

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)**

TRUSTEES' REPORT AND UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 JULY 2013

SATURDAY



A31RDJZU

A06

15/02/2014

#96

COMPANIES HOUSE

Charity Registration No. 1114880

**Company Registration No.
05664701 (England and Wales)**

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
LEGAL AND ADMINISTRATIVE INFORMATION**

Trustees	P A Sketchley M Bellingham K M Aldis
Charity number	1114880
Company number	05664701
Registered office	3 Crossfield Chambers Gladbeck Way Enfield Middlesex EN2 7HF
Accountants	UHY Hacker Young 22/24 Kneesworth Street Royston Herts SG8 5AA
Bankers	Lloyds TSB Bank plc 5 Rowland Place Green Lane Northwood Middlesex HA6 1AB
Solicitors	Park Woodfine Heald Mellows LLP 1 Lurke Street Bedford Beds MK40 3TW

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
CONTENTS**

	Page
Trustees' report	1 - 5
Independent accountants' report	6
Statement of financial activities	7
Balance sheet	8
Notes to the accounts	9 - 12

NATIONAL PET MONTH (A CHARITY LIMITED BY GUARANTEE) TRUSTEES' REPORT

FOR THE YEAR ENDED 31 JULY 2013

The trustees present their report and accounts for the year ended 31 July 2013

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the company's memorandum and articles of association, the Companies Act 2006 and the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005

Structure, management and governance

Incorporation of the charity

National Pet Month (registered charity number 1114880) was incorporated on 3 January 2006 with company number 05664701. The charity's registered office is 3 Crossfield Chambers, Gladbeck Way, Enfield, Middlesex EN2 7HF

Management of the charity

At the end of 2012 Mrs Janet Nunn left the Pet Care Trust and therefore resigned her position as Trustee of National Pet Month. The representative for the Pet Care Trust then, temporarily, became Mr Keith Aldis. Subsequently the Pet Care Trust gave notice to withdraw their trusteeship of National Pet Month at the end of 2013, in order to focus on their own charity's objectives.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £10 in the event of a winding up.

Working together

The strength of National Pet Month is based on its ongoing support by other professional bodies, charities, businesses and organisations operating in the area of pet care as well as individual pet lovers. Many of these organise National Pet Month events to promote National Pet Month aims, while also often raising money for their chosen animal welfare and education charities.

Governance of the charity and investment powers

The charity is a company limited by guarantee. The charity's memorandum and articles of association are the documents the company is governed by. The investment powers are regulated by these accordingly.

The charity is authorised to

- Accept funds or property to be applied solely for the purpose within the charitable objects of the charity,
- Invest the charity's money in any property or investments, of whatever nature and wherever situated as the Trustees shall in their absolute power think fit, subject to conditions imposed or required by law,
- Expend the funds of the charity in the furtherance of the charitable objects

The trustees have assessed the major risks to which the charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

NATIONAL PET MONTH (A CHARITY LIMITED BY GUARANTEE) TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2013

Objectives and activities

The charity's objectives, per the governing documents, are to promote and protect the good health, both mental and physical, of the general public by advancing the general public's education in the therapeutic benefits of animal ownership. This is achieved by promoting responsible pet ownership in all its manifestations. More specifically, the stated aims are to

- Promote responsible pet ownership
- Make people aware of the benefits of pets to people
- Increase public awareness of services available from professionals involved with pet animals
- Raise awareness of working animals

The charity's business plan, updated for the period 2010-13 set out to secure mixed sponsorship from different market sectors related to pet animal health. This sponsorship would be used to cover limited administration of the charity, but primarily to allow for a more extensive public relations plan to be put in place.

Annually, since 1989, National Pet Week, now National Pet Month, has acted through printed, broadcast and digital media to raise awareness of pets and the need to look after them responsibly, creating a backdrop to hundreds of local events throughout the country which take place during the month which reinforce the messages.

Review of the year to 31 July 2013

The 2013 theme for National Pet Month was 'Your pets and You, companions for life' and the charity was very pleased to welcome back Companion Care Vets and Pets at Home as sponsors.

As a result of sponsorship income, the trustees were able to appoint the consultancy Turquoise Tiger to lead the PR activities for the campaign. The work of the PR agency was further supported by PFMA, NOAH and PCT who worked together to promote the event and gain publicity.

National Pet Month was once again launched at Crufts, visitors to the exhibition stand were asked to fill in the gaps for missing key words from the National Pet Month responsible pet ownership messages. As well as talking to the public about the event Crufts provided the opportunity to encourage other pet care organisations to get behind the charity and hold their own activities during the month.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)**

FOR THE YEAR ENDED 31 JULY 2013

Achievements and performance

Media interest continued both nationally and regionally - NPM remains a calendar event not to be missed. Millions of people had the opportunity to see National Pet Month articles through national, regional, consumer, educational and specialist vet/trade/pet publications.

This year the charity has been growing strength and engagement on social media, reaching real pet owners across the UK helping to promote responsible pet ownership. The majority of the coverage received highlighted the responsible pet ownership and healthy pet messaging, in line with the charity's aims. In total, over 200 pieces of media coverage was achieved.

There were 12,670 visitors to the National Pet Month website from the beginning of January to end May, making 16,400 visits. These people looked at 43,650 pages. The peak day was 2 April, when over 500 people visited the site.

The use of social media became increasingly key to the success of National Pet Month. Aside from plenty of public engagement, social media channels secured a number of celebrity supporters. A blog was reintroduced to the National Pet Month website and proved to be an effective way of adding information fast.

National Pet Month Twitter followers grew from 936 to 3,267 (and rising). Similarly Facebook supporters grew from 384 to 1,873 (again, and rising). There was a good level of interaction - particularly the Top Tips which were frequently 'liked' and 'shared' - spreading the word on responsible pet ownership. There were just under 1,300 visits to the NPM site directly from Facebook/Twitter.

As well as the usual communications to supporters, a new Emagazine was introduced. This gave sponsors another way to show support and reach a large audience. This will be further developed next year.

The supporters' database now runs to over 3,600 names of pet-loving businesses (including vet practices, pet shops and pet service businesses), pet charities, schools and individuals, all wanting to keep in touch with National Pet Month news. A new email newsletter format was used to good effect.

There were 150 events registered on the website as well as the numerous events taking place in Companion Care practices and Pets at Home stores. A total of 250 full event packs were sent out, in addition to the 450 sent to the sponsors. Many supporters downloaded their information directly from the website. We estimate that in total over 600 events were held and nearly £21,000 was raised for at least 25 charities during National Pet Month. Events were easy for potential visitors to find using the interactive map on the website.

There were several successful competitions during National Pet Month. The traditional 'best event' competition was won by a pet shop, and there were other excellent winners in each category, including 'best vet practice event' and 'best local authority event'. There was a successful schools art competition and a number of competitions ran through social media.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)**

FOR THE YEAR ENDED 31 JULY 2013

Financial review

Within this financial period, on which this report is based, sponsorship was secured from Companion Care and Pets at Home at an equal level. In addition further small scale support was gained from a number of small businesses, primarily in the form of prize donations for social media competitions.

The two major sponsors enabled the charity to commission the services of an independent professional PR agency and thus benefit from enhanced publicity at a realistic costs commensurate with sponsor income and the reserves carried forward for the next year's activities.

As a result of well managed expenses, coupled with a lot of voluntary effort by the Trustee organisations enabled the important benefit of being able to engage a professional PR agency but resulting in just a small operational deficit of £1,909 being recorded enabling the reserves to stand at £20,308.

The Trustees continue to be confident of further progress and success in growing the awareness to National Pet Month and more importantly achieving the charitable objects and our overall aims and objectives to foster responsible pet ownership in the UK. Also to provide an umbrella organisation to assist and facilitate fund raising opportunities for many other animal charities and public benefit.

Reserves policy

It is the policy of the charity to aspire to maintain funds which have not been designated for a specific use 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. Although in 2013 there was a lower level of direct financial sponsorship than in the previous year, meaning the reserves level has dropped, the reserves still give a sound basis for activities going forward and in conformity with the reserves policy. Prudent cost control continued throughout 2013 and a lot of voluntary input from the respective Trustee bodies enabling the important benefit of being able to engage a professional PR agency.

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)**

FOR THE YEAR ENDED 31 JULY 2013

Plans for the future

Following a number of very successful National Pet Month events in 2013, the Trustees will develop and renew the business plan which ended in 2013, for 2014/15 - the Charity's 25th anniversary year. Plans include the continued development of the website, capitalising on the ever growing use of social media channels (including the gift of two major Facebook communities for cat and dog lovers giving an additional reach of 100,000 pet lovers), closer liaison with other animal charities and working to secure a wider range of sponsors.

Statement of Trustees' responsibilities

The trustees, who are also the directors of National Pet Month for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare accounts for each financial year which give 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 charitable company for that year.

In preparing these accounts, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent, and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

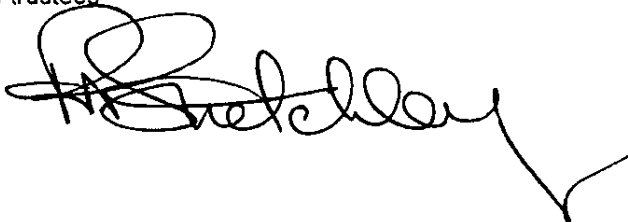
Small company rules

These accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 2006 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

On behalf of the board of trustees

P A Sketchley
Chairman of Trustees

Dated 29.1.14



**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
CHARTERED ACCOUNTANTS' REPORT TO THE TRUSTEES ON THE
UNAUDITED ACCOUNTS OF NATIONAL PET MONTH**

In accordance with the engagement letter dated 3 October 2011, and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the charitable company (the charity) on pages 6 to 11 from the accounting records and information and explanations you have given to us

This report is made to the Charity's Board of Trustees, as a body, in accordance with the terms of our engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the Charity's Board of Trustees that we have done so, and state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Charity's Board of Trustees, as a body, for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet for the period ended 31 July 2013 your duty to ensure that the charity has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the charity is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

VNY Hackett Young
Chartered Accountants
22/24 Kneesworth Street
Royston
Herts
SG8 5AA

Dated *30 January 2014*

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JULY 2013

		Year ended 31 July 2013	Year ended 31 July 2012
	Notes	£	£
Incoming resources			
Incoming resources from generated funds			
Voluntary income	2	902	1,609
Activities for generating funds	3	15,000	25,000
Investment income	4	-	1
Total incoming resources		15,902	26,610
Resources expended			
Costs of generating funds			
Other costs of generating funds		14,202	14,363
Charitable activities		1,943	3,261
Governance costs		1,666	1,609
Total resources expended	5	17,811	19,233
Net (expenditure)/income for the year		(1,909)	7,377
Net movement in funds		(1,909)	7,377
Fund balances brought forward		22,217	14,840
Fund balances carried forward		20,308	22,217

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006

All the above activities were continuing operations of the company and all income and expenditure is unrestricted in nature

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 JULY 2013

	Notes	2013 £	£	2012 £	£
Current assets					
Debtors	8	9,006		307	
Cash at bank and in hand		12,652		23,200	
		<u>21,658</u>		<u>23,507</u>	
Creditors amounts falling due within one year	9	<u>(1,350)</u>		<u>(1,290)</u>	
Total assets less current liabilities		<u>20,308</u>		<u>22,217</u>	
Income funds					
Unrestricted funds		<u>20,308</u>		<u>22,217</u>	
		<u>20,308</u>		<u>22,217</u>	

For the year ending 31 July 2013 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

The accounts were approved by the Board on

Tuesday 7th 2014

P A Sketchley

P A Sketchley
Chairman of Trustees

Company Registration No 05664701

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2013

1 Accounting policies

1.1 Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small charity

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting by Charities", issued in March 2005 and the Companies Act 2006

The charity has taken advantage of the provisions of Schedule 4 of the Companies Act and adapted the Companies Act formats to reflect the special nature of the charity's activities

1.2 Incoming resources

Income is recognised in the year to which it relates. There are no restricted sources of income

1.3 Resources expended

Charitable activities - comprises all expenditure relating to the objectives of the charity

Costs of generating funds - comprises the costs in relation to the promotion of pet ownership

Governance costs - comprises the costs of compliance with the constitutional and statutory requirements

Expenditure is allocated directly to the expenditure headings as far as practically possible to reflect the activities of the charity

1.4 Funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objectives of the charity. There are no restricted funds

2 Voluntary income

	2013 £	2012 £
Annual donation	813	1,234
Collection boxes	79	263
Legacies receivable	-	90
Publication income	10	22
	<u>902</u>	<u>1,609</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2013

3 Activities for generating funds

	2013	2012
	£	£
Sponsorship income	<u>15,000</u>	<u>25,000</u>

4 Investment income

	Total	Total
	2013	2012
	£	£
Interest receivable	<u>-</u>	<u>1</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2013

5 Total resources expended

	2013 £	2012 £
Costs of generating funds		
Publicity	552	3,419
Public relations campaigning	13,650	10,944
	<u>14,202</u>	<u>14,363</u>
Charitable activities		
Insurance	330	323
General expenses	71	154
Printing, postage and stationery	1,173	335
Website costs	709	2,109
	<u>1,943</u>	<u>3,261</u>
Governance costs		
Legal and professional fees	43	63
Accountancy	950	900
Travelling	673	646
	<u>1,666</u>	<u>1,609</u>
	<u><u>17,811</u></u>	<u><u>19,233</u></u>

Governance costs includes payments to the accountants of £950 (2012 - £1,200) for the preparation of the company's statutory accounts

6 Trustees

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

The charity relies on its trustees (and the organisations they are a part of) for administrative support and in so doing, utilises staff and resources from these organisations at no charge. The support provided is on a voluntary basis and so no value is attributed to this in these accounts

7 Employees

There were no employees during the year

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2013

8 Debtors	2013	2012
	£	£
Trade debtors	9,000	-
Other debtors	6	307
	9,006	307

9 Creditors' amounts falling due within one year	2013	2012
	£	£
Other creditors	400	-
Accruals	950	1,290
	1,350	1,290

10 Liability of members

At 31 July 2013, National Pet Month had three members. In the event of a winding up of the company, the liability of each member to contribute to the assets of the company is limited to £10.