



**TRUSTEES' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2017**

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CHARITY INFORMATION

Trustees	John Dyson	
	Trevor Holmes	Retired 25 March 2017
	Sharin Ingleby	
	Sue Jackman	Retired 25 March 2017
	Anna Peacock	Appointed 25 March 2017
	Ruth Plant	
	Christine Price-Morris	Appointed 25 March 2017
	Cathy Rollinson	
	Keith Scott	
	Stuart Senior	
	Roy Stickland	Retired 25 March 2017
	Jan Vaughan	

Chairman	Cathy Rollinson	
Vice Chairman	Ruth Plant	To 25 March 2017
	Linda Crowther	From 25 March 2017
Hon. Treasurer	Stuart Senior	
Hon. Secretary	Derek Cooper	To 25 March 2017
	Judi Deakin	From 25 March 2017
Administrator	Sally Broome	

Charity Registration No.	208080
VAT Registration No.	472-9285-14

Registered Office 15 Basepoint Business Centre,
Crab Apple Way, EVESHAM, WR11 1GP

Independent Examiner Haines Watts Worcester Limited,
9 Abbey Lane Court, Abbey Lane, EVESHAM,
WR11 4BY

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2016

The Trustees present their Annual Report and the Financial Statements of the Society for the year ended 31 December 2017, in compliance with current statutory requirements and the charity's governing documents.

Status

The Society is registered by the Charity Commission as a charity (number 208080) and operates under the provisions of a Constitution (as amended at an Annual General Meeting in March 2011).

The objects for which the Society was established are to:

- advance the culture, study and improvement of hardy herbaceous plants;
- preserve the older, rarer and lesser known hardy plants, cultivars and varieties from being forgotten and lost to cultivation;
- advance the knowledge of and foster public interest in hardy plants by the publication of information, by exhibitions or displays, by stimulating research and experiment and by awarding bursaries open to public competition;
- provide expositions of hardy plants at horticultural gardens and/or gardens open to the public, and to provide facilities for giving advice on the culture of hardy plants;
- organise visits to places of interest in connection with the study of hardy plants and to co-operate with other bodies having similar or sympathetic aims; and
- do such acts as shall further the active and corporate life of the Society and which may lawfully be done by a public body established only for purposes recognised by the laws of the United Kingdom as charitable.

Trustees

The Society is managed by a committee of Trustees comprising up to twelve members each elected for a period of four years, plus any co-opted members and additionally four officers who are elected annually.

Activities

Groups

Local and Specialist HPS Groups continue to be very important to the Society with the mix of members with a wide range of knowledge and experience making the Society special. The year saw many events taking place including lecture days, plant sales, and specialist group study days and these were all well attended. A highlight of the year was the HPS Jubilee Open Gardens Scheme.

Seed Distribution

The Seed Distribution fulfils the HPS charitable objects of encouraging the widest possible distribution and cultivation of garden worthy perennials. In 2016 members from the UK and overseas donated 1891 different seeds, of which 430 were new to our 2017 list. Many were from plants which are difficult to source in the market place.

Our new on-line seed ordering facility now reaches members of the general public who can obtain seeds for the same administration charge as HPS members. Their orders are made up

immediately after members' orders. Seed remaindered is then distributed to community and charity groups and to the public at horticultural shows.

Descriptions and cultivation requirements for the plants which can be grown from the current year's seed list are to be found on the HPS website with links to photographs in the HPS Image library. This descriptive list is currently being extended to include seed sowing guidance.

Work is ongoing to build up a seed library to assist identification. It is hoped that the photographic images will be ready to go on line in 2017.

The Seed Distribution is volunteer-led and nearly 100 members undertake specific tasks to ensure its delivery.

Conservation

The Conservation Scheme has had a good year, with two new Local Groups joining and the Local Group Coordinators reporting positively from growers. Over 200 plants were brought to the Annual Meeting and Plant Exchange in September, enabling Coordinators to take home new plants from the Active List for their growers.

The Annual Meeting is a lively forum for discussing all the plants in the Scheme as well as sharing ideas about publicising the Scheme to both participating Groups (to attract new growers), and to Groups or individuals who may be interested in joining. Feedback from those attending was very positive.

There were two Conservation Plants included in the award-winning Chelsea display in May. And we were particularly pleased to be able to give plants of *Heuchera sanguinea* 'Snowflakes' to Jaime Blake at Bressingham, because this was an early introduction from Alan Bloom, and they will join the collection there.

Two new plants were added to the List this year and the aim is to reach out to all HPS members to tell us if they have plants that might be suitable for inclusion, so that we can increase the number and range of plants in the Scheme.

The Plant Profiles on the HPS website have been updated and it will be easier to make changes in the future as all the information is on a single spreadsheet. New photographs have been added to the Image Library and there is a regular Blog featuring Conservation Plants. This information is available to everyone, not just HPS members.

Shows & Events

HPS volunteers again put on many displays across the UK at national and local shows to educate members of the public about hardy plants and share their enthusiasm. Based on figures from the organisers, some 618,000 visitors had the opportunity to interact with the HPS at national shows alone. In addition, the HPS exhibit by our Worcestershire Group at the RHS Chelsea Flower Show was featured on BBC Gardeners' World – the episode was viewed by 1.83 million people and generated great interest. HPS Groups are again planning numerous events in 2018 where they can answer queries and spread their knowledge. Our Annual Lecture Day and AGM moves across the country from Norfolk in 2017 to Devon in 2018.

HPS Newsletter

In 2017, after a year spent tendering, the newsletter (and seed list) moved production from Holbrooks of Portsmouth to HMCA of Knaresborough. Movement of the year's production to a new printer offered savings in the region of £800, and allowed us to go to a full colour version. The move has proved very successful. The new company is efficient, good at communication and attentive to detail.

During 2017 the copy run for the newsletter has been increased by around 300 copies per edition due to a combination of new memberships and use of newsletters as publicity at shows and events.

The role of the print version of the newsletter is to inform members and disseminate information about the Society's activities, educational and charitable role, news and events, and to celebrate past successes. It also carries the contact details for all local groups as well as national officers and postholders. Some of this information is mirrored on the website, but not all members are online and, even for those with internet access, the print version acts as a tangible indicator of activities which are upcoming and of achievements made. The website and the printed newsletter have a symbiotic relationship which is mutually beneficial.

Website

Within the ongoing development of the website we have moved the Image Library, Conservation Scheme and Seed Distribution to the new site. This means that the potential locked up in these assets is now more accessible, both to members and to the wider public. There are now more blogs which increases the extent to which the Society's members pass on their knowledge in a form which can be readily absorbed by those who want to learn.

Over the last year 57,000 people have visited our website, 931 members have paid their subscription online, and 481 seed orders have been placed via the website.

Publications

Members received two issues of the Hardy Plant Journal where pages were devoted to the 60th Anniversary Gardens Openings as well as informative articles about the culture of hardy plants. Three of the Newsletters have been sent out to members informing them of forthcoming events. Two issues of Cornucopia reproduce the best articles from individual HPS group newsletters and members' blogs.

A revised edition of the Ferns booklet has been printed, ready for launch in 2018. This booklet is to inform readers and foster public interest in the nomenclature and cultivation of ferns in gardens.

Photo Library

The size of the digital image library has continued to increase – we now have approximately 9,000 images. This provides a resource of growing significance for both HPS members and the general public, in that it is a free source of plant images which can be used in support of research and publications.

During 2017 the Royal Horticultural Society (RHS) agreed to make a digital version of their *Plant Finder* data available to us. This is a significant, and some might say, definitive guide to plant nomenclature; by using this dataset to improve the accuracy of our image library we are developing its value as a resource to botanists still further. In time we hope to feed back data to the RHS.

Our small collection of videos has been expanded during 2017. The majority of these videos are educational, mostly in the field of plant propagation. By placing them on YouTube, as well as our own website, we are able to reach a much wider audience than would be the case if such material were limited to our own site. One video alone, on the propagation of heucheras, has been viewed 11,000 times.

The Kenneth Black Bursary Scheme

In May 2017 Trevor Holmes retired from the post of Scheme Co-ordinator and Anna Peacock took over. In assessing new applications Anna has been supported by Roy Stickland and Sarah Hall. In summary, during 2017, 17 applications were received and 14 awards were made totalling £8,274.

To attract more applications, the information leaflet has been redesigned and the local groups will be encouraged to target their local horticultural training providers. In 2018 the application form will be redesigned. The Bursary Scheme is also now easier to find on the website: it can now be accessed from the Home Page.

Finance

Financial outcome 2017

The Society has produced a surplus of income over expenditure of £20,971 (2016 £35,899). As last year, part of this, £5,793, is attributable to a gain in the value of the Society's investment in equities in line with the general movement in financial markets over the year. The downward trend in membership numbers over recent years has been reversed. 2017 saw an increase in membership of 3.7% to 7,096 and the subscription and Gift Aid figures in the accounts reflect this change.

Investment policy

The Society's approach to financial matters, and investments in particular, is one of extreme prudence given the current (and likely future) volatility of equity markets, the very low interest rates on deposit accounts and the modest and fluctuating returns on bonds. For this reason the Society chooses to keep approximately half of its funds as cash (in current and deposit accounts). The remainder is in fixed interest bonds and equities.

Reserves policy

The cash flows of the Society are generally positive. Membership subscriptions are received at the beginning of the year and these, with the prior year Gift Aid payment already banked, cover the operating costs of the Society. Nonetheless, the Trustees have decided that it should set a level of reserves to cover unforeseeable expenditure such as might be incurred in the very unlikely event of the Society closing down or membership declining very rapidly or an uninsured claim being made against the Society. A level of £50,000 has been set.

Future Plans

The Society's priorities for the year ahead are to:

- maintain membership numbers by continuing to offer members a high quality and value-for-money range of products and services and to encourage and support local groups in their programme of shows and events for the benefit of local members;
- seek ways of encouraging potential applicants for bursaries and similar grants.

Trustees' Responsibilities

Under charity law the Trustees are required to prepare financial statements for each year which show a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities FRS102 SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- 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 disclose with reasonable accuracy at any time the financial position of the charity. The Trustees are also required to act in accordance with the Constitution of the Society and to take such steps as are reasonable to safeguard the assets of the Society and to prevent and to detect fraud and other irregularities.

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities.

Signed on behalf of the Trustees:



Cathy Rollinson, Chairman

Date: 10 March 2018

Statement of Financial Activities

	Note	Unrestricted Funds £	Designated Funds £	2017 Total Funds £	2016 Total Funds £
INCOME					
Income from generated funds:					
- Voluntary income	2	103,261	-	103,261	101,317
- Activities for generating funds	3	6,506	-	6,506	5,582
Income from charitable activities	4	16,570	-	16,570	9,754
Investment income		3,441	2,903	6,344	7,688
TOTAL		<u>129,778</u>	<u>2,903</u>	<u>132,681</u>	<u>124,341</u>
EXPENDITURE					
Costs of generating voluntary income					
	5	46,951	-	46,951	41,895
Charitable activities	6	56,864	-	56,864	46,801
Governance costs	7	4,732	-	4,732	4,257
Other resources expended	8	482	-	482	943
Bursaries etc.	9	-	8,474	8,474	4,760
TOTAL		<u>109,029</u>	<u>8,474</u>	<u>117,503</u>	<u>98,656</u>
Net (Loss)/Gain on investment		3,142	2,651	5,793	10,214
Net (Expenditure)/Income for the year		<u>23,891</u>	<u>(2,920)</u>	<u>20,971</u>	<u>35,899</u>
NET MOVEMENT IN FUNDS		<u>23,891</u>	<u>(2,920)</u>	<u>20,971</u>	<u>35,899</u>
RECONCILIATION OF FUNDS					
Funds B/F at 1 January 2017		256,907	216,802	473,709	437,810
TOTAL FUNDS C/F at 31 December 2017		<u><u>280,798</u></u>	<u><u>213,882</u></u>	<u><u>494,680</u></u>	<u><u>473,709</u></u>

Balance Sheet

		2017	2016
Fixed assets	Note 11	826	1,101
Current assets			
Bank balances	230,221	210,994	
Investments at cost	12 290,132	282,661	
Debtors & prepayments	13 12,692	16,480	
Stock (booklets)	<u>1,903</u>	<u>2,345</u>	
		534,948	512,480
Creditors: amounts falling due within one year			
	14	<u>(41,093)</u>	<u>(39,872)</u>
Net current assets		493,854	472,608
Total assets less current liabilities		<u>494,680</u>	<u>473,709</u>
Financed by:			
General fund	15	280,798	256,907
Bursary fund and bequest	15	<u>213,882</u>	<u>216,802</u>
		<u>494,680</u>	<u>473,709</u>

The accounts were approved by the Trustees on 10 March 2018.



Cathy Rollinson
Chairman



Stuart Senior
Treasurer

The notes on pages 10 to 14 form part of these financial statements.

Notes to the Accounts

1 Accounting policies

1.1 Basis of preparation:

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards and the Charities Statement of Recommended Practice (SORP) FRS102.

There have been no changes to the funds held as a result of this change in accounting standards.

The accounts have been prepared on an accruals basis as they have been in previous years.

1.2 Incoming resources

Subscriptions are accounted for net of VAT and are accounted for in the year to which they relate.

Donations are accounted for gross when received.

Investment income is based on the interest receivable for the year.

Sundry sales are accounted for net of VAT and are recognised when they are invoiced.

Advertising income is accounted for net of VAT and is recognised when invoiced.

1.3 Resources expended

Costs are allocated between costs of generating funds and charitable expenditure according to the nature of the cost.

1.4 Fixed Assets and depreciation

Fixed assets for charity use are capitalised at cost, they are stated in the accounts at cost less depreciation. Depreciation is calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on an individual basis.

Office equipment:	25% Reducing balance
Computer equipment:	3 years straight line

1.5 Investments

Investments are included in the accounts at their market value.

1.6 Stock

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

2	2017	2016
	£	£
	Unrestricted Funds	Unrestricted Funds
2 Voluntary income		
Subscriptions	90,628	88,675
Donations	1,572	2,952
Gift Aid	11,061	9,690
	<u>103,261</u>	<u>101,317</u>
3 Activities for generating funds		
Advertising	4,982	4,030
Booklets	1,524	1,552
	<u>6,506</u>	<u>5,582</u>
4 Incoming resources from charitable activities		
Seed distribution	6,072	5,581
Cornucopia	3,334	1,893
Enamel badges	1,410	-
Open Gardens Scheme	3,080	-
AGM/ALD	2,674	2,280
	<u>16,570</u>	<u>9,754</u>
5 Costs of generating voluntary income		
Administration services	22,624	18,354
Legal & professional	3,303	2,765
Office rent, heat & light	5,622	5,059
Printing, postage & telephone	5,963	3,134
Meetings	1,094	989
Insurance	1,146	434
Publicity	1,534	4,736
Equipment rental/leasing	258	459
Depreciation of equipment	275	275
Bank charges	1,656	1,277
Software & IT support	3,476	3,556
	<u>46,951</u>	<u>41,038</u>

The average number of employees during the year was 2.

There are no employees who received total employee benefits of more than £60,000.

6 Charitable activities		
Publications	28,144	27,111
Booklet costs	463	1,642
Seed distribution expenses	6,280	4,786
AGM/ALD expenses	2,877	1,459
Image library	-	79
Conservation	1,475	1,401
Group support	5,361	4,924
Shows & Events	5,435	2,209
Banners	514	-
Enamel badges	1,337	-
Open Gardens Scheme	3,877	-
Website	1,101	3,190
	<u>56,864</u>	<u>46,801</u>
7 Governance costs		
Trustees meetings	4,007	3,557
Independent examination	725	700
	<u>4,732</u>	<u>4,257</u>
8 Other resources expended - unrestricted		
Recruitment	0	543
Sundry expenses	482	400
	<u>482</u>	<u>943</u>
9 Other resources expended - designated		
Bursaries awarded	8,274	4,560
Photo competition prizes	200	200
	<u>8,474</u>	<u>4,760</u>

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year but 12 of them were reimbursed a total of £2,669 for travelling expenses (2016 £4,188).

11 Tangible fixed assets

	Office Equipment	Computers	Total
Cost b/f	7,122	11,964	19,086
Additions	0	0	0
Cost c/f	<u>7,122</u>	<u>11,964</u>	<u>19,086</u>
Depreciation b/f	6,021	11,964	17,985
Charge for the year	275	0	275
Depreciation c/f	<u>6,296</u>	<u>11,964</u>	<u>18,260</u>
Net book value 31.12.17	<u>826</u>	<u>0</u>	<u>826</u>
Net book value 31.12.16	<u>1,101</u>	<u>0</u>	<u>1,101</u>

12 Investments

		2017	2016
Bank of Cyprus	3 yr 2.5% bond	75,000	75,000
Skipton Building Society	4 yr 2.6% bond	66,224	64,546
St James Place	Equities	74,118	68,115
Secure Trust	Matured 4 yr 2.71% bond	0	50,000
Secure Trust	3 yr 2.51% bond	10,000	10,000
Secure Trust	5 yr 3.02% bond	15,000	15,000
CCLA COIF	Charities Global Fund	49,790	0
		<u>290,132</u>	<u>282,661</u>

Investment income during the year was made up of:

Interest (unrestricted, general)	3,441
Interest (unrestricted, designated)	2,903
	<u>6,344</u>

13 Debtors

	2017	2016
Prepayments and accrued income	12,189	15,977
Other debtors	503	503
	<u>12,692</u>	<u>16,480</u>

14 Creditors

VAT	428	1,026
Trade creditors	3,769	6,040
Other creditors	919	1,373
Subscriptions & seed in advance	35,977	31,433
	<u>41,093</u>	<u>39,872</u>

15 Reserves	01.01.17 B/F	Incoming Resources	Outgoing Resources	Gains & Losses	31.12.17 C/F
Fund Movements					
Unrestricted general	256,907	129,778	109,029	3,142	280,798
Unrestricted designated	216,802	2,903	8,474	2,651	213,882
	<u>473,709</u>	<u>132,681</u>	<u>117,503</u>	<u>5,793</u>	<u>494,680</u>

The unrestricted designated fund relates to the Society's Bursary and Project Support Fund. This fund arose as a generous legacy from the estate of Mr Kenneth Black who was a member of the Society and a gardener with Enfield Council in North London.

The trustees decided that this fund should not be used for the administration of the Society but that it should be invested and the interest used to support special projects. There are two types of Bursary: one for college or university students and one for people in horticultural employment.

Funding may be awarded to projects of any sort which fit within the charitable objects of the Society and may be made to individuals or groups.

More information is available on the Society's web site <http://www.hardy-plant.org.uk/> and applications are made via the Bursary co-ordinator for consideration by the Society's Trustees.

Reserves are represented by:	Unrestricted General	Unrestricted Designated	Total
Fixed assets	826	-	826
Current assets	321,065	213,882	534,947
Current liabilities	<u>(41,093)</u>	<u>-</u>	<u>(41,093)</u>
	<u>280,798</u>	<u>213,882</u>	<u>494,680</u>

Independent Examiner's Report to the Trustees of Hardy Plant Society

I report on the accounts of the charity for the year ended 31 December 2017 which are set out on pages 8 to 14.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out 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.

Independent examiner's 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 130 of the 2011 Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

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



Tim Pearce FCCA
Haines Watts Worcester Limited
Vale Business Centre
9 Abbey Lane Court
Abbey Lane
Evesham
WR11 4BY

16 March 2018

REVENUE ACCOUNT		
2016	For the year ended 31 December	2,017
SURPLUS		
88,675	Subscriptions	90,628
9,690	Gift Aid	11,061
7,688	Investment Income & Interest	6,344
10,214	Gain on Investment	5,793
4,030	Advertising	4,982
805	Cornucopia	1,932
2,952	Donations	1,572
-90	Booklets	1,061
0	Enamel Badges	73
<u>123,964</u>		<u>123,446</u>
DEFICIT		
26,023	Publications	26,742
21,119	Professional & Admin Services	25,927
5,834	Office Expenses	8,765
4,560	Bursaries	8,274
5,059	Office Rental	5,622
2,209	Shows & Events	5,435
4,924	Group Support	5,361
4,257	Governance Costs	4,732
3,556	Software & IT Support	3,476
943	Other Expenditure	1,576
4,736	Publicity	1,534
1,401	Conservation	1,475
3190	Website	1,101
0	Open Gardens Scheme	797
0	Banners	514
1,132	Depreciation	275
459	Equipment rental/leasing	258
-795	Seed Distribution	208
-821	AGM/ALD	203
200	Photo Competition	200
79	Image Library	0
<u>88,065</u>		<u>102,475</u>
35,899	NET SURPLUS/DEFICIT	20,971