

Gardening with hardy perennials

TRUSTEES' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018

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CHARITY INFORMATION

Trustees	Pamela Clark Helen Cleare Linda Crowther Judi Deakin John Dyson Karen Gimson Peter Howard Sharin Ingleby Alison Levey Catherine Part Anna Peacock Ruth Plant Christine Price-Mor	From 24 March 2018 From 24 March 2018
	Cathy Rollinson Keith Scott Stuart Senior Jan Vaughan	To 24 March 2018
Chairman	Cathy Rollinson Jan Vaughan	To 24 March 2018 From 24 March 2018
Vice Chairman	Linda Crowther	
Hon. Treasurer	Stuart Senior	
Hon. Secretary	Judi Deakin	
Administrators	Sally Broome Clare Powell	To 30 November 2018
Charity Registration	on No.	208080
VAT Registration I		472-9285-14
Registered Office	15 Basepoint Busin Crab Apple Way, EV	ess Centre, VESHAM, WR11 1GP
Independent Examiner	Haines Watts Worc 9 Abbey Lane Cour WR11 4BY	ester Limited, t, Abbey Lane, EVESHAM,

TRUSTEES' REPORT FOR THE YEAR ENDED 31 DECEMBER 2018

The Trustees present their Annual Report and the Financial Statements of the Society for the year ended 31 December 2018, 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

Introduction

The Hardy Plant Society is an organisation that relies on members to volunteer their time and expertise and a big 'thank you' is due to all those who have contributed to the Society's many activities during 2018 which has been a busy and successful year. Six new Trustees were appointed filling all the vacancies as well as a new Marketing and Publicity Officer, important in a climate of increasing pressure on societies.

The Postholders reports below reflect a variety of activities including displays representing the Society at a number of Shows and Events, lecture days hosted by Local and Special Interest Groups and publication of two new booklets, Ferns and Hardy Garden Chrysanthemums. The Conservation Scheme and Seed Distribution Scheme have both had a successful year.

The website continues to expand, reflecting the many activities of the Society and providing both our members and the public with information and resources to encourage an appreciation and love for hardy perennial plants.

Particularly pleasing is the increase in the number of applications to the Kenneth Black Bursary Scheme and reports of the projects we have supported can be found on the website.

The Evesham Office has experienced difficult times in the latter part of the year as Sally Broome decided to leave after a number of years with us and there have been ongoing IT problems. Hon. Sec. Judi Deakin and Administrator Clare Powell have continued to provide support to our members and the Office IT systems upgrade is progressing and expected to reach completion next year.

Recruitment is an ongoing process as terms of office reach an end and individual circumstances change. New Groups Coordinators, Keith and Lois Scott, are now looking to improve communication between the National Society and local groups. And, in Diane Puncheon, we have a new Manager for the Seed Distribution Scheme. The search is now on to find a new Journal Editor as Pam Ratcliffe steps down from a post she has held since 2004, developing an informative and well-respected publication.

Groups

Our Local and Special Interest groups continue to thrive, engaging in a variety of activities that promote the objects of the Society such as regular talks, plant sales, lecture days, garden visits and exhibits at local and national shows. Our Nottinghamshire Group has its own botanic garden, showcasing hardy perennial plants, that opens to the public once a week and several of the specialist groups have their own seed exchanges, ensuring that rarer species and cultivars continue to be grown. Most groups have their own newsletters and websites, and many are venturing into social media sites such as Twitter and Facebook, all of which helps to disseminate the wealth of knowledge that our members have to share. The Society hosts an annual meeting for the Group Secretaries with the aim of encouraging an exchange of ideas and information. This year the meeting was attended by just over half the groups. The meeting heard about the Seed Distribution and Conservation Schemes and participants had plenty of time to discuss these and other issues, providing plenty of food for thought.

Seed Distribution

The annual seed distribution contributes significantly to the charitable objects of the Society by encouraging the propagation and cultivation of many species and varieties of plant. The scheme receives seed from members, sorts and checks it and produces a seed list from which both members and non-members can order. Seed is packeted by teams from 3 local groups and the orders picked out and dispatched by a fourth group team. The scheme is open to the public via the order form on the website. Seed remaining after all orders have been processed is made available to HPS Groups for distribution at shows and events and to charitable and community organisations.

The Seed Distribution is entirely dependent on volunteers and around 100 members (excluding donors) are required to ensure its success. This year has seen the continued development of the descriptive database, with links to the image library as well as the launch of the Seed Image Index, with the first 2,000 seed photographs going online.

This year 228 donors, 50 of them contributing for the first time, sent in 2061 varieties of seed. 1048 orders were received, including 11 from non-members and 62 from overseas (covering 15 countries in all corners of the world). This represents approximately 30,000 packets of seed. 16 groups requested seed for shows and other events, accounting for around 30,000 more packets

and applications were received from 27 charitable and community organisations. The latter were split almost equally between schools, children's and youth groups, health projects and community gardens. It is encouraging to hear how these groups are promoting gardening and an interest in plants among the younger generations and recognising the therapeutic and environmental benefits. It has been rewarding to be able to assist in however small a way.

Conservation

In spite of the challenging weather for gardeners this year the Conservation Scheme growers again produced a record number of plants for the Plant Exchange at the annual meeting in September. Five new plants were suggested for inclusion on the list of conservation plants and will be assessed over the coming year.

Completion of the work to verify that all the plants we have are correctly named has resulted in a smaller number of plants in the Scheme which we are now looking to expand. A review of plants that were removed when they appeared to have regained popularity showed that sadly many are once again in danger of being lost and efforts will be made to source plants to bring back to the Scheme.

Information about all the conservation plants is available to HPS members and the public on the website and there is a regular feature in the Blogs section.

Sadly we have lost coordinators for the North West and Shropshire but have welcomed Nottingham Group to the Scheme and meetings are planned with groups in Monmouthshire, Nottingham and Devon to talk about Conservation. It is important to the future of our conservation efforts to increase participation amongst all HPS members through the Local Groups. And as yet there have been no offers to take on the role of Conservation Scheme Coordinator.

Shows & Events

Shows and events again gave the HPS many opportunities to engage with the public, increasing interest in the society and enrolling new members. 2018 saw a wide range of successful events hosted by Groups from all around the country; and representation at a number of the larger shows, too, enjoying medals from silver to gold, despite hugely challenging growing conditions with both "The Beast from the East" and a prolonged hot and dry summer to contend with. Taking on these challenges is a huge commitment and we are encouraging a shadowing process to give new volunteers the confidence and experience to have a go in the future. Our Annual Lecture Day and AGM moves north from Devon in 2018 to the North East in 2019.

HPS Newsletter

In 2018, 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 2018 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

Over the last year the horticultural Library has been moved onto the new website, so there is nothing left on the old site that we expect to retain in the long term. Consequently, we hope to shut down the old site in the next six months.

A set of over 1750 seed images provided by Derek Cooper has been added to the website.

Over the last year over 59,500 people have visited our website, 1076 members have paid their subscription online, and 512 seed orders have been placed via the website.

Publications

Members received two copies of the journal with articles about many different plants as well as their propagation and care. Three issues of the newsletter were sent out with information as to the activities of the Society. Two issues of Cornucopia were also sent out to subscribers, which have articles written by various group members from around the country.

The revised Fern booklet was launched at the Society's AGM at the end of March and has sold very well.

A Hardy Chrysanthemum booklet was printed and launched in October. This booklet is the first since the 1960's to be written and printed in the UK with information solely on chrysanthemums which are hardy outside throughout the British Isles in an average winter, with a hardiness rating of H4 or below.

All these publications are to foster knowledge and public interest in hardy herbaceous plants and to inform the reader as to their care and cultivation.

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 2018 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 2018. 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

The new information leaflets, together with the Scheme being listed under *Grants for Horticulturists* on the Chartered Institute of Horticulture site, have brought an increase in the number of applications received during 2018. In total 30 applications were received, and 24

awards were made amounting to £11,801. (The figure of £12,479 in the accounts includes photo competition prizes of £300 and the cost of the new leaflets.)

The application form has been redesigned and all applications are now administered online; consequently, the Scheme can finalise an application within a week.

Botanical gardens will be targeted with information about the Bursary Scheme this winter in the hope of increasing applications from this area of horticultural excellence.

Finance

Financial outcome 2018

The accounts, which follow, will show another successful year for the Society: we recorded an overall surplus of £3,667. After several years of considerable gain in the value of our equity investments, the end of 2018 saw markets plummet and we incurred a paper loss of £5,320, effectively wiping out the £5,793 gain of 2017. However, because of our investment policy (see below), our interest income from bonds and bank accounts was £7,842 which more than covered the investment loss.

Of particular note in 2018 was the welcome increased spend of £4,005 on bursaries.

During the past two years, we have been working closely with Haines Watts to ensure that the figures which we report are not only accurate but also comply with the accruals principle of UK accounting standards. Our subscription year does not align with our financial year which has always meant that accounting adjustments are required to show the true figure as at the financial year end. In previous years the seed expenses paid in advance have spanned the year end and in 2016 these expenses were not fully reversed from the previous year. This has been found this year and an adjustment of \pounds 243 is required in the accounts in order to rectify this. This adjustment has reduced the surplus by this amount.

In addition, the complexity of our current systems means that the handling of members' orders is very labour intensive and prone to error, particularly as regards the correct allocation of income to subscriptions, seed orders, Cornucopia and VAT. We anticipate that new systems will deliver significant benefits in this area.

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 valuefor-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:

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Jan Vaughan, Chairman

Date: 21 February 2019

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Statement of Financial Activities

				2018	2017
		Unrestricted	Designated	Total	Total
	Note	Funds	Funds	Funds	Funds
		£	£	£	£
INCOME					
Income from generated funds:	-				
- Voluntary income	2	104,706		104,706	103,261
- Activities for generating funds	3	6,136		6,136	6,506
Income from charitable activities	4	10,384		10,384	16,570
Investment income		4,451	3,391	7,842	6,344
TOTAL		125,677	3,391	129,068	132,681
EXPENDITURE					
Costs of generating voluntary					
income	5	46,683		46,683	46,951
Charitable activities	6	54,252		54,252	56,864
Governance costs	7	6,318		6,318	4,732
Other resources expended	8	349		349	482
Bursaries etc.	9	0	12,479	12,479	8,474
TOTAL		107,602	12,479	120,081	117,503
Net Loss/Gain on investment		(3,020)	(2,300)	(5,320)	5,793
Net Income/Expenditure for the year		15,055	(11,388)	3,667	20,971
NET MOVEMENT IN FUNDS		15,055	(11,388)	3,667	20,971
RECONCILIATION OF FUNDS					
Funds B/F at 1 January 2018		280,798	213,882	494,680	473,709
TOTAL FUNDS C/F at 31 December 2018		295,853	202,494	498,347	494,680

Balance Sheet

			2018			2017	
	Note						
Fixed assets	11			619			826
Current assets							
Current assets							
Bank balances		232,286			230,221		
Investments at cost	12	276,821			290,132		
Debtors &							
prepayments	13	9,659			12,692		
Stock (booklets)		3,830	_		1,903	_	
			522,595			534,948	
Creditors: amounts falling due within one year							
	14		(24,867)			(41,093)	

Net current assets		497,728	493,854
Total assets less curre	ent liabilities	498,347	494,680
Financed by:			
General fund Bursary fund and	15	295,853	280,798
bequest	15	202,494	213,882
		498,347	494,680

The accounts were approved by the Trustees on 21 February 2019.

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Jan Vaughan Chairman

Stuart Senior Treasurer

The notes on pages 10 to 15 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.

		2018 £ Unrestricted Funds	2017 £ Unrestricted Funds
2	Voluntary income Subscriptions	91,483	90,628
	Donations	1,189	1,572
	Gift Aid	12,034	11,061
		104,706	103,261
3	Activities for generating funds		
	Advertising	4,459	4,982
	Booklets	1,677	1,524
		6,136	6,506
4	Incoming resources from charitable activities		
	Seed distribution	5,945	6,072
	Cornucopia	2,565	3,334
	Enamel badges	144	1,410
	Open Gardens Scheme	0	3,080
	AGM/ALD	1,730	2,674
		10,384	16,570
5	Costs of generating voluntary income		
	Administration services	21,696	22,624
	Legal & professional	5,056	3,303
	Office rent, heat & light	6,161	5,622
	Printing, postage & telephone	6,702	5,963
	Meetings	177	1,094
	Insurance	867	1,146
	Publicity	0	1,534
	Equipment rental/leasing	282	258
	Depreciation of equipment	207	275
	Bank charges	1,792	1,656
	Software & IT support	3,743	3,476
		46,683	46,951

The average number of employees during the year was 2.

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

		2018	2017
6	Charitable activities		
	Journal costs	19,197	17,080
	Newsletter costs	9,863	8,775
	Cornucopia costs	2,573	2,289
	Booklet costs	4,673	463
	Seed distribution expenses	4,239	6,280
	Historic seed expenses adjustment	243	-
	AGM/ALD expenses	2,668	2,877
	Conservation	1,529	1,475
	Group support	5,011	5,361
	Shows & Events	2,469	5,435
	Banners	651	514
	Enamel badges	-	1,337
	Open Gardens Scheme	-	3,877
	Website	1,136	1,101
		54,252	56,864
7	Governance costs		
'	Trustees meetings	5,568	4,007
	Independent examination	750	4,007
		6,318	4,732
		0,318	4,732
8	Other resources expended - unrestricted		
0	Sundry expenses	349	482
		349	482
9	Other resources expended - designated		
	Bursaries awarded	12,179	8,174
	Photo competition prizes	300	300
		12,479	8,474

10 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year but 17 of them were reimbursed a total of £4,675 for travelling expenses (2017 £2,669).

11 Tangible fixed assets

		Office Equipment	Computers		Total
	Cost b/f	7,122	11,964		19,086
	Additions	0	0		0
	Cost c/f	7,122	11,964		19,086
	Depreciation b/f	6,296	11,964		18,260
	Charge for the year	207	0		207
	Depreciation c/f	6,503	11,964		18,467
	Net book value 31.12.18	619	0		619
	Net book value 31.12.17	826	0		826
12	Investments				
				2018	2017
	Cynergy Bank*	3 yr 1.65% bo		75,000	75,000
	Skipton Building Society	1 yr 1.4% bon	d	68,233	66,224
	St James Place	Equities	h o o d	70,194	74,118
	Secure Trust Secure Trust	Matured 3 yr 5 yr 3.02% bo		- 15,000	10,000
	CCLA COIF Charities Global Equity	•	nu	48,394	15,000 49,790
	CCLA COIP Chantles Global Equity	meome Fund		276,821	290,132
	* the new name for the Bank of C	Cyprus		270,021	230,132
	Investment income during the ye	ar was made up	o of:		
	Interest (unrestricted, general)			4,451	
	Interest (unrestricted, designated	1)		3,391	
				7,842	-
13	Debtors			2018	2017
	Prepayments and accrued income	9		8,952	12,189
	Other debtors			707	503
			-	9,659	12,692
14	Creditors				
	VAT			-	428
	Trade creditors			35	3,769
	Other creditors			1,235	919
	Subscriptions & seed in advance			23,597	35,977
			-	24,867	41,093

15	Reserves	01.01.18 B/F	Incoming Resources	Outgoing Resources	Gains & Losses	31.12.18 C/F
	Fund Movements					
	Unrestricted general	280,798	125,677	107,602	(3,020)	295,853
	Unrestricted designated	213,882	3,391	12,479	(2,300)	202,494
		494,680	129,068	120,081	(5,320)	498,347

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 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.

Reserves are represented by:	Unrestricted General	Unrestricted Designated	Total
Fixed assets	619	-	619
Current assets	320,101	202,494	522,595
Current liabilities	(24,867)		(24,867)
	295,853	202,494	498,347

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 2018 which are set out on pages 9 to 15.

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.

There

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

14 March 2019