



Association for Heritage Interpretation

**Trustees' annual report and financial statements
for the year ending 31st March 2010**

Charity number 288493 (England & Wales)
Charity number SC037931 (Scotland)

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REFERENCE AND ADMINISTRATION DETAILS

Charity name

Association for Heritage Interpretation
Also known as AHI

Charity nos.

288493 (England & Wales) / SC037931 (Scotland)

Principal address

54 Balmoral Road
Gillingham
Kent
ME7 4PG

Charity trustees

| | | |
|--------------------|----------------------|---------------------|
| Aaron Lawton | Committee chair | |
| Susan Cross | Committee vice chair | |
| Philip Haysom | Treasurer | |
| Ruth Taylor | Honorary secretary | |
| Nigel McDonald | Honorary secretary | 01.04.09 – 11.09.09 |
| Carl Atkinson | | |
| Eliza Botham | | 14.10.09 – 31.03.10 |
| James Carter | | |
| Maureen Le Frenais | | |
| Cathy Lewis | | |
| Jo Scott | | |

Individual responsibilities

| | |
|---------------|---------------------|
| Cathy Lewis | News editor |
| James Carter | On-line editor |
| David Masters | Journal editor |
| Jo Scott | Conference director |

Fellowship panel

| | |
|--------------|-------------|
| Bob Jones | Panel chair |
| James Carter | |
| Susan Cross | |

Membership panel

| | |
|----------------|-------------|
| Carl Atkinson | Panel chair |
| Nigel McDonald | |
| Ruth Taylor | |

Communications group

| | |
|--------------------|-------------|
| Cathy Lewis | Group chair |
| James Carter | |
| David Masters | |
| Elizabeth Newberry | |

CHAIR'S STATEMENT

2009-10 was a year of consolidation when the AHI reduced costs and increased income in response to the economic downturn. We took the difficult decision to reduce the number of journals from three to two each year. We also reduced committee meetings from four to three and, working closely with our office manager John Stevenson, made significant savings in general operating costs.

As a result of the cost-cutting measures, and in accordance with a more rigorous reserves policy developed by our treasurer Philip Haysom, AHI has increased its cash reserves by around 50% from previous levels. This puts AHI in a strong position from which to weather the economic downturn,.

Membership during the 2009-10 year remained relatively stable, although the committee is expecting a reduction during the coming year due to the challenging national economic circumstances.

Under the guidance of Susan Cross, the committee continued to debate the benefits of accreditation for interpreters as a way of raising standards. We remain broadly supportive of this but we believe that the support required from employers and educational establishments to develop a fully-fledged accreditation system is unlikely to be forthcoming, and that AHI does not have the resources to take this forward.

As a practical alternative to accreditation, Carl Atkinson has led the committee in clarifying AHI's membership criteria and developing a more open and transparent application process. We hope that this will make AHI full membership more attractive and increase its status as an indicator of a member's achievements and abilities. This work will be finalised and implemented over the coming year.

Under the editorship of David Masters, AHI published two journals and introduced a new journal section containing articles of general interest to interpreters that complement the traditional articles themed around a single subject. The cost of printing and distributing paper journals is AHI's largest single expense and the committee continues to debate options for reducing this in the future.

Under the editorship of Cathy Lewis, AHI published six newsletters and moved from a printed publication to an electronic one. Feedback has been positive and cost saving have been significant.

Under the editorship of James Carter, AHI's website continues to effectively publicise its activities and make interpretive resources available to the public. The committee has developed plans to extend the site's functionality, although implementation of this awaits suitable funding.

Through the efforts of Maureen La Frenais, AHI has coordinated a number of well-received events through the year that explored various aspects of interpretation and provided valuable opportunities for knowledge sharing and networking amongst interpreters.

The annual conference is one of AHI's most enjoyable activities, and 2009's event in Cardiff titled 'Making the Past Work for the Future; Interpretation for regenerating places and communities', was another sell-out success for conference director Jo Scott, hosting around 70 delegates.

Through the work of Eliza Botham, AHI successfully stepped-up its efforts to generate sponsorship and advertising revenue. Eliza also undertook a membership survey to find out what areas of AHI's work people most valued, the results of which will inform priorities for the committee over the coming year.

Under the guidance of Ruth Taylor, AHI set up a new working group to explore fundraising possibilities for specific projects. We hope that this work will bear fruit over the coming year.

With the input of Susan Cross, the committee joined with Group for Education in Museums in submitting a bid to HLF for the Skills for Life programme, which unfortunately did not meet with success.

AHI's achievements are made possible largely through the voluntary effort of its Members and Committee. It has been a great pleasure to work with the Committee and working group members over the past year and, on behalf of AHI, I would like to thank all contributors for their commitment, hard work and good humour. I also thank AHI's professional advisors for their vital contribution and guidance, along with our agency partners for their continuing support and encouragement.

Aaron Lawton, Chair

TRUSTEES' REPORT

Structure, governance and management

Constitution

AHI is constituted as an unincorporated association. Its constitution was last amended in September 2001. It is also a charity registered with the Charity Commission for England and Wales, and with the Office of the Scottish Charity Regulator.

Organisational structure

The Association is composed of its members. Membership is open to any individual or organisation subscribing to the Association's aims and objectives. Members can join as Student, Associate, Full, Fellow, Honorary or Corporate members. All individual members, and a single nominated representative of Corporate members, are entitled to vote in voting decisions, attend events, serve on committees and benefit from all services offered by the Association. Membership criteria and procedures are established and managed by a Membership Panel acting as a sub-committee of the Executive Committee.

The management of the Association is vested in an Executive Committee consisting of a Chair, Vice Chair, Secretary and Treasurer sitting with five other members plus up to two student members. Officers are elected at the Annual General Meeting (AGM) and serve for one year, after which they retire and are eligible for re-election. Nominations for the election of officers must be supported by two members of the Association. When more than one nomination is received for any office the election is decided by a simple majority vote at the AGM. The Executive Committee can co-opt up to three further executive members and can appoint up to three non-executive advisors.

Aside from the leadership and management work of the Executive Committee, the Association's core activities are carried out by members who volunteer to take on individual responsibilities or to be part of Working Groups. These people can be ordinary members of the Association or existing members of its Executive Committee. Working Groups and members with individual responsibilities have delegated authority to make progress in their areas within limits set by the Executive Committee.

The Executive Committee works to ensure that it has access to appropriate experience, expertise and representation from different sectors and geographical areas. To achieve this, it co-opts additional committee members and appoints advisors as required, in addition to inviting ordinary members to join its panels and working groups.

Governance and management

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 and email in between times. In 2009-10 there were eight panels and working groups reporting to the Executive Committee, these being Fellowship, Membership, Communications, Events, Membership Development, Professional Development, Fundraising and Governance.

An Annual General Meeting is held each year. A report of the Association's activities and an account of income and expenditure are presented for approval of Association members. Resolutions that have the support of at least two members are presented and are decided by simple majority vote, with those involving amendments to the constitution requiring a two thirds majority. An Extraordinary Meeting can be held at the request of 11 members of the Association.

At the AGM in September 2009, all members of the Executive Committee retired. Nominations for election as officers were received for Carl Atkinson, James Carter, Susan Cross, Philip Haysom, Maureen Le Frenais, Aaron Lawton, Cathy Lewis, Jo Scott and Ruth Taylor, who were duly elected. Eliza Botham was later co-opted by the Executive Committee.

Objectives and activities for the public benefit

The Association for Heritage Interpretation occupies a unique position in the UK as the key forum for anyone interested in heritage interpretation – the art of helping people explore and appreciate our world. The Association believes that interpretation enriches our lives through engaging emotions, enhancing experiences and deepening understanding of places, people, events and objects from the past and present.

The Association works to encourage and promote excellence in this 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. Interpretation is a communication process that helps people make sense of, and understand more about, a site, collection or event. It can:

- *Bring meaning to a cultural or natural resource, enhancing people's appreciation of it and promoting better understanding. As a result, visitors and local communities are more likely to care for what they identify as being precious.*
- *Enhance the experience of people interacting with our natural and cultural heritage, resulting in longer stays, more visits and better engagement. This will lead to increased income and more local employment opportunities.*
- *Enable communities to better appreciate and understand their heritage, and to express their own ideas and feelings about their home area and culture. As a result individuals may become more engaged with their surroundings, more able to identify with values inherent in their culture, and better prepared to deal with changes to their society and culture.*

The objects for which the Association is established are 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. (AHI constitution, amended September 2001)

The Association supports interpreters and promotes quality in interpretation by disseminating examples of good practice, providing advice, training and networking opportunities, and being advocates for the public benefits of interpretation. AHI maintains a website, publishes a journal and an e-newsletter, organises training courses and networking events, and stages an annual conference.

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 to be part of Working Groups. Aside from administration of the Association and journal production management which are the subject of contracts with private sector organisations, all of these core activities are carried out by volunteer members.

Achievements and performance

Annual conference

The annual conference is an important means for sharing good practice and networking in interpretation. The Association staged its 2009 annual conference from 9-11 September in Cardiff, in association with Interpret Wales. The event was a sell-out, attracting in excess of 70 delegates.

The conference theme was '*Making the Past work for the Future: Interpretation for regenerating places & communities*'. The programme featured a series of high profile speakers, including former Secretary of State for Wales Ron Davies, Dr Richard Bevens of the National Museum of Wales and Professor Jane James of Flinders University, Australia. Site visits included Blaenavon World Heritage Site, Big Pit National Coal Museum and the revitalised Cardiff Bay.

Events

Events provide an important means for sharing good practice, networking and professional development in interpretation. The Association exhibited and attracted much attention at the Museums & Heritage Show, London, 13-14 May 2009, and organised or co-organised four training events attended by around 36 delegates in total:

- *Boxing Clever, Poole Museum, 18 June 2009*
- *Go Wild at ZSL, London Zoo, 6 August 2009*
- *Words that Sing and Dance, Stroud, 13 October 2009*
- *Words that Sing and Dance, Kinross, 15 October 2009*

Journal

The journal is an important medium for sharing good practice and professional development in interpretation. During 2009-10, the Association published two journals containing an average of eight articles over 24 pages. The journals featured a new section containing articles of general interest to interpreters that complement the traditional articles themed around a single subject. The themed journal subjects were:

- *Words into pictures: The use of illustration in interpretation*
- *Money matters: Adding up the costs in interpretation*

Newsletter

The newsletter is an important medium for publicising events, learning opportunities and other interpretation news. During 2009-10, the Association published six newsletters containing an average of 31 articles each. The newsletter moved from a printed publication to an electronic one distributed by email, which increased convenience for users and reduced production costs. Feedback about this change has been positive and cost saving have been significant.

Website

The website is an important tool for promoting interpretation, for publicising events, learning opportunities and other news, and for making materials available to interpreters, students, communities and the public. During 2009-10, the site published approximately two news articles per month along with 35 conference papers, whilst received an average of 2,300 visits per month. Specifications have been developed to host material on behalf of the Dehongli Cymru/Interpret Wales network.

Professional development

Raising standards within the ranks of professional interpreters is an important part of raising the quality and effectiveness of interpretation generally and hence better 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.

In addition to the Associations publications and events, during 2009-10 it investigated opportunities for standards-raising through accreditation and through improvements to the Association's own membership structure. This is likely to result in a more open and transparent membership application process that will take better account of an applicant's qualifications and interpretation experience. We hope that this will make AHI full membership more attractive and increase its status as an indicator of a member's achievements and abilities.

The Association also joined with Group for Education in Museums in submitting a bid to HLF for the *Skills for Life* programme, which unfortunately did not meet with success.

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 2009-10 membership year there were 452 paid-up or complimentary members of the Association, of which 38 were Students, 154 were Associates, 58 were Full Members, 11 were Fellows, 4

were Honorary Members and 173 were Corporate Members who represent around a further 650 interpreters (using a multiplier of five). Membership during the 2009-10 year remained relatively stable when compared to the previous year which is satisfying bearing in mind the economic conditions.

The Association successfully stepped-up its efforts to generate sponsorship and advertising revenue. It also undertook a membership survey to find out what areas of AHI's work people most valued, the results of which will inform priorities for the committee over the coming year.

Financial review

Reserves Policy

During the course of the year the Committee adopted a new reserves policy to cover expenditure and to "buy time" to manage cashflow 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 events

As the Association is not currently receiving any grant income, there are no issues arising from the security of this type of income.

The Trustees believe that as a policy, sufficient reserves should be held to cover three months normal operations, together with any likely possible loss on the annual conference. As the Association does not employ any staff, the only longer term commitment is the contract with Creative Communications (Management) Ltd. which is subject to one months notice. In broad terms, this amounts to around £10,000 to support normal operations for three months, plus around £6,000 to cover the maximum likely loss on the conference in the event of a major problem such as late cancellation after expenditure has been committed. The Trustees feel that a target of £16,000 is reasonable.

Financial Overview:

Incoming resources as shown on the Statement of Financial Activities (SOFA) amounted to £47,444 in 2009/10, whilst resources expended amounted to £41,040, resulting in a surplus for the year of £6,404. As a result, the funds carried forward total £15,979 (all unrestricted), which is very close to the target reserves figure agreed by the Committee during the year. This puts AHI in a strong position from which to weather the economic downturn, although we intend to maintain a cautious approach to AHI's finances during these uncertain times.

During 2009-10, the Association made great efforts to reduce costs and to increase income in response to the economic downturn. The number of journals published each year was reduced from three to two, the number of committee meetings was reduced from four to three and new auditing arrangements were put in place. Significant savings were also made in general operating costs. Even after allowing for some inevitable cost increases for some activities, these measures resulted in an overall cost reduction of over £7,000 compared with the previous year.

The main sources of income for the Association continue to be membership subscriptions and event bookings. However, income from listings in the suppliers directory also made a useful contribution this year. The majority of the Association's income is used for its charitable activities, predominantly producing the journal and organising the annual conference and other training events. A large portion of the administration costs are incurred in supporting these activities.

The report of the Trustees was approved by the Committee on 13 October 2010 and signed on its behalf by

Ruth Taylor
Honorary Secretary

INDEPENDENT EXAMINER'S REPORT ON THE FINANCIAL STATEMENTS OF ASSOCIATION FOR HERITAGE

I report on the accounts of the charity for the year ended 31 March 2010 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes.

Respective responsibilities of trustees and independent examiner

The trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required this year under Section 43(2) of the Charities Act 1993(the 1993 Act) and that an independent examination is needed.

It is my responsibility to;

- examine the accounts under Section 43 of the 1993 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under Section 43(7)(b) of the 1993 Act; and
- to state whether particular matters have come to our attention.

Basis of report

My examination was conducted in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

Statement

In connection with my examination, no matter has come to my attention;

(1) which gives me reasonable cause to believe that in any material respect the requirements;

- to keep accounting records in accordance with Section 41 the Act; and
- to prepare accounts which accord to the accounting records and comply with the accounting requirements of the 1993 Act and with the methods and principles of the Statement of Recommended Practice; Accounting and Reporting by Charities

have not been met; or

(2) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Bruce Burford
Chartered Accountant

Bromley, UK

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2010

| | 2010 | 2009 |
|---|-------------------------------|--------------|
| | Unrestricted funds | Total |
| | £ | £ |
| Incoming resources | | |
| Incoming resources from generating funds; | | |
| Directory income | 2,225 | 905 |
| Advertising income | 375 | 150 |
| Investment income | 16 | 132 |
| Incoming resources- charitable activities; | | |
| Subscriptions | 19,095 | 24,445 |
| Conference and training events | 25,640 | 15,432 |
| Other incoming resources | 93 | 1,803 |
| Total incoming resources | 47,444 | 42,867 |
| Resources expended; | | |
| Charitable activities; | | |
| Conference and show expenses | 12,666 | 11,088 |
| Journal costs | 8,775 | 15,053 |
| Training costs | 1,290 | - |
| Staff costs | - | 4,636 |
| Administration costs | 9,936 | 3,312 |
| Website costs | 936 | 1,062 |
| Other costs | 656 | 2,257 |
| | 34,259 | 37,408 |
| Governance costs; | | |
| Trustees expenses | 2,575 | 2,336 |
| Other committee expenses | 436 | 3,906 |
| Secretarial expenses | 924 | 308 |
| Accountancy fees | 2,846 | 4,523 |
| | 6,781 | 11,073 |
| Total resources expended | 41,040 | 48,481 |
| Net incoming (outgoing) resources for the year | 6,404 | (5,614) |
| Funds brought forward | 9,575 | 15,189 |
| Funds carried forward | 15,979 | 9,575 |

BALANCE SHEET AS AT 31 MARCH 2010

| | | 2010 | | 2009 | |
|---|------|---------------|---------------|---------------|--------------|
| | | £ | £ | £ | £ |
| | Note | | | | |
| FIXED ASSETS | 1 | | 1 | | 1 |
| CURRENT ASSETS | | | | | |
| Prepayments and accrued income | | - | | 1,426 | |
| Cash at bank | | 28,031 | | 13,177 | |
| | | <u>28,031</u> | | <u>14,603</u> | |
| CREDITORS- Amounts falling due within one year | | | | | |
| Trade creditors | | 6,099 | | 2,344 | |
| Accruals | | 500 | | - | |
| Deferred income | | 5,454 | | 2,685 | |
| | | <u>12,053</u> | | <u>5,029</u> | |
| NET CURRENT ASSETS | | | 15,978 | | 9,574 |
| NET ASSETS | | | <u>15,979</u> | | <u>9,575</u> |
| FUNDS | | | | | |
| Unrestricted funds; | | | | | |
| Balance brought forward | | | 9,575 | | 15,189 |
| Movement in year | | | 6,404 | | (5,614) |
| TOTAL FUNDS | | | <u>15,979</u> | | <u>9,575</u> |

These financial statements were approved by the Board on 13 October 2010 and signed on its behalf by:

Philip Haysom
Honorary Treasurer

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2010

1. FIXED ASSETS

| | Equipment |
|--|--------------|
| | £ |
| Cost at 1 April 2009 and 31 March 2010 | <u>6,185</u> |
| Depreciation at 1 April 2009 and 31 March 2010 | <u>6,184</u> |
| Net book value at 1 April 2009 and 31 March 2010 | <u>1</u> |

2. ACCOUNTING POLICIES

a) Basis of accounting

These accounts have been prepared under the historic cost convention and in accordance with the Statement of Recommended Practice for Accounting by charities.

b) Deferred income

Membership subscriptions are recognised as receivable and released over the period in which it relates. Subscriptions received in respect of the following financial year are carried forward as deferred income.

3. EMPLOYEES

The charity had no employees during the year.

4. TAXATION

The charity's activities are exempt from Corporation Tax. Value added tax is irrecoverable and is therefore included in resources expended

5. TRUSTEES

No trustee received any remuneration during the year.

Trustees' travel and subsistence expenses totalled £2,575 for the year.