

Charity registration number 1180025 (England and Wales)

**ASSOCIATION FOR HERITAGE INTERPRETATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

# ASSOCIATION FOR HERITAGE INTERPRETATION

## LEGAL AND ADMINISTRATIVE INFORMATION

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|                                    |                                                                                                                                        |                              |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Trustees                           | J Lee (Chair)                                                                                                                          |                              |
|                                    | E Langham (Vice-Chair)                                                                                                                 |                              |
|                                    | M Glen (Treasurer)                                                                                                                     |                              |
|                                    | A Krumins (Secretary)                                                                                                                  |                              |
|                                    | S Breshani                                                                                                                             | (Appointed 22 November 2024) |
|                                    | R Coulthard                                                                                                                            |                              |
|                                    | P Ryland                                                                                                                               |                              |
|                                    | G Glencorse                                                                                                                            |                              |
|                                    | D Mahoney                                                                                                                              |                              |
|                                    | C Walker                                                                                                                               |                              |
|                                    | B Acan                                                                                                                                 |                              |
|                                    | A Evans                                                                                                                                |                              |
| Charity number (England and Wales) | 1180025                                                                                                                                |                              |
| Principal address                  | 25 Recreation Way<br>Kemsley<br>Sittingbourne<br>ME10 2RD                                                                              |                              |
| Independent examiner               | Frances Wilde FCCA DChA<br>Warner Wilde Limited<br>Chartered Certified Accountants<br>4 Marigold Drive<br>Bisley<br>Surrey<br>GU24 9SF |                              |

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# ASSOCIATION FOR HERITAGE INTERPRETATION

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# ASSOCIATION FOR HERITAGE INTERPRETATION

## CHAIR'S STATEMENT

### FOR THE YEAR ENDED 31 MARCH 2025

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**The Chair presents their statement for the year**

#### **Achievements and Performance**

In many ways, 2024-2025 was a better year for AHI and for the sector, as events and activities have continued to open up since the worst days of the pandemic.

Earlier in the year, in May, AHI attended the Museum + Heritage Show. This always proves to be a valuable way to connect with members, associates, and friends; both longstanding and new, across the sector. Once again AHI's stand at the Show over the two days was busy. As well as the stand, we hosted a networking session which was popular. We also provided a presentation on creating interpretive panels based around one of our Best Practice Guides, which was well attended. Our presence at the Show is a great way to further AHI's reputation while supporting the event and the wider sector at the same time.

In August AHI received some amazing news. The National Lottery Heritage Fund confirmed that our project *Interpretation Gold: Celebrating 50 years of inspiring, engaging and connecting people to drive a more sustainable future in heritage interpretation* had been awarded a grant of £150,000.

The conference, held in October, continues to be one of AHI's most valuable events. The quality of papers, projects, and speakers was high. It provided delegates and organisers with much-needed connection, inspiration, and expertise. Not only did we launch the 2025 Engaging People Awards, our celebration of excellence within the profession, but we also began to think about our celebrations for our 50<sup>th</sup> Anniversary in 2025 with our focus being our *Interpretation Gold* project supported with the recent grant from the NLHF.

We have continued to build on our Best Practice Guide library of resources and have continued to run webinars led by the authors and co-authors.

We have continued to hold our committee meetings online. All the training for the new round of the Engaging People Awards, as well as the Panel Judge meetings were all held on zoom thus saving the finances of AHI as well as the planet.

We continue to highlight on the website our 50% discount for retired members and, for inclusivity, AHI has extended this to include qualifying low-income members.

#### **Thanks**

I am hugely grateful for the support of our Administrator, trustees, members and volunteers, and to our Fellows who provide benefits to AHI and the wider industry. We believe that AHI punches well above its weight, in terms of support and impact across the sector and this is due to the efforts of our outstanding teams.

In particular, I wish to give huge thanks to Ruth Coulthard, Geraldine Mathieson, Jo Scott and Catherine Wright of the Awards Group who have worked tirelessly throughout the year to create our amazing Engaging People Awards Scheme.

Thanks also go to Geraldine Mathieson for acting as Conference Lead and Treasurer Michael Glen who chaired the conference team. I am very grateful for their work, with the wider team, to create the 2024 Conference.

I also wish to thank all the Trustees who tirelessly work on their various responsibilities within the committee and give so much of their time and talents to AHI.

I am delighted to welcome our new Trustee, Sindi Breshani who was co-opted on to the committee in November 2024 and thank her for her considerable contribution to the Interpretation Gold Project in her first few months on the committee.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## CHAIR'S STATEMENT (CONTINUED)

***FOR THE YEAR ENDED 31 MARCH 2025***

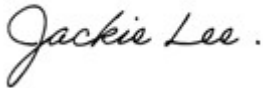
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I am also delighted to welcome Lyndsey Clark who was appointed as the Project Manager for the Interpretation Gold Project in October 2024. AHI have also awarded two contracts in January 2025. Audience Research and Engagement Consultant to Dr Norma Gregory and Evaluation Consultant to Mary Olszewska.

Finally, I thank Lyn Redknap, our Administrator – the Trustees and I are hugely grateful for her work for AHI and its members.

On behalf of AHI, I should also like to thank our Journal Editor Bill Bevan, Greer Glover, our copy editor and Neil Morgan, our Journal designer for their continued high-quality content, design, and print of our journals alongside Trustee Damon Mahoney who continues to champion the AHI brand.

Finally, I should like to thank all AHI's members for their work in interpreting heritage across the UK and Ireland, together with our overseas members and partners, in particular the Global Alliance for Heritage Interpretation (GAHI).



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Jackie Lee

**Chair**

Date: 19/09/2025  
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# ASSOCIATION FOR HERITAGE INTERPRETATION

## TRUSTEE'S REPORT

**FOR THE YEAR ENDED 31 MARCH 2025**

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The trustees present their annual report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

### Objectives and activities

#### Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

#### 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

## TRUSTEE'S REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2025**

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### **Achievements and Performance**

#### **a. Key financial performance indicators**

We have strengthened our overall financial management since we became 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. Such a policy has been agreed by our Trustees and endorsed by our members. This includes a revision of the former Association's reserves policy which was to maintain sufficient reserves to maintain three months' normal operations. We now aim to hold in reserve funds equivalent to the average 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 although the impact of Covid-19 has and will have a negative effect on this.

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 have also developed a forward budgeting regime which allows us to

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

In particular, we set 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.

#### **b. Review of activities**

**Interpretation Gold** (HA-24-00337) – In September 2024 AHI received conformation from the National Lottery Heritage Fund that they had awarded a remarkable £150,000 towards the total project cost of £186,000 for the Interpretation Gold project. Fundraising for the match funding requirement is underway.

In October 2024 Lyndsey Clark was appointed to the role of Project Manager. January 2025 saw the appointment of Dr Norma Gregory, as Audience Research and Engagement consultant and Mary Olszewska as Evaluation consultant.

TownsWeb Archiving Limited were awarded the journal digitisation contract in March 2025. A tender brief for the new website was issued in March 2025.

An Interpretation Gold project webinar was held on 18th March 2025 and the audience research and engagement consultant launched a survey to gather thoughts, ideas and comments for the project.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## TRUSTEE'S REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

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#### Awards Subgroup

The Awards are co-ordinated on behalf of AHI by the Awards sub-group which comprises Jackie Lee (Chair), Ruth Coulthard, Geraldine Mathieson, Jo Scott and Catherine Wright.

The 2025 Engaging People Awards (sponsored by **ATS Heritage**) were opened for entry at the conference in October 2024. The winners will be announced at a gala dinner on 9 October 2025 and will be featured in the winter 2025 issue of the Journal.

The Judging Panel will comprise of Ruth Coulthard, Jackie Lee, David Masters and Andrew Todd.

The site judges, recruited and trained from our membership, all give up their time freely to travel to the various shortlisted sites when required and review the projects. The work undertaken by the site judges means that every shortlisted entry is individually judged by two professional interpreters within AHI and is a considerable feat of organisation managed by Jo Scott to whom my thanks for this.

The Categories are:

- Indoors Category -
- Outdoors Category - sponsored by NovaDura
- Temporary Event or Activity category
- Community Engagement category - sponsored by Squeaky Pedal
- Calling Out Climate Change category
- The Lara Clare Munden Award for Young Interpreter of the Year - sponsored by Michael Hamish Glen and Bright White Ltd
- Outstanding Contribution to Interpretation– sponsored by AHI
- The Touchstone Intangible Heritage Award - sponsored by Michael Hamish Glen
- Excellence in Interpretation (the overall winner)

#### Professional Development and Training Subgroup

This group is chaired by Philip Ryland.

There are now a total of 18 best practice guidelines, on a range of topics, available to members. Two new guides were issued during the year; Geoheritage interpretation, written by Sam Scriven and Audiovisual presentations in the interpretation of historic places written by Dirk Bennett and Gavin Glencorse. These new guides are now available on the website.

The process of increasing awareness of the benefits of Full Membership continues. Members interested in gaining full membership status and are able to take advice from a member of the Full Membership Panel.

Emily Summers-Mileman was awarded Full Membership on 15 April 2024

Bill Bevan was awarded Fellowship on 11 August 2024 and Steve Slack and Iona Keen were awarded Fellowships on 1 October 2024. We were able to congratulate Bill, Steve and Iona and acknowledge their achievement during the AGM in October.

The AHI Events are co-ordinated by Ruth Coulthard. During the period April 2024 – March 2025. AHI offered the following training events:

#### AHI Webinars:

- 26 March 2025 – Geoheritage Interpretation with Sam Scriven

AHI along with six other interpretation organisations are involved with a series of webinars showcasing global interpretation organised by the Global Alliance for Heritage.

- 28 August 2024 GAHI Webinar Stromness Museum with Katy Firth

#### Courses:

- The Heritage Interpretation online course was run by Sarah Oswald (MAHI) during November and December 2024. These workshops are tailored towards developing the competencies required for Full AHI Membership.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## TRUSTEE'S REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

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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.

#### **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 2024-25 membership year there were 378 members of the Association, comprising 32 Students, 169 Associates, 37 Full Members, seven Fellows, three Honorary Fellows, 99 Corporate Members and 31 Special Members (Patron, Complementary, Copyright, Reciprocal and memberships where no fee is paid).

#### **Marketing & Communications Subgroup**

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

*Website:* Managed by Damon Mahoney. 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 2024-25 the website had 10,899 page views.

*Social Media:* The social channels combined with the website form an important channel for marketing and promoting AHI and continue to see growth and engagement.

X (formerly Twitter) has 2,904 followers. The Facebook Page has 2,400 followers. The LinkedIn Group has over 2,098 followers.

*Journal:* The summer edition of the Journal Engage, was issued in June 2024, and the theme focused on emotions. The winter edition, Connect was issued in December 2024 and focused on storytelling.

Bill Bevan (Editor) worked alongside Philip Ryland (AHI Trustee), Greer Gover (Copy Editor) and Neil Morgan (Journal Designer) to deliver two high quality journals which were very well received by the membership.

*eNews and eBulletins:* AHI sent out 10 newsletters, 26 bulletins in 2024-25 and numerous social posts notifying members of events and employment or tender opportunities.

#### **Conference Subgroup**

AHI's Conference Group, Geraldine Mathieson, Michael Glen, Astrid Krumins, Ruth Coulthard, Gavin Glencorse and Damon Mahoney. The group was supported by volunteers Lyndsey Clark, Sue Latimer and Viola Lewis. The conference, sponsored by The Creative Core, was held at The Glynhill Hotel in Glasgow between Wednesday 9th and Friday 11th October 2024.

The Conference Group assembled an exciting programme including site visits to the Burrell Collection, Glasgow Science Centre, Riverside Museum and The Tall Ship Glenlee.

AHI were able to provide a bursary which enabled two early-career interpreters to attend the event.

The pre-conference workshop: PIE and TALK was led by Dr Jacquie Gilson a Canadian heritage interpreter, who has worked for a variety of agencies over 40 years. In 2015 she achieved her Doctor of Social Sciences degree after exploring the concept of "inspiration" in interpretation for her dissertation. The workshop was attended by seven people.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## TRUSTEE'S REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

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We had a total of 99 delegates attend the conference (72 members and 27 non-members).

The 25 speakers and one open session from a wide range of backgrounds and industries, and this was valued by the delegates in adding to the interest of the conference.

The AGM was held on 10 October 2024 with 36 delegates attending.

#### **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 a simple investment policy that follows our financial policy of gaining interest on our cash reserves while retaining accessibility. This has been achieved by our holding funds in an appropriate account at our bank.

#### **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.

#### **Reserves policy**

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

#### **Structure, governance and management**

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

## TRUSTEE'S REPORT (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

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The trustees who served during the year and up to the date of signature of the financial statements were:

J Lee (Chair)

E Langham (Vice-Chair)

M Glen (Treasurer)

A Krumins (Secretary)

S Breshani

(Appointed 22 November 2024)

R Coulthard

P Ryland

G Glencorse

D Mahoney

C Walker

B Acan

A Evans

G Mathieson

(Resigned 10 October 2024)

B Môrafon

(Resigned 10 October 2024)

#### Method 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, zoom and email. In 2024-25 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.

#### Organisational structure

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 these core activities are carried out by volunteer members.

The trustee's report was approved by the Board of Trustees.

.....  
  
J Lee (Chair)  
**Trustee**

.....  
  
M Glen (Treasurer)  
**Trustee**

Date: ..... 19/09/2025 .....

# ASSOCIATION FOR HERITAGE INTERPRETATION

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF ASSOCIATION FOR HERITAGE INTERPRETATION

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I report to the trustees on my examination of the financial statements of Association for Heritage Interpretation (the charity) for the year ended 31 March 2025.

#### **Responsibilities and basis of report**

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

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

#### **Independent examiner's statement**

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements 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 now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

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 Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

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

#### **Frances Wilde FCCA DChA**

Warner Wilde Limited  
Chartered Certified Accountants  
4 Marigold Drive  
Bisley  
Surrey  
GU24 9SF  
Date: .....

# ASSOCIATION FOR HERITAGE INTERPRETATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 MARCH 2025**

|                                         |       | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|-----------------------------------------|-------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
|                                         | Notes |                                    |                                  |                    |                                    |                                  |                    |
| <b>Income and endowments from:</b>      |       |                                    |                                  |                    |                                    |                                  |                    |
| Donations and legacies                  | 3     | 4,400                              | 75,000                           | 79,400             | -                                  | -                                | -                  |
| Charitable activities                   | 4     | 68,796                             | 1,285                            | 70,081             | 70,527                             | -                                | 70,527             |
| Investments                             | 5     | 1,715                              | -                                | 1,715              | 1,466                              | -                                | 1,466              |
| Other income                            | 6     | -                                  | -                                | -                  | 2,250                              | -                                | 2,250              |
| <b>Total income</b>                     |       | <u>74,911</u>                      | <u>76,285</u>                    | <u>151,196</u>     | <u>74,243</u>                      | <u>-</u>                         | <u>74,243</u>      |
| <b>Expenditure on:</b>                  |       |                                    |                                  |                    |                                    |                                  |                    |
| Charitable activities                   | 7     | <u>68,325</u>                      | <u>19,599</u>                    | <u>87,924</u>      | <u>71,095</u>                      | <u>-</u>                         | <u>71,095</u>      |
| <b>Total expenditure</b>                |       | <u>68,325</u>                      | <u>19,599</u>                    | <u>87,924</u>      | <u>71,095</u>                      | <u>-</u>                         | <u>71,095</u>      |
| <b>Net income and movement in funds</b> |       | 6,586                              | 56,686                           | 63,272             | 3,148                              | -                                | 3,148              |
| <b>Reconciliation of funds:</b>         |       |                                    |                                  |                    |                                    |                                  |                    |
| Fund balances at 1 April 2024           |       | <u>70,494</u>                      | <u>1,487</u>                     | <u>71,981</u>      | <u>67,346</u>                      | <u>1,487</u>                     | <u>68,833</u>      |
| <b>Fund balances at 31 March 2025</b>   |       | <u>77,080</u>                      | <u>58,173</u>                    | <u>135,253</u>     | <u>70,494</u>                      | <u>1,487</u>                     | <u>71,981</u>      |

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

# ASSOCIATION FOR HERITAGE INTERPRETATION

## BALANCE SHEET

AS AT 31 MARCH 2025

|                                                       | Notes | 2025<br>£      | £              | 2024<br>£     | £             |
|-------------------------------------------------------|-------|----------------|----------------|---------------|---------------|
| <b>Current assets</b>                                 |       |                |                |               |               |
| Debtors                                               | 13    | 7,907          |                | 2,918         |               |
| Cash at bank and in hand                              |       | 145,843        |                | 89,440        |               |
|                                                       |       | <u>153,750</u> |                | <u>92,358</u> |               |
| <b>Creditors: amounts falling due within one year</b> | 14    | (18,497)       |                | (20,377)      |               |
| <b>Net current assets</b>                             |       |                | <u>135,253</u> |               | <u>71,981</u> |
| <b>The funds of the charity</b>                       |       |                |                |               |               |
| Restricted income funds                               | 17    | 58,173         |                | 1,487         |               |
| Unrestricted funds                                    | 18    | 77,080         |                | 70,494        |               |
|                                                       |       | <u>135,253</u> |                | <u>71,981</u> |               |

The financial statements were approved by the trustees on .....16/09/2025

*Jackie Lee .*

.....

J Lee (Chair)

Trustee

*Michael Glen*

.....

M Glen (Treasurer)

Trustee

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 MARCH 2025

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#### 1 Accounting policies

##### Charity information

Association for Heritage Interpretation is a charitable incorporated organisation.

##### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements 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 Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

##### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

##### 1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2025

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### 1 Accounting policies

(Continued)

#### 1.5 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 are allocated on the portion of the asset's use.

#### 1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 1 Accounting policies (Continued)

#### 1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

### 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

### 3 Income from donations and legacies

|                               | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|-------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Grants                        | -                                  | 75,000                           | 75,000             | -                                  | -                                | -                  |
| Donated goods and<br>services | 4,400                              | -                                | 4,400              | -                                  | -                                | -                  |
|                               | <u>4,400</u>                       | <u>75,000</u>                    | <u>79,400</u>      | <u>-</u>                           | <u>-</u>                         | <u>-</u>           |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 4 Income from charitable activities

|                              | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
|------------------------------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| <b>Charitable activities</b> |                                    |                                  |                    |                                    |                                  |                    |
| Membership income            | 29,514                             | -                                | 29,514             | 29,993                             | -                                | 29,993             |
| Events income                | 4,920                              | -                                | 4,920              | 6,921                              | -                                | 6,921              |
| Conference income            | 33,329                             | -                                | 33,329             | 27,583                             | -                                | 27,583             |
| Awards income                | -                                  | 1,285                            | 1,285              | 5,650                              | -                                | 5,650              |
| Advertising income           | 1,033                              | -                                | 1,033              | 380                                | -                                | 380                |
|                              | <u>68,796</u>                      | <u>1,285</u>                     | <u>70,081</u>      | <u>70,527</u>                      | <u>-</u>                         | <u>70,527</u>      |

### 5 Income from investments

|                     | Unrestricted<br>funds<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ |
|---------------------|------------------------------------|------------------------------------|
| Interest receivable | <u>1,715</u>                       | <u>1,466</u>                       |

### 6 Other income

|              | Unrestricted<br>funds<br>2025<br>£ | Unrestricted<br>funds<br>2024<br>£ |
|--------------|------------------------------------|------------------------------------|
| Other income | <u>-</u>                           | <u>2,250</u>                       |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 7 Expenditure on charitable activities

|                                                           | Charitable<br>activities<br>2025<br>£ | Charitable<br>activities<br>2024<br>£ |
|-----------------------------------------------------------|---------------------------------------|---------------------------------------|
| <b>Direct costs</b>                                       |                                       |                                       |
| Staff costs                                               | 17,460                                | 16,693                                |
| Training and event costs                                  | 1,439                                 | 3,420                                 |
| Conference costs                                          | 27,758                                | 27,251                                |
| Bank and credit card charges                              | 954                                   | 979                                   |
| Printing, postage and stationery                          | 1,038                                 | 1,719                                 |
| Website                                                   | 7,782                                 | 2,456                                 |
| Insurance and other costs                                 | 978                                   | 915                                   |
| Journal costs                                             | 12,059                                | 11,567                                |
| Consultancy costs                                         | 14,212                                | -                                     |
|                                                           | <u>83,680</u>                         | <u>65,000</u>                         |
| <b>Share of support and governance costs (see note 8)</b> |                                       |                                       |
| Support                                                   | 1,604                                 | 729                                   |
| Governance                                                | 2,640                                 | 5,366                                 |
|                                                           | <u>87,924</u>                         | <u>71,095</u>                         |
| <b>Analysis by fund</b>                                   |                                       |                                       |
| Unrestricted funds                                        | 68,325                                | 71,095                                |
| Restricted funds                                          | 19,599                                | -                                     |
|                                                           | <u>87,924</u>                         | <u>71,095</u>                         |

### 8 Support costs allocated to activities

|                          | 2025<br>£    | 2024<br>£    |
|--------------------------|--------------|--------------|
| Trustee expenses         | -            | 729          |
| Resources                | 934          | -            |
| Marketing                | 225          | -            |
| Welsh Translation        | 444          | -            |
| Governance costs         | 2,640        | 5,366        |
|                          | <u>4,243</u> | <u>6,095</u> |
| <b>Analysed between:</b> |              |              |
| Charitable activities    | <u>4,244</u> | <u>6,095</u> |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 8 Support costs allocated to activities (Continued)

|                                   | 2025<br>£    | 2024<br>£    |
|-----------------------------------|--------------|--------------|
| <b>Governance costs comprise:</b> |              |              |
| Independent examination           | 1,560        | 2,116        |
| Legal and professional            | 1,080        | 3,250        |
|                                   | <u>2,640</u> | <u>5,366</u> |

### 9 Net movement in funds

|  | 2025<br>£ | 2024<br>£ |
|--|-----------|-----------|
|--|-----------|-----------|

The net movement in funds is stated after charging/(crediting):

|                                                                                    |              |              |
|------------------------------------------------------------------------------------|--------------|--------------|
| Fees payable for the independent examination of the charity's financial statements | <u>1,560</u> | <u>2,116</u> |
|------------------------------------------------------------------------------------|--------------|--------------|

### 10 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

8 Trustees were reimbursed a total of £1,184 for expenses including travel and conference costs.

### 11 Employees

The average monthly number of employees during the year was:

|  | 2025<br>Number | 2024<br>Number |
|--|----------------|----------------|
|  | <u>1</u>       | <u>1</u>       |

|                         |                   |                   |
|-------------------------|-------------------|-------------------|
| <b>Employment costs</b> | <b>2025<br/>£</b> | <b>2024<br/>£</b> |
| Wages and salaries      | 16,926            | 16,195            |
| Other pension costs     | 534               | 498               |
|                         | <u>17,460</u>     | <u>16,693</u>     |

There were no employees whose annual remuneration was more than £60,000.

### 12 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 13 Debtors

|                                             | 2025<br>£    | 2024<br>£    |
|---------------------------------------------|--------------|--------------|
| <b>Amounts falling due within one year:</b> |              |              |
| Trade debtors                               | 673          | 850          |
| Prepayments and accrued income              | 7,234        | 2,068        |
|                                             | <u>7,907</u> | <u>2,918</u> |

### 14 Creditors: amounts falling due within one year

|                                    | Notes | 2025<br>£     | 2024<br>£     |
|------------------------------------|-------|---------------|---------------|
| Other taxation and social security |       | 655           | 583           |
| Deferred income                    | 15    | 16,079        | 15,764        |
| Trade creditors                    |       | 198           | 1,650         |
| Other creditors                    |       | 5             | 73            |
| Accruals                           |       | 1,560         | 2,307         |
|                                    |       | <u>18,497</u> | <u>20,377</u> |

### 15 Deferred income

|                       | 2025<br>£     | 2024<br>£     |
|-----------------------|---------------|---------------|
| Other deferred income | <u>16,079</u> | <u>15,764</u> |

Deferred income is included in the financial statements as follows:

|                                     | 2025<br>£     | 2024<br>£     |
|-------------------------------------|---------------|---------------|
| Deferred income is included within: |               |               |
| Current liabilities                 | <u>16,079</u> | <u>15,764</u> |
| Movements in the year:              |               |               |
| Deferred income at 1 April 2024     | 15,764        | -             |
| Released from previous periods      | (15,764)      | 15,764        |
| Resources deferred in the year      | <u>16,079</u> | <u>-</u>      |
| Deferred income at 31 March 2025    | <u>16,079</u> | <u>15,764</u> |

### 16 Retirement benefit schemes

|                                                                     | 2025<br>£  | 2024<br>£  |
|---------------------------------------------------------------------|------------|------------|
| <b>Defined contribution schemes</b>                                 |            |            |
| Charge to profit or loss in respect of defined contribution schemes | <u>534</u> | <u>498</u> |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2025

#### 16 Retirement benefit schemes

(Continued)

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

#### 17 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

|                                  | At 1 April<br>2024<br>£          | Incoming<br>resources<br>£          | Resources<br>expended<br>£          | At 31 March<br>2025<br>£          |
|----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|
| Interpret Wales                  | 1,487                            | -                                   | -                                   | 1,487                             |
| Awards                           | -                                | 1,285                               | (101)                               | 1,184                             |
| NHLF Project Interpretation Gold | -                                | 75,000                              | (19,498)                            | 55,502                            |
|                                  | <u>1,487</u>                     | <u>76,285</u>                       | <u>(19,599)</u>                     | <u>58,173</u>                     |
| <b>Previous year:</b>            | <b>At 1 April<br/>2023<br/>£</b> | <b>Incoming<br/>resources<br/>£</b> | <b>Resources<br/>expended<br/>£</b> | <b>At 31 March<br/>2024<br/>£</b> |
|                                  | <u>1,487</u>                     | <u>-</u>                            | <u>-</u>                            | <u>1,487</u>                      |

Interpret Wales - The financial administration of Dehongli Cymru (Interpret Wales) was transferred to AHI on a full cost recovery basis and a reserved fund was set up to hold the monies. The purpose of the fund was "to advance heritage interpretation in Wales". Since DC/IW ceased to exist, the remaining funds have been held by AHI to be used for the original purpose.

Awards – The Engaging People Awards are a biennial scheme providing an opportunity to share inspiring projects and celebrate the work of heritage interpretation. The funds are subsumed within AHI's general funds but refer to the income and expenditure related to the Awards Scheme.

NHLF Project Interpretation Gold – an NHL funded project to drive a more sustainable future in heritage interpretation as a means of celebrating AHI's 50 years of inspiring, engaging and connecting people .

#### 18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

|               | At 1 April<br>2024<br>£ | Incoming<br>resources<br>£ | Resources<br>expended<br>£ | At 31 March<br>2025<br>£ |
|---------------|-------------------------|----------------------------|----------------------------|--------------------------|
| General funds | <u>70,494</u>           | <u>74,911</u>              | <u>(68,325)</u>            | <u>77,080</u>            |

# ASSOCIATION FOR HERITAGE INTERPRETATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

### 18 Unrestricted funds (Continued)

| Previous year: | At 1 April<br>2023 | Incoming<br>resources | Resources<br>expended | At 31 March<br>2024 |
|----------------|--------------------|-----------------------|-----------------------|---------------------|
|                | £                  | £                     | £                     | £                   |
| General funds  | 67,346             | 74,243                | (71,095)              | 70,494              |

### 19 Analysis of net assets between funds

|                              | Unrestricted<br>funds<br>2025<br>£ | Restricted<br>funds<br>2025<br>£ | Total<br>2025<br>£ |
|------------------------------|------------------------------------|----------------------------------|--------------------|
| <b>At 31 March 2025:</b>     |                                    |                                  |                    |
| Current assets/(liabilities) | 77,080                             | 58,173                           | 135,253            |
|                              | 77,080                             | 58,173                           | 135,253            |
|                              |                                    |                                  |                    |
|                              | Unrestricted<br>funds<br>2024<br>£ | Restricted<br>funds<br>2024<br>£ | Total<br>2024<br>£ |
| <b>At 31 March 2024:</b>     |                                    |                                  |                    |
| Current assets/(liabilities) | 70,494                             | 1,487                            | 71,981             |
|                              | 70,494                             | 1,487                            | 71,981             |

### 20 Related party transactions

There were no disclosable related party transactions during the year (2024 - none).