,647	313,284
Investments	22	310,291	394,400	310,291	394,400
Cash at bank and in hand		385,119	357,867	385,119	357,867
		<u>1,044,043</u>	<u>1,075,674</u>	<u>1,044,043</u>	<u>1,075,674</u>
LIABILITIES:					
Creditors: amounts falling due in less than one year	23	(430,752)	(405,310)	(431,790)	(406,348)
Net current assets		<u>613,291</u>	<u>670,364</u>	<u>612,253</u>	<u>669,326</u>
Total assets less current liabilities		<u>2,370,910</u>	<u>2,469,619</u>	<u>2,369,874</u>	<u>2,468,583</u>
FUNDS:					
Restricted funds		116,431	191,197	116,431	191,197
UNRESTRICTED FUNDS:					
Designated funds		1,111,669	1,475,231	1,111,669	1,475,231
General fund		1,142,810	803,191	1,141,774	802,155
Total charity funds	25	<u>2,370,910</u>	<u>2,469,619</u>	<u>2,369,874</u>	<u>2,468,583</u>

These accounts are prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the trustees on 13 July 2022 and signed on their behalf by:

Andrew Johnson, Treasurer

The notes on pages 37 to 55 form part of the financial statements.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

CONSOLIDATED CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2022

	Notes	2022 £	2021 £
Cash provided by / (used in) operating activities	(a)	(76,726)	(157,572)
Cash flows from investing activities			
Investment income		13,516	17,710
Purchase of tangible fixed assets		(11,638)	(3,190)
Purchase of investments		(489,132)	(207,886)
Proceeds from sale of investments		591,232	277,556
Cash provided by investing activities		103,978	84,190
Increase / (decrease) in cash and cash equivalents in the year		27,252	(73,382)
Cash and cash equivalents at the beginning of the year		357,867	431,249
Cash and cash equivalents at the end of the year		385,119	357,867

NOTES TO THE CASH FLOW STATEMENT

	2022 £	2021 £
(a) Reconciliation of net movement in funds to net cash outflow from operating activities		
Net movement in funds	(98,709)	113,239
Depreciation charge	53,941	57,786
(Gains) / losses on investments	(18,658)	(199,248)
Investment income	(13,516)	(17,710)
(Increase) / decrease in stock	4,137	5,199
(Increase) / decrease in debtors	(29,363)	(129,780)
Increase / (decrease) in creditors	25,442	12,942
	(76,726)	(157,572)
(b) Analysis of cash and cash equivalents at the end of the year	2022 £	2021 £
Included in cash at bank and in hand	385,119	357,867

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

1. ACCOUNTING POLICIES

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) Basis of preparation of group financial statements

The Vegetarian Society is a public benefit entity. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 (as updated through Update Bulletin 1 published on 2 February 2016 and Update Bulletin 2 published on 5 October 2018), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Companies Act 2006 and UK Generally Accepted Accounting Practice. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Preparation of the accounts on a going concern basis

The trustees consider that no material uncertainties exist about the charity's ability to continue as a going concern.

c) Group financial statements

The financial statements consolidate the results of the charity and its wholly owned subsidiary, VSUK Trading Limited, on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because advantage has been taken of the exemption afforded by section 408 of the Companies Act 2006.

d) Fund accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Designated funds are unrestricted funds which have been earmarked for specific purposes as decided by the trustees; details of these funds are given in note 25.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

e) Incoming resources

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably. The following specific policies are applied to particular categories of income:

- i. Donations and membership subscriptions are accounted for when they are received by the charity
- ii. Investment income is included when receivable
- iii. Incoming resources from trademark sales are accounted for evenly over the period of the licence
- iv. Incoming resources from the Cookery School, magazine advertising and sponsorship are accounted for as the charity earns the right to consideration by its performance

Income from grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Incoming resources are stated net of VAT.

f) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; more information about their contribution is given in the Trustees' annual report.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

g) Resources expended

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- i. Costs of raising funds comprise the costs associated with attracting voluntary income, investment income and the costs of trading for fundraising purposes, and their associated support costs
- ii. Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries, and their associated support costs

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Grant making activities

Grant making activities are payments made by the charity to institutions to enable them to further the purposes of the charity on its behalf. Such expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably, and includes associated support costs.

i) Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include staff costs (e.g. salaries, training and recruitment), premises costs (e.g. maintenance, rates, insurance and utilities), administrative costs (e.g. printing, postage and telephone), IT costs and depreciation. These costs have been allocated between cost of raising funds and expenditure on charitable activities on the basis of head count.

j) Operating leases

Rentals payable under operating leases are charged on a straight line basis over the term of the lease.

k) Taxation

The charity is exempt from UK Corporation Tax. However its subsidiary is not similarly exempt.

l) Intangible fixed assets

Intangible assets are included at cost and capitalised where the individual amount is over £250. Depreciation is calculated to write off the cost less estimated residual value of intangible fixed assets over their estimated useful life on the following basis:

Trademarks – 15% straight line

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

m) Depreciation and tangible fixed assets

Tangible fixed assets are included at cost or valuation and capitalised where the individual amount is more than £250.

Website costs are capitalised to the extent that they relate to income-generating activities.

Depreciation is calculated to write off the cost or revalued amount less any estimated residual value of fixed assets over their estimated useful life on the following basis:

Computer equipment – 33% straight line

Fixtures, fittings and equipment – 15% straight line

Buildings – 2% straight line

n) Fixed asset investments

Investments (other than cash investments) are stated in the balance sheet at market value. Profits / losses on investments which have been realised on disposal, together with interest and dividends are reflected in the surplus / deficit for the year on the income & expenditure account. Unrealised profits / losses are retained in the investment revaluation reserve on the balance sheet until such time as they are realised.

Cash investments that are due to mature in over one year from the balance sheet date are also shown under investments.

o) Stocks

Stocks are stated at the lower of cost and net realisable value.

p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

q) Current asset investments

Current asset investments include cash and other investments that are due to mature in less than one year or in more than three months from the balance sheet date.

r) Cash at bank and in hand

Cash at bank and in hand includes cash and other investments that are due to mature in three months or less from the balance sheet date.

s) Creditors and provisions

Creditors and provisions are recognised where the charity 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. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

t) Pensions

The charity contributes to a group pension scheme on behalf of its employees. The pension charge represents the contributions payable by the charity in the year.

u) Financial instruments

The charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2. LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee registered in England and Wales, and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity. The registered address is disclosed on page 27.

3. INCOME FROM DONATIONS AND LEGACIES

	Unrestricted £	Restricted £	2022 £	Unrestricted £	Restricted £	2021 £
Gifts and donations	83,216	31,620	114,836	59,871	40,126	99,997
Membership income	193,434	-	193,434	202,471	-	202,471
Legacies	405,798	-	405,798	327,313	-	327,313
	682,448	31,620	714,068	589,655	40,126	629,781

4. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2022 £	Unrestricted £	Restricted £	2021 £
Cookery school	72,074	-	72,074	7,008	-	7,008
Grants	-	27,000	27,000	-	109,994	109,994
Advertising income	4,047	-	4,047	4,589	-	4,589
Education and campaigning	7,000	-	7,000	8,500	-	8,500
	83,121	27,000	110,121	20,097	109,994	130,091

5. INCOME FROM OTHER TRADING ACTIVITIES

	2022 £	2021 £
Approved trademark sales	535,031	525,500
Merchandise income	1,236	2,215
	536,267	527,715

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

6. INVESTMENT INCOME

	2022	2021
	£	£
Bank and building society interest	2,611	5,138
Dividends received	10,905	12,572
	<u>13,516</u>	<u>17,710</u>

7. OTHER INCOME

	2022	2021
	£	£
Affinity products commission	7,013	7,470
	<u>7,013</u>	<u>7,470</u>

8. EXPENDITURE ON RAISING FUNDS

	2022	2021
	£	£
Fundraising costs		
Staff costs	72,011	61,015
Direct fundraising costs	27,147	29,280
Support costs	51,805	49,747
	<u>150,963</u>	<u>140,042</u>
Merchandise		
Cost of merchandise sold	<u>3,227</u>	<u>2,751</u>
Investment management costs		
Fees for portfolio management	<u>9,215</u>	<u>7,214</u>
Total	<u>163,405</u>	<u>150,007</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

9. EXPENDITURE ON CHARITABLE ACTIVITIES

	2022 £	2021 £
Approved trademark sales		
Staff costs	115,709	115,190
Marketing	16,887	199
IT costs	6,512	6,468
Legal and professional	3,533	4,112
Subscriptions	339	605
Support costs	78,743	75,615
	<u>221,723</u>	<u>202,189</u>
Cookery school		
Staff costs	57,227	56,715
Direct course costs	22,865	7,301
Delivery of charitable courses	2,400	18
Marketing	32,830	30,319
Repairs and consumables	7,101	1,532
IT costs	3,612	2,656
Depreciation	3,125	3,274
Finance charges	1,461	250
Sundry expenses	771	531
Support costs	30,253	33,231
	<u>161,645</u>	<u>135,827</u>
Education and campaigning		
Staff costs	279,219	278,494
Direct campaign and engagement costs	122,631	127,624
PR costs	11,377	6,912
Depreciation	28,868	28,868
IT costs	21,517	9,201
Support costs	167,229	154,213
	<u>630,841</u>	<u>605,312</u>
Membership services		
Staff costs	76,100	81,642
Content and magazine costs	44,217	35,213
Direct membership costs	1,243	4,875
Finance charges	404	856
Support costs	62,166	59,696
	<u>184,130</u>	<u>182,282</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

Expert information and support		
Staff costs	72,506	69,835
Direct research costs	22,659	13,526
Support costs	41,443	39,798
	136,608	123,159
Total	1,334,947	1,248,769
	2022	2021
	£	£
Restricted expenditure	134,679	122,470
Unrestricted expenditure	1,200,268	1,126,299
	1,334,947	1,248,769

10. ANALYSIS OF SUPPORT COSTS

	2022	2021
	£	£
Staff costs	223,811	236,091
Premises expenses	52,296	40,981
Management and finance	52,686	36,898
Equipment and IT	47,669	43,573
Postage, telephone and stationery	11,325	10,361
Depreciation	21,947	25,643
Governance costs	21,905	18,753
	431,639	412,300
Allocated as follows:		
Fundraising costs	51,805	49,747
Membership services	62,166	59,696
Approved trademark sales	78,743	75,615
Cookery School	30,253	33,231
Education and campaigning	167,229	154,213
Expert information and support	41,443	39,798
Total	431,639	412,300

11. ANALYSIS OF GOVERNANCE COSTS

	2022	2021
	£	£
Staff costs relating to governance	15,038	15,014
Trustee costs	3,241	113
Audit fees	3,626	3,626
Legal and consultancy fees	-	-
Total	21,905	18,753

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

12. NET INCOMING / (EXPENDITURE) FOR THE YEAR

	2022	2021
	£	£
This is stated after charging:		
Depreciation of tangible assets	53,941	57,786
Amortisation of intangible assets	-	-
Loss on disposal of fixed assets	-	-
Payments under operating leases – fixtures, fittings and equipment	2,449	2,449
Auditors' remuneration	3,600	3,600
	<u>3,600</u>	<u>3,600</u>

13. ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

	2022	2021
	£	£
Wages and salaries	799,396	800,943
Social security costs	72,057	72,228
Employer's contribution to a defined contribution pension scheme	40,168	40,825
	<u>911,621</u>	<u>913,996</u>

Allocated as follows:

	2022	2021
	£	£
Expenditure on raising funds:		
Fundraising	72,011	61,015
Membership	76,100	81,642
Expenditure on charitable activities:		
Approved trademark sales	115,709	115,190
Cookery School	57,227	56,715
Education and campaigning	279,219	278,494
Expert information and support	72,506	69,835
Support and governance costs:		
Support	223,811	236,091
Governance	15,038	15,014
	<u>911,621</u>	<u>913,996</u>

No employee received employee benefits (excluding pension contributions) exceeding £60,000 in the current year. One employee received employee benefits (excluding pension contributions) between £60,000 and £70,000 in the previous year; employer pension contributions of £3,123 were made into a defined contribution scheme in respect of that employee.

The key management personnel of the charity comprise the trustees and the Senior Management Team, whose names are listed in the Trustees' Report. The total amount of remuneration paid to the Senior Management Team for the year (including employer's national insurance and pension costs) was £388,734 (2021 - £375,613).

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

14. STAFF NUMBERS

The average number of employees, analysed by function, was:

	2022 Number	2021 Number
Fundraising	2	2
Membership services	3	3
Education and campaigning	8	8
Expert information and support	2	2
Approved trademark sales	4	4
Cookery School	1	2
Management, finance and administration	7	7
	<u>27</u>	<u>28</u>

15. TRUSTEES' REMUNERATION AND EXPENSES

	2022 Number claiming	2021 Number claiming	2022 £	2021 £
Travel and subsistence	<u>7</u>	<u>0</u>	<u>2,132</u>	<u>0</u>

None of the members of the Board of Trustees received any remuneration during this year or last year.

16. INTANGIBLE FIXED ASSETS – GROUP AND COMPANY

	Trademarks £
Cost	
At 1 April 2021	27,508
Additions	-
At 31 March 2022	<u>27,508</u>
Amortisation	
At 1 April 2021	27,508
Charge for the year	-
At 31 March 2022	<u>27,508</u>
Net book value	
At 31 March 2022	<u>-</u>
At 31 March 2021	<u>-</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

17. TANGIBLE FIXED ASSETS – GROUP AND COMPANY

	Freehold property £	Fixtures, Fittings & equipment £	Computer equipment £	Total £
Cost or valuation				
At 1 April 2021	1,000,000	155,876	134,111	1,289,987
Additions	-	2,379	9,259	11,638
Disposals	-	-	-	-
Revaluation	-	-	-	-
At 31 March 2022	1,000,000	158,255	143,370	1,301,625
Depreciation				
At 1 April 2021	149,333	129,816	100,968	380,117
Charge for the year	16,000	7,199	30,742	53,941
Disposals	-	-	-	-
Revaluation	-	-	-	-
At 31 March 2022	165,333	137,015	131,710	434,058
Net book value				
At 31 March 2022	834,667	21,240	11,660	867,567
At 31 March 2021	850,667	26,060	33,143	909,870

Included in the value of £834,667 above for freehold property are gross depreciable buildings at a value of £634,667.

All the assets are used by the charity.

18. INVESTMENTS – FIXED ASSETS

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Cost or valuation				
Market value at 1 April 2021	889,385	708,464	889,387	708,466
Additions	387,046	75,879	387,046	75,879
Transfer from current asset investments	-	-	-	-
Transfer to current asset investments	-	-	-	-
Disposals	(405,037)	(94,206)	(405,037)	(94,206)
Net investment gains / (losses)	18,658	199,248	18,658	199,248
Market value at 31 March 2022	890,052	889,385	890,054	889,387
Historical cost at 31 March 2022	767,196	714,199	767,198	714,201

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

Investments at market value are represented by:

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
UK fixed interest bonds and deposits	55,914	107,564	55,914	107,564
UK equities	213,425	278,996	213,425	278,996
Overseas fixed interest bonds and deposits	67,552	-	67,552	-
Overseas equities	396,406	360,399	396,406	360,399
Global collective investments	121,106	124,666	121,106	124,666
UK property investment trusts	21,114	17,760	21,114	17,760
Commodities	9,168	-	9,168	-
Other investments	5,367	-	5,367	-
Investment in trading subsidiary	-	-	2	2
	890,052	889,385	890,052	889,387

19. RESULTS FROM SUBSIDIARY'S TRADING ACTIVITIES

The charity has one wholly owned trading subsidiary VSUK (Trading) Limited, whose details at 31 March 2022 are as follows:

Name	Country of incorporation	Class of shares held	Percentage held by the company
VSUK Trading Limited	England	Ordinary	100

Until 1 April 2012, the activity of VSUK Trading Limited was the promotion of the Vegetarian Society's "Approved" trademark. These activities were transferred to the Vegetarian Society with effect from 1 April 2012, with VSUK Trading Limited being retained as a dormant subsidiary.

The Group Balance Sheet excludes £2 in relation to shares held in the subsidiary, VSUK Trading Limited.

20. STOCKS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Goods for resale	5,986	10,123	5,986	10,123

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

21. DEBTORS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Amounts falling due within one year:-				
Trade debtors	103,201	99,625	103,201	99,625
Prepayments	55,409	55,281	55,409	55,281
Accrued income	183,792	157,863	183,792	157,863
Other debtors	245	515	245	515
	<u>342,647</u>	<u>313,284</u>	<u>342,647</u>	<u>313,284</u>

22. INVESTMENTS – CURRENT ASSETS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Cost at 1 April 2021	394,400	445,743	394,400	445,743
Additions	102,086	132,007	102,086	132,007
Transfer from fixed asset investments	-	-	-	-
Transfer to fixed asset investments	-	-	-	-
Transfer to cash at bank and in hand	-	-	-	-
Disposals	(186,195)	(183,350)	(186,195)	(183,350)
Cost at 31 March 2022	<u>310,291</u>	<u>394,400</u>	<u>310,291</u>	<u>394,400</u>

Investments at market value are represented by:

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Bank deposits	<u>310,291</u>	<u>394,400</u>	<u>310,291</u>	<u>394,400</u>

23. CREDITORS

	Group		Charity	
	2022	2021	2022	2021
	£	£	£	£
Trade creditors	18,435	17,286	18,435	17,286
Social security and other taxes	39,304	32,787	39,304	32,787
Accruals	54,581	48,583	54,581	48,583
Deferred income	313,176	300,900	313,176	300,900
Other creditors	5,256	5,754	5,256	5,754
Amounts owed to group undertakings	-	-	1,038	1,038
	<u>430,752</u>	<u>405,310</u>	<u>430,752</u>	<u>406,348</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

24. DEFERRED INCOME

	Group £	Charity £
Balance at 1 April 2021	300,900	300,900
Amount released to incoming resources	(300,900)	(300,900)
Amount deferred in the year	313,176	313,176
Balance at 31 March 2022	<u>313,176</u>	<u>313,176</u>

Deferred income comprises:

- Cookery School income invoiced or received in advance of the course
- Income received in advance of the publication or display of an advert
- Approved trademark sales invoiced for that proportion of the licence that relates to after the year end

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NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

25a. RECONCILIATION OF MOVEMENTS IN ACCUMULATED FUNDS – CURRENT YEAR

	At 1 April 2021 £	Incoming resources (incl gains) £	Outgoing resources (incl losses) £	Transfers £	At 31 March 2022 £
Restricted funds					
Supporting veganism (a)	107,612	-	(16,508)	1,293	92,397
Sahara project (b)	724	-	-	-	724
Young carers' project (c)	802	-	-	-	802
Food box appeal (d)	82,059	40,620	(100,171)	-	22,508
Cookery school restart grant (e)	-	18,000	(18,000)	-	-
	<u>191,197</u>	<u>58,620</u>	<u>(134,679)</u>	<u>1,293</u>	<u>116,431</u>
UNRESTRICTED FUNDS:					
Designated funds					
Property and equipment fund	909,870	-	-	(42,303)	867,567
Buildings maintenance fund	100,000	-	-	-	100,000
Projects fund	465,361	-	(251,298)	(69,961)	144,102
	<u>1,475,231</u>	<u>-</u>	<u>(251,298)</u>	<u>(112,264)</u>	<u>1,111,669</u>
General fund	803,191	1,341,023	(1,112,375)	110,971	1,142,810
	<u>2,278,422</u>	<u>1,341,023</u>	<u>(1,363,673)</u>	<u>(1,293)</u>	<u>2,254,479</u>
Total funds	<u>2,469,619</u>	<u>1,399,643</u>	<u>(1,498,352)</u>	<u>-</u>	<u>2,370,910</u>

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NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

25b. RECONCILIATION OF MOVEMENTS IN ACCUMULATED FUNDS – PREVIOUS YEAR

	At 1 April 2020 £	Incoming resources (incl gains) £	Outgoing resources (incl losses) £	Transfers £	At 31 March 2021 £
Restricted funds					
Supporting veganism (a)	134,160	-	(28,357)	1,809	107,612
Sahara project (b)	724	-	-	-	724
Young carers' project (c)	802	-	-	-	802
Food box appeal (d)	26,052	150,120	(94,113)	-	82,059
	<u>161,738</u>	<u>150,120</u>	<u>(122,470)</u>	<u>1,809</u>	<u>191,197</u>
UNRESTRICTED FUNDS:					
Designated funds					
Property and equipment fund	964,466	-	-	(54,596)	909,870
Buildings maintenance fund	172,502	-	(8,273)	(64,229)	100,000
Projects fund	555,472	-	(249,081)	158,970	465,361
Operational management fund	-	1,162,647	(1,011,738)	(150,909)	-
	<u>1,692,440</u>	<u>1,162,647</u>	<u>(1,269,092)</u>	<u>(110,764)</u>	<u>1,475,231</u>
General fund	502,202	202,570	(10,536)	108,955	803,191
	<u>2,194,642</u>	<u>1,365,217</u>	<u>(1,279,628)</u>	<u>(1,809)</u>	<u>2,278,422</u>
Total funds	<u>2,356,380</u>	<u>1,515,337</u>	<u>(1,402,098)</u>	<u>-</u>	<u>2,469,619</u>

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NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

Restricted funds

(a) The charity was bequeathed a legacy in 2013 with a value of £397,064. In accordance with a request in the will, this will be used to support veganism. £16,508 of this fund has been spent in 2021/22, made up of:

- Funding expenditure to market a vegan trademark
- Free courses to service users of other charities
- Commissioning vegan recipes for the recipe database

£318,113 of this fund was spent in previous years; this brings the total amount of expenditure from the fund to date to £334,621.

(b) A crowdfunding campaign took place in December 2019 to raise funds for Sahara Women's Aid project, which helps women who are living with, or fleeing domestic abuse. Funds raised will fund two cookery courses, the first of which was held in February 2020. A second course was held shortly after the year end, in May 2022.

(c) A crowdfunding campaign took place in January 2020 to raise funds for a vegetarian cookery class for young carers. Sufficient funds have been raised to hold one such class, which was held shortly after the year end, in April 2022.

(d) As part of the reprioritising of our work in light of the COVID-19 situation, we started an appeal to raise funds to enable us to get vegetarian food boxes into food banks. During the year ended 31 March 2022, grant funding of £9,000 was received from Stroud District Council, and donations from the public of £31,620 were also received. Fundraising and delivery work on this project continues in the 2022/23 financial year.

(e) A grant of £18,000 was received to assist with the reopening of the cookery school further to its enforced closure due to COVID.

(f) Interest is being accrued on these funds at a rate equivalent to the average rate received on fixed term deposits during the year, which was 1.25% for the year ended 31 March 2022.

Designated funds

The property and equipment fund is a designated reserve representing the amount of the charity's funds that are locked up in freehold land and buildings and other fixed assets which are needed for operational purposes.

Buildings maintenance fund: an estimate of £100,000 is set aside to provide for major unexpected and uninsured property maintenance.

Project fund: funds have been designated to ensure that key pieces of work can be delivered over the next few years. Details of this work are included under "Achievements and Performance" and "Plans for the Future".

Operational management fund: in the previous year, the charity planned for its ongoing work to be financed by ongoing income. Ongoing income and expenditure is shown separately in this fund, with the resulting deficit for the year being funded by a transfer from reserves at the end of the year.

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

General fund

As at 31 March 2022, the balance of reserves in the general fund amounts to £1,142,810, of which £530,000 is required to be retained to satisfy the requirements of the charity's reserves policy.

Included in the general fund is an investment revaluation reserve of £122,856 which represents the amount by which the market value of investments held at the year exceeds their cost. At 31 March 2021, the market value of investments was £175,186 higher than their original cost.

26a. ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS – CURRENT YEAR

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Fixed assets	1,142,810	614,809	-	1,757,619
Cash at bank and in hand	-	268,688	116,431	385,119
Other net current assets	-	228,172	-	228,172
	<u>1,142,810</u>	<u>1,111,669</u>	<u>116,431</u>	<u>2,370,910</u>

26b. ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS – PREVIOUS YEAR

	General Fund £	Designated Funds £	Restricted Funds £	Total £
Fixed assets	803,191	996,064	-	1,799,255
Cash at bank and in hand	-	166,670	191,197	357,867
Other net current assets	-	312,497	-	312,497
	<u>803,191</u>	<u>1,475,231</u>	<u>191,197</u>	<u>2,469,619</u>

27. OTHER FINANCIAL COMMITMENTS

	2022 £	2021 £
At 31 March 2022, the total of future minimum lease payments under non-cancellable operating leases was as follows:		
Fixtures, fittings and equipment		
Within 1 year	2,448	2,449
Within 2 to 5 years	2,943	5,391
More than 5 years	<u>-</u>	<u>-</u>

THE VEGETARIAN SOCIETY OF THE UNITED KINGDOM LIMITED

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2022

28. CONTINGENT ASSETS

The Vegetarian Society is entitled to receive an income distribution from the estate of John Sykes until 2063, at which point the capital value of the estate will be distributed. Based on current values, the Vegetarian Society's entitlement to a capital distribution will be approximately £260,000. This income has not been recognised in the financial statements; because the capital payment occurs so far in the future, it is not considered possible to value the income that will be received with any degree of certainty.

The Vegetarian Society has been bequeathed a 20% share in the estate of Janet Shorts, which has an estimated value of £50,000; although this will not be received until a life interest has expired. Because the timing and amount of the legacy are uncertain, this is not currently included in the accounts.