

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Unaudited**

**Trustees' Report and Financial Statements**

**For the year ended 31 March 2020**

# ASSOCIATION FOR HERITAGE INTERPRETATION

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## ASSOCIATION FOR HERITAGE INTERPRETATION

### Reference and Administrative Details of the Charity, its Trustees and Advisers For the year ended 31 March 2020

|                                  |   |
|----------------------------------|---|
| <b>Trustees</b>                  | Jim Mitchell, Chair - elected on 11 October 2019<br>Suzanna Jones, Vice Chair - elected on 11 October 2019<br>Ruth Coulthard, Secretary - elected on 11 October 2019<br>Michael Hamish Glen, Treasurer - elected on 11 October 2019 (appointed 13 June 2019)<br>Bill Bevan<br>Sheena Irving<br>Kate Lindley (resigned 14 November 2019)<br>India Rabey<br>Philip Ryland<br>Laura Sole<br>Kev Theaker<br>Astrid Krumins (appointed 14 November 2019)<br>Beth Morâfon (appointed 14 November 2019)<br>Damon Mahoney (appointed 14 November 2019)<br>Chris Walker (appointed 14 November 2019) |
| <b>Charity registered number</b> | 1180025   |
| <b>Principal office</b>          | 25 Recreation Way<br>Kemsley<br>Sittingbourne<br>Kent<br>ME10 2RD   |
| <b>Accountants</b>               | Williams Giles Professional Services Ltd<br>Chartered Accountants<br>12 Conqueror Court<br>Sittingbourne<br>Kent<br>ME10 5BH  |
| <b>Bankers</b>                   | CAF Bank Ltd<br>25 Kings Hill Avenue<br>Kings Hill<br>West Malling<br>Kent<br>ME19 4JQ  |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## Chair's Statement For the year ended 31 March 2020

The chairman presents his statement for the year.

### **Achievements and Performance**

AHI formally started trading as a Charitable Incorporated Organisation (CIO) on 1st April 2019. We are still a registered charity, but we now conduct business in our own name rather than that of our trustees. In addition, members and trustees are protected from any financial and contractual liabilities incurred by the CIO.

The changeover was finally completed with the closure of the unincorporated charity by the Charity Commission on 30 December 2019 and the OSCR on 9 January 2020.

There has been plenty of more visible work to benefit members during the year, including the conference, journal, events and advocacy. More details about these and other activities follow in the Achievements and Performance section of this Trustees' Report.

The Covid-19 pandemic and subsequent lockdown has impacted the whole of the heritage sector and AHI is no exception. By the end of March, it was clear that activities in the year 2020-21 would need to be substantially changed from what was planned. At the last trustees meeting of the year in March we took the decision to cancel the conference in Dublin and discussed how we could adapt AHI business to best serve our membership as the situation developed throughout the year 2020-21.

### **Thanks**

AHI's achievements are made possible through the voluntary effort of its Trustees, sub-group members and volunteers. I would like to thank all of the Trustees and volunteers who have worked tirelessly and given hundreds of hours of their time to help AHI and this vitally important profession of interpretation.

I would like to thank Kate Lindley who stood down in November 2019. The AHI committee are hugely grateful for her work organising Events and on the Awards Panel.

A special thank you once again to our administrator Lyn Redknapp. The AHI trustees are immensely grateful for her work and support to the Trustees.

On behalf AHI I would like to record our immense appreciation for the work of Eric Langham (Commissioning Editor) and Elizabeth Newbury (Production Editor) over a number of years in delivering such a high-quality journal for the AHI. Eric and Elizabeth stood down in 2019 and handed over to new journal editors Nicky Temple and Nicolette Evans. They are expected to issue their first journal in May 2020.

Neil Morgan continues as journal designer and I would like to thank him too for the high-quality design and print of the journal.

Finally, I would like to thank all members for their work in interpreting heritage across the UK, Ireland and beyond. The importance of natural and cultural heritage has only grown in the light of recent challenges to society and the work that you do in interpreting heritage has never been more vital.



**Jim Mitchell**

Chair

Date: 5 November 2020

# ASSOCIATION FOR HERITAGE INTERPRETATION

## Trustees' Report For the year ended 31 March 2020

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The Trustees present their annual report together with the financial statements of the Association for Heritage Interpretation for the year 1 April 2019 to 31 March 2020.

The Charity also trades under the names AHI.

### Objectives and activities

#### a. Mission and vision

AHI's vision is that **everyone's life is enriched through great heritage interpretation**

AHI's mission: To achieve our vision we promote excellence, support practitioners and raise the profile of natural and cultural heritage interpretation

#### b. Activities for achieving objectives

The Association works to encourage and promote excellence in the process of communicating to people the significance of a place, object or event, so that they may enjoy it more, understand their heritage and environment better and develop a positive attitude to conservation.

The Association supports interpreters working in places such as historic houses, museums, national parks, urban and rural areas, and local communities. They are teachers, storytellers, writers, artists, curators, designers, scientists and enthusiasts.

The object of the CIO is to advance education in, and foster and encourage a greater understanding of, the natural and cultural environment for the benefit of the public by promoting the arts and sciences of interpretation and their application, the encouragement of research and education therein and, in particular, to advance the standards of education, qualification competence and conduct of those who practise Interpretation as a profession.

#### c. Main activities undertaken to further the Charity's purposes for the public benefit

We carry out our mission through-

- Promoting excellence through effective marketing, awards scheme, annual conference and website
- Supporting practitioners through a professional development structure, an annual programme of events and learning journeys, a bi-annual journal, best practice guidelines and academic links
- Raising the profile of heritage interpretation through partnership working and advocacy across the heritage sector and beyond

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Trustees' Report (continued) For the year ended 31 March 2020

#### Achievements and performance

##### a. Key financial performance indicators

We have strengthened our overall financial management now that we are a CIO. This is not simply to ensure compliance with all the statutory requirements of such a body but also to help our Trustees and Administrator plan and monitor our activities within a clear financial policy. AHI's financial policy was agreed in November by our Trustees. This includes a revision of the former association's reserves policy.

This has been changed in the agreed policy so that AHI retains a cash reserve broadly equal to the average annual turnover of the preceding three years. Achieving and maintaining that will be an overall key performance indicator of our financial health. It will be prudent to aim for a year-on-year increase in surplus of 5% to allow for inflation and other costs beyond AHI's control.

The reserves policy is intended to cover expenditure, including fulfilling our responsibilities as an employer, and to buy time to manage cash flow and expenses in the event of any of the following:

- a downturn in membership income
- a downturn in event income
- a loss on the annual conference
- losses on other activities

We are also setting up a forward budgeting régime which will allow us to

- Set realistic income and expenditure targets
- compare actual revenue and cost against these targets

In particular, we are setting performance targets (i.e. achieving a surplus of income over direct costs) for the following:

- subscriptions
- the conference and events
- advertising
- suppliers' directory

These are vital performance indicators that must be designed to achieve the overall target of increasing our annual surplus by at least 5% each year as set out above.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Trustees' Report (continued) For the year ended 31 March 2020

#### Achievements and performance (continued)

##### b. Review of activities

###### Awards Subgroup

The Awards are co-ordinated on behalf of AHI by the Awards sub-group. The sub-group comprises Bill Bevan (Chair), Kate Lindley, Jo Scott and Ruth Taylor. Ruth Coulthard and Jackie Lee joined in January 2020 for the 2023 Awards.

The 2019 Discover Heritage Awards (sponsored by NovaDura) were opened for entry in January 2019 and were presented by Loyd Grossman at the ceremony at our annual conference on 10 October 2019.

The AHI Award for Excellence in Interpretation was presented to Dunfermline Museum, Fife Cultural Trust.

Category winners were:

- Museums (sponsored by Minerva Heritage) - Dunfermline Museum - Fife Cultural Trust
- Historic Properties/Sites (sponsored by Minerva Heritage) - Project Pilgrim Visitor Experience and Interpretation, Gloucester Cathedral, Gloucester.
- Visitor / Interpretation Centres (sponsored by HDC international) - International Bomber Command Centre, Lincolnshire Bomber Command Memorial Trust.
- Volunteer and Community Projects (sponsored by Bright 3d) - Neolithic Longhouse, La Hougue Bie Museum, Jersey - Jersey Heritage.
- Events and Activities (sponsored by StudioLR) - Performance of Roseliska at Portchester Castle recreated theatre, Portchester Castle - English Heritage.

###### Professional Development and Training Subgroup

This group is chaired by Philip Ryland.

There are now a total of 13 best practice guidelines, on a range of topics, available to members.

During 2019-2020, 4 Full Membership applications were received. The process of increasing awareness of the benefits and process of Full membership continues to result in increasing numbers of full membership applications being received.

The AHI Events are co-ordinated by Ruth Coulthard who took over from Kate Lindley in November 2019.

During the period April 2019 – March 2020 AHI offered the following training events:

- Wildlife Interpretation, a one-day workshop run by Susan Cross on 5 September 2019 at WWT Slimbridge, Gloucestershire.
- The Heritage Interpretation course run by Sarah Oswald on 12 March 2019 at Hampton Court Palace. This workshop is tailored towards developing the competencies required for Full AHI membership.

Evaluations completed after the events indicate that participants value the professionalism, skill and experience of the trainers, along with the opportunity to work with participants from a wide range of professional backgrounds and disciplines

AHI takes every opportunity to seek ideas from members for future training events; this is done via discussions at the annual conference, through feedback from participants at events, by discussions on LinkedIn, and via informal conversations between AHI members and committee trustees.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Trustees' Report (continued) For the year ended 31 March 2020

#### Achievements and performance (continued)

##### Membership development

Maintaining and enhancing membership numbers and maximising revenues from sponsorship and advertising are important for generating income to fund the work of the Association.

At the end of the 2019-20 membership year there were 361 members of the Association, of whom 23 were Students, 146 were Associates, 56 were Full Members, 7 were Fellows, 3 were Honorary Members and 112 were Corporate Members.

##### Marketing & Communications Subgroup

The Marcomms Group is chaired by India Rabey. The group covers general marketing and communications for the Association, its events and activities.

*Website:* Managed by Suzanna Jones. The website remains an important tool for the Association to promote its activities and events and to provide tools, support and learning opportunities for the membership. In 2019-20 the website had 11,680 page views.

*Social Media:* All the social channels continue to grow. Combined with the website they form an important channel for marketing and promoting AHI and continue to see significant growth and engagement.

Twitter has grown from 2,400 followers to 2,657. The Facebook Page has grown from 1,192 members to 1,356 (14% growth). The LinkedIn Group has 2,600 members.

*Journal:* The spring edition of the Journal *Risk* was issued in April 2019 and the winter edition *Winners* in October 2019. Eric Langham (Commissioning Editor), stood down after the spring edition. Elizabeth Newbury (Production Editor) worked alongside Bill Bevan, Philip Ryland (AHI Trustees), and Neil Morgan (Designer) to deliver the winter edition. Both high quality journals were very well received by the membership.

Nicky Temple and Nicolette Evans took over as editors after the winter 2019 edition of the journal and we look forward to receiving their first publication in Summer 2020. Neil Morgan continues as Journal Designer.

*eNews and eBulletins:* AHI sent out 5 newsletters, 31 bulletins in 2019-20 and 10 social posts notifying members of events and employment or tender opportunities.

*Museums & Heritage Show:* The Marcomms subgroup managed the presence at the Museums and Heritage Show on 15 & 16 May 2019 where AHI had a stand in the Expert Zone. AHI Fellow, David Masters presented 'Stories in the Stones: Interpreting Gloucester Cathedral' on Thursday in Theatre 4. This presence raised the profile of AHI and increased interest in membership.

##### Conference Subgroup

Sheena Irving organised a great conference 'Facts, Fiction and Interpretation' in Bedford in October 2019 ably assisted by Kev Theaker who developed the programme. Steven Richards-Price's pre-conference workshop "Content is king" – or is it? questioned this premise (evidence-based!) and revealed some top tips to get your visitors engaging with your written word. A site visit to Bletchley Park was enjoyed by the delegates and an Open Space forum was well received. At the last trustees meeting of the year in March we took the decision due to Covid to cancel the 2020 conference in Dublin instead hold a reduced length online conference in November 2020.

##### Secretariat

Lyn Redknap continued to provide administrative support to AHI which included sustaining AHI's membership, enabling AHI's activities, financial management, supporting projects and helping AHI's trustees with their work.

#### c. Investment policy and performance

AHI has established a formal investment policy within the agreed overall financial policy that is now in place. The guiding principle is to gain maximum interest on cash reserves which now include investing in an immediate-access investment portfolio with our bank.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Trustees' Report (continued) For the year ended 31 March 2020

#### Financial review

##### a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

#### Structure, governance and management

##### a. Constitution

1. The Objects for which the charity is established is to advance education in, and foster and encourage a greater understanding of, the natural and cultural environment for the benefit of the public by promoting the arts and sciences of interpretation and their application, the encouragement of research and education therein and, in particular, to advance the standards of education, qualification competence and conduct of those who practise Interpretation as a profession.
2. The expression 'interpretation' shall mean the process of communicating to people the significance of a place or object, so that they may enjoy it more, understand their heritage and environment better and develop a positive attitude to conservation.

The CIO was entered onto the Register of Charities on 21 September 2018.

Association for Heritage Interpretation is a registered charity, number 1180025, and is constituted under a Trust deed.

##### b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and appointed under the terms of the constitution.

Management of the Association is vested in its Executive Committee which is responsible for policy, strategy and budgets, along with the overall financial and professional probity of the Association. The Executive Committee meets three or four times each year and communicates extensively by phone, Skype and email. In 2019-20 there were five working groups reporting to the Executive Committee, these being Operations, Marketing and Communications, Awards, Professional Development and Training, and Conference.

An Annual General Meeting is held each year. A report of the Association's activities and an account of income and expenditure are presented to Association members. Resolutions are decided by simple majority vote, with those involving amendments to the constitution requiring a two thirds majority. The trustees may call a Special General Meeting at any time and must call one if requested in writing by at least ten members or one tenth of the membership, whichever is the greatest.

##### c. Organisational structure and decision-making policies

Leadership and management of the Association is provided by its unpaid Executive Committee. Its core activities are carried out by ordinary members or existing members of the Executive Committee who volunteer to take on individual responsibilities or be part of Working Groups. Aside from administration of the Association, journal editors and production and delivery of training events, which are the subject of contracts with private sector organisations, all of these core activities are carried out by volunteer members.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Trustees' Report (continued) For the year ended 31 March 2020

#### Statement of Trustees' responsibilities

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

The law applicable to charities in England & Wales 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 Charity and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees and signed on their behalf by:



**Jim Mitchell**

Chair

Date: 5 November 2020

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Independent Examiner's Report For the year ended 31 March 2020

#### Independent Examiner's Report to the Trustees of Association for Heritage Interpretation ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the year ended 31 March 2020.

#### Responsibilities and Basis of Report

As the Trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the 2011 Act').

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

#### Independent Examiner's Statement

Your attention is drawn to the fact that the Charity has prepared the accounts 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

I understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Signed:

Dated:

Alexander Ffrench

FCCA DChA

Williams Giles Professional Services Ltd  
12 Conqueror Court  
Sittingbourne  
Kent  
ME10 5BH

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Statement of financial activities  
For the year ended 31 March 2020**

|                                    | Note | Unrestricted<br>funds<br>2020<br>£ | Restricted<br>funds<br>2020<br>£ | Total<br>funds<br>2020<br>£ |
|------------------------------------|------|------------------------------------|----------------------------------|-----------------------------|
| <b>Income from:</b>                |      |                                    |                                  |                             |
| Charitable activities:             |      |                                    |                                  |                             |
| Transfer from previous charity     |      | 67,413                             | 2,450                            | 69,863                      |
| Other charitable activities        |      | 77,743                             | -                                | 77,743                      |
| Investments                        | 4    | 28                                 | -                                | 28                          |
| Other income                       | 5    | 25                                 | -                                | 25                          |
|                                    |      | <u>145,209</u>                     | <u>2,450</u>                     | <u>147,659</u>              |
| <b>Total income</b>                |      |                                    |                                  |                             |
| <b>Expenditure on:</b>             |      |                                    |                                  |                             |
| Charitable activities              | 6    | 72,427                             | 78                               | 72,505                      |
|                                    |      | <u>72,427</u>                      | <u>78</u>                        | <u>72,505</u>               |
| <b>Total expenditure</b>           |      |                                    |                                  |                             |
|                                    |      | <u>72,782</u>                      | <u>2,372</u>                     | <u>75,154</u>               |
| <b>Net movement in funds</b>       |      |                                    |                                  |                             |
| <b>Reconciliation of funds:</b>    |      |                                    |                                  |                             |
| Net movement in funds              |      | 72,782                             | 2,372                            | 75,154                      |
|                                    |      | <u>72,782</u>                      | <u>2,372</u>                     | <u>75,154</u>               |
| <b>Total funds carried forward</b> |      |                                    |                                  |                             |

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 12 to 20 form part of these financial statements.

ASSOCIATION FOR HERITAGE INTERPRETATION

Balance Sheet  
As at 31 March 2020

|  | Note | 2020<br>£          |
|--|------|--------------------|
| <b>Current assets</b>                          |      |                    |
| Debtors  | 11   | 702                |
| Cash at bank and in hand                       |      | 76,697             |
|  |      | <hr/>              |
|  |      | 77,399             |
| Creditors: amounts falling due within one year | 12   | (2,245)            |
|  |      | <hr/>              |
| <b>Net current assets</b>                      |      | 75,154             |
| <b>Total assets less current liabilities</b>   |      | <hr/> 75,154       |
| <b>Total net assets</b>                        |      | <hr/> 75,154 <hr/> |
| <b>Charity funds</b>                           |      |                    |
| Restricted funds                               | 13   | 2,372              |
| Unrestricted funds                             | 13   | 72,782             |
|  |      | <hr/>              |
| <b>Total funds</b>                             |      | 75,154 <hr/>       |

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:



**Jim Mitchell**

Chair

Date: 5 November 2020

The notes on pages 12 to 20 form part of these financial statements.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## Notes to the Financial Statements For the year ended 31 March 2020

### 1. General information

Association for Heritage Interpretation is a charitable incorporated organisation registered in England and Wales. The principal office is 25 Recreation Way, Kemsley, Sittingbourne, ME10 2RD.

### 2. Accounting policies

#### 2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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) (effective 1 January 2015), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Association for Heritage Interpretation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

#### 2.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Where the donated good is a fixed asset, it is measured at fair value, unless it is impractical to measure this reliably, in which case the cost of the item to the donor should be used. The gain is recognised as income from donations and a corresponding amount is included in the appropriate fixed asset class and depreciated over the useful economic life in accordance with the Charity's accounting policies.

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it 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.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## Notes to the Financial Statements For the year ended 31 March 2020

### 2. Accounting policies (continued)

#### 2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

#### 2.4 Debtors

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

#### 2.5 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

#### 2.6 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

#### 2.7 Financial instruments

The Charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

#### 2.8 Pensions

The Charity operates a defined contribution pension scheme and the pension charge represents the amounts payable by the Charity to the fund in respect of the year.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Notes to the Financial Statements For the year ended 31 March 2020

#### 2. Accounting policies (continued)

##### 2.9 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

#### 3. Income from charitable activities

|                                  | <b>Unrestricted<br/>funds<br/>2020<br/>£</b> | <b>Restricted<br/>funds<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|----------------------------------|--|--|---------------------------------------|
| Subscription and member services | 29,720                                       | -  | <b>29,720</b>                         |
| Events                           | 6,418  | -  | <b>6,418</b>                          |
| Conference                       | 31,520                                       | -  | <b>31,520</b>                         |
| Advertising and Directory        | 4,379  | -  | <b>4,379</b>                          |
| Awards                           | 5,706  | -  | <b>5,706</b>                          |
|                                  | <hr/>  | <hr/>                                      | <hr/>                                 |
|                                  | 77,743                                       | -  | <b>77,743</b>                         |
| Transfer from old charity        | 67,413                                       | 2,450                                      | <b>69,863</b>                         |
|                                  | <hr/>  | <hr/>                                      | <hr/>                                 |
|                                  | 145,156                                      | 2,450                                      | <b>147,606</b>                        |
|                                  | <hr/> <hr/>                                  | <hr/> <hr/>                                | <hr/> <hr/>                           |

#### 4. Investment income

|               | <b>Unrestricted<br/>funds<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|---------------|--|---------------------------------------|
| Bank Interest | 28   | <b>28</b>                             |
|               | <hr/> <hr/>                                  | <hr/> <hr/>                           |

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Notes to the Financial Statements  
For the year ended 31 March 2020**

**5. Other incoming resources**

|              | <b>Unrestricted<br/>funds<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|--------------|--|---------------------------------------|
| Other income | 25   | 25                                    |
|              | <u>25</u>                                    | <u>25</u>                             |

**6. Analysis of expenditure on charitable activities**

**Summary by fund type**

|                                   | <b>Unrestricted<br/>funds<br/>2020<br/>£</b> | <b>Restricted<br/>funds<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|-----------------------------------|--|--|---------------------------------------|
| Subscriptions and member services | 15,316                                       | -  | 15,316                                |
| Training and events               | 6,221  | 78   | 6,299                                 |
| Conference                        | 37,345                                       | -  | 37,345                                |
| Advertising and directory         | 6,169  | -  | 6,169                                 |
| Awards                            | 7,376  | -  | 7,376                                 |
|                                   | <u>72,427</u>                                | <u>78</u>                                  | <u>72,505</u>                         |

**7. Analysis of expenditure by activities**

|                                   | <b>Activities<br/>undertaken<br/>directly<br/>2020<br/>£</b> | <b>Support<br/>costs<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|-----------------------------------|--|---|---------------------------------------|
| Subscriptions and member services | -  | 15,316                                  | 15,316                                |
| Training and events               | 5,827  | 472                                     | 6,299                                 |
| Conference                        | 24,279   | 13,066                                  | 37,345                                |
| Advertising and directory         | -  | 6,169                                   | 6,169                                 |
| Awards                            | 6,107  | 1,269                                   | 7,376                                 |
|                                   | <u>36,213</u>  | <u>36,292</u>                           | <u>72,505</u>                         |

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Notes to the Financial Statements  
For the year ended 31 March 2020**

**7. Analysis of expenditure by activities (continued)**

**Analysis of direct costs**

|                     | <b>Training<br/>and events<br/>2020<br/>£</b> | <b>Conference<br/>2020<br/>£</b> | <b>Awards<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|---------------------|---|----------------------------------|------------------------------|---------------------------------------|
| Training and events | 5,827   | -                                | -                            | <b>5,827</b>                          |
| Conference          | -   | 24,279                           | -                            | <b>24,279</b>                         |
| Awards              | -   | -                                | 6,107                        | <b>6,107</b>                          |
|                     | <u>5,827</u>                                  | <u>24,279</u>                    | <u>6,107</u>                 | <u><b>36,213</b></u>                  |

**Analysis of support costs**

|                                  | <b>Subscriptions<br/>and member<br/>services<br/>2020<br/>£</b> | <b>Training<br/>and events<br/>2020<br/>£</b> | <b>Conference<br/>2020<br/>£</b> | <b>Advertising<br/>and<br/>directory<br/>2020<br/>£</b> |
|----------------------------------|---|---|----------------------------------|---|
| Staff costs                      | 6,322   | 195   | 5,393                            | 2,547   |
| Bank and credit card charges     | 446   | 14  | 380                              | 179   |
| Printing, postage and stationery | 583   | 18  | 498                              | 235   |
| Website                          | 1,078   | 33  | 919                              | 434   |
| Insurance and other costs        | 146   | 4   | 125                              | 59  |
| Journal costs                    | 3,685   | 114   | 3,145                            | 1,485   |
| Governance costs                 | 3,056   | 94  | 2,606                            | 1,230   |
|                                  | <u>15,316</u>   | <u>472</u>                                    | <u>13,066</u>                    | <u>6,169</u>  |

|                                  | <b>Awards<br/>2020<br/>£</b> | <b>Total<br/>funds<br/>2020<br/>£</b> |
|----------------------------------|------------------------------|---------------------------------------|
| Staff costs                      | 524                          | <b>14,981</b>                         |
| Bank and credit card charges     | 37                           | <b>1,056</b>                          |
| Printing, postage and stationery | 48                           | <b>1,382</b>                          |
| Website                          | 89                           | <b>2,553</b>                          |
| Insurance and other costs        | 12                           | <b>346</b>                            |
| Journal costs                    | 306                          | <b>8,735</b>                          |
| Governance costs                 | 253                          | <b>7,492</b>                          |
|                                  | <u>1,269</u>                 | <u><b>36,292</b></u>                  |

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Notes to the Financial Statements  
For the year ended 31 March 2020**

**7. Analysis of expenditure by activities (continued)**

**Analysis of support costs (continued)**

**8. Independent examiner's remuneration**

The independent examiner's remuneration amounts to an independent examiner fee of £750 (2019 - £ -), and other services of £750 (2019 - £ -).

**9. Staff costs**

|  | <b>2020</b>   |
|--|---------------|
|  | <b>£</b>      |
| Wages and salaries                                   | <b>14,560</b> |
| Contribution to defined contribution pension schemes | <b>421</b>    |
|  | <hr/>         |
|  | <b>14,981</b> |
|  | <hr/> <hr/>   |

The average number of persons employed by the Charity during the year was as follows:

|                | <b>2020</b> |
|----------------|-------------|
|                | <b>No.</b>  |
| Administration | <b>1</b>    |
|                | <hr/> <hr/> |

No employee received remuneration amounting to more than £60,000 in either year.

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Notes to the Financial Statements For the year ended 31 March 2020

#### 10. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits.

During the year ended 31 March 2020, expenses totalling £6,043 were reimbursed to 12 Trustees. These expenses relate to costs incurred in attending meetings (£3,460) and reimbursed expenses relating to activities such as Awards planning and judging (£2,583).

#### 11. Debtors

|                                | 2020<br>£   |
|--------------------------------|-------------|
| <b>Due within one year</b>     |             |
| Trade debtors                  | 340         |
| Prepayments and accrued income | 362         |
|                                | <hr/>       |
|                                | 702         |
|                                | <hr/> <hr/> |

#### 12. Creditors: Amounts falling due within one year

|                              | 2020<br>£   |
|------------------------------|-------------|
| Other creditors              | 52          |
| Accruals and deferred income | 2,193       |
|                              | <hr/>       |
|                              | 2,245       |
|                              | <hr/> <hr/> |

**ASSOCIATION FOR HERITAGE INTERPRETATION**

**Notes to the Financial Statements  
For the year ended 31 March 2020**

**13. Statement of funds**

**Statement of funds - current year**

|                                 | Income<br>£    | Expenditure<br>£ | Balance at<br>31 March<br>2020<br>£ |
|---------------------------------|----------------|------------------|-------------------------------------|
| <b>Unrestricted funds</b>       |                |                  |                                     |
| <b>Designated funds</b>         |                |                  |                                     |
| Designated Funds - all funds    | 9,986          | (6,107)          | 3,879                               |
|                                 | <hr/>          | <hr/>            | <hr/>                               |
| <b>General funds</b>            |                |                  |                                     |
| General funds                   | 135,223        | (66,320)         | 68,903                              |
|                                 | <hr/>          | <hr/>            | <hr/>                               |
| <b>Total Unrestricted funds</b> | <b>145,209</b> | <b>(72,427)</b>  | <b>72,782</b>                       |
|                                 | <hr/>          | <hr/>            | <hr/>                               |
| <b>Restricted funds</b>         |                |                  |                                     |
| Events - Wales                  | 2,450          | (78)             | 2,372                               |
|                                 | <hr/>          | <hr/>            | <hr/>                               |
| <b>Total of funds</b>           | <b>147,659</b> | <b>(72,505)</b>  | <b>75,154</b>                       |
|                                 | <hr/> <hr/>    | <hr/> <hr/>      | <hr/> <hr/>                         |

**14. Summary of funds**

**Summary of funds - current year**

|                  | Income<br>£    | Expenditure<br>£ | Balance at<br>31 March<br>2020<br>£ |
|------------------|----------------|------------------|-------------------------------------|
| Designated funds | 9,986          | (6,107)          | 3,879                               |
| General funds    | 135,223        | (66,320)         | 68,903                              |
| Restricted funds | 2,450          | (78)             | 2,372                               |
|                  | <hr/>          | <hr/>            | <hr/>                               |
|                  | <b>147,659</b> | <b>(72,505)</b>  | <b>75,154</b>                       |
|                  | <hr/> <hr/>    | <hr/> <hr/>      | <hr/> <hr/>                         |

## ASSOCIATION FOR HERITAGE INTERPRETATION

### Notes to the Financial Statements For the year ended 31 March 2020

#### 15. Analysis of net assets between funds

##### Analysis of net assets between funds - current period

|                               | Unrestricted<br>funds<br>2020<br>£ | Restricted<br>funds<br>2020<br>£ | Total<br>funds<br>2020<br>£ |
|-------------------------------|------------------------------------|----------------------------------|-----------------------------|
| Current assets                | 73,197                             | 4,202                            | <b>77,399</b>               |
| Creditors due within one year | (415)                              | (1,830)                          | <b>(2,245)</b>              |
| <b>Total</b>                  | <b>72,782</b>                      | <b>2,372</b>                     | <b>75,154</b>               |

#### 16. Pension commitments

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the group in an independently administered fund. The pension cost charge represents contributions payable by the group to the fund and amounted to £421. Amounts totalling £61 were payable to the fund at the balance sheet date and are included in creditors.

#### 17. Related party transactions

There have been no related party transactions entered into other than the reimbursement of trustee expenses as disclosed in note 10 above.