

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

**TRUSTEES' REPORT AND UNAUDITED ACCOUNTS**

**FOR THE YEAR ENDED 31 JULY 2011**



**Charity Registration No. 1114880**

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

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

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

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# **NATIONAL PET MONTH**

## **(A CHARITY LIMITED BY GUARANTEE)**

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

**FOR THE YEAR ENDED 31 JULY 2011**

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The trustees present their report and accounts for the year ended 31 July 2011

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**

During the period, the company was governed by three trustees as named below. The Trustees must meet three times each year to review the company's operations and to decide on policies.

P A Sketchley (Chairman) representing The National Office of Animal Health, M Bellingham representing The Pet Food Manufacturers Association, J Nunn representing The Pet Care Trust

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.

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# **NATIONAL PET MONTH**

## **(A CHARITY LIMITED BY GUARANTEE)**

### **TRUSTEES' REPORT (CONTINUED)**

***FOR THE YEAR ENDED 31 JULY 2011***

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#### **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

A business plan was adopted for the period 2006-09, extending into 2010 and sponsorship secured to cover the administration of the charity, and 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 and broadcast 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 2011**

The 2011 theme for National Pet Month was 'Happiness is time with your pet' and the charity was very pleased to welcome Royal Canin as new Platinum sponsors (who provided substantial support in kind rather than a monetary donation) and Companion Care Vets as Silver sponsors. Due to reduced funding, National Pet Month decided not to employ a PR agency, instead PFMA, NOAH and PCT worked together to promote the event and gain publicity.

National Pet Month was once again launched at Crufts, a 'pin the tail on the dog' competition was very popular and the opportunity to work with Royal Canin at the event was valuable.

National Pet Month's key message of responsible pet ownership was supported by using the theme 'Happiness is time with your pet' to emphasise the positive benefits of pets and subsequently showing how we can repay the pets we love by looking after them responsibly.

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

**FOR THE YEAR ENDED 31 JULY 2011**

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## **Achievements and performance**

Media interest continued both nationally and regionally with around 300 pieces of coverage as well as a radio day Coverage was spread through national, regional, consumer, educational and specialist vet/trade/pet publications

Nearly 16,500 visits (up 500 on 2010) were made to the revamped National Pet Month website [www.nationalpetmonth.org.uk](http://www.nationalpetmonth.org.uk) in the run up and during the month, looking at 57,000 pages

Extensive work on the supporters' database in 2009 and 2010 has been worthwhile with over 3600 (1600 up on 2010!) names of pet-loving businesses (including vet practices and pet shops), pet charities, schools and individuals, all wanting to keep in touch with National Pet Month news

There were over 300 events registered on the site and over 530 event packs sent out There were also Blue Cross tea parties, Canine Partners bluebell walks and Cats Protection talks during the month Events were easy to find using the new interactive map Awards were once again made to the events judged by the trustees to best reflect National Pet Month's aims In addition, at least £12,000 was raised for at least 25 animal charities through these events

National Pet Month entered the social media through Facebook and Twitter The Facebook site has a number of 'likes', and there were 200 click throughs to the NPM website from Facebook The Twitter feed has been gathering followers at the rate of about 3 a day since establishment (including celebrity vet Marc Abraham and the European Commission!) and is included on a number of lists

A photographic competition was run in conjunction with Your Cat and Your Dog called 'Pets in Love' it celebrated the love between people and their pets to tie in with the Royal Wedding

The Pet Nose Day schools art competition encouraged children to get in touch with their creative side and make a mask of their favourite pet More people came to the National Pet Month site from Times Educational Supplement website than from any other site, showing NPM's impact in schools, and the site was listed by Twinkl and Scholastic, while schools papers First News and Primary Times were amongst the educational publications covering the month

The trustees have needed to use money from NPM's reserves in 2011 therefore reducing the reserve fund but they are proactively seeking financial contributions from sponsors for 2012 In a difficult financial climate and with significantly reduced funding the National Pet Month trustees feel positive about National Pet Month's achievements in 2011 and will forge forward to secure sponsorship for 2012 in order to deliver NPM's objectives

## **Financial review**

Within this financial period, on which this report is based, sponsorship was secured from Companion Care at the Silver package fee (£9,000), Royal Canin were nominated as Platinum Sponsors and their contributions were made in extensive promotional and marketing support rather than direct financial support This enabled the charity to function without an independent professional PR agency and thus save substantial costs But with the surplus carried forward at £13,719 into 2011 the Trustees were confident of further progress and success in growing the awareness to National Pet Month and more importantly achieving our overall aims and objectives to foster responsible pet ownership in the UK

**NATIONAL PET MONTH  
(A CHARITY LIMITED BY GUARANTEE)  
TRUSTEES' REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 JULY 2011**

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**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. Due to the lack of Platinum sponsorship in 2011 the reserves were only marginally increased by the end of 2010. Prudent cost control continued principally by not engaging a professional PR agency and a lot of voluntary input from the respective Trustee bodies, a nominal reserve of £14,840 was able to be carried forward to the next financial period for events in April 2012, in conformity with the reserves policy.

**Plans for the future**

Following a number of very successful National Pet Month events in 2011, the Trustees are keen to continue the next phase of the business plan which runs from 2011 - 2013. Plans will include the continued development of the website 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

15.12.11

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

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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 2011 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.

WKM

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

Dated 23.0.12



**NATIONAL PET MONTH**  
**(A CHARITY LIMITED BY GUARANTEE)**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**INCLUDING INCOME AND EXPENDITURE ACCOUNT**  
**FOR THE YEAR ENDED 31 JULY 2011**

		<b>Year ended 31 July 2011</b>	<b>18 Months ended 31 July 2010</b>
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>Incoming resources</b>			
<b>Incoming resources from generated funds</b>			
Voluntary income	<b>2</b>	<b>1,815</b>	3,358
Activities for generating funds	<b>3</b>	<b>9,000</b>	13,500
Investment income	<b>4</b>	<b>1</b>	14
<b>Total incoming resources</b>		<b>10,816</b>	16,872
<b>Resources expended</b>			
<b>Costs of generating funds</b>			
Other costs of generating funds		<b>1,943</b>	38,634
Charitable activities		<b>5,985</b>	15,460
Governance costs		<b>1,767</b>	3,442
<b>Total resources expended</b>	<b>5</b>	<b>9,695</b>	57,536
<b>Net income/(expenditure) for the year</b>		<b>1,121</b>	(40,664)
<b>Net movement in funds</b>		<b>1,121</b>	(40,664)
<b>Fund balances brought forward</b>		<b>13,719</b>	54,383
<b>Fund balances carried forward</b>		<b>14,840</b>	13,719

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 2011**

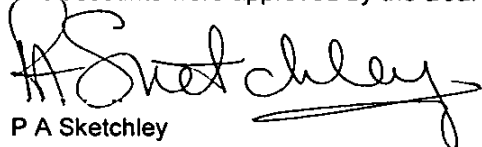
	Notes	£	As at 31 July 2011 £	£	As at 31 July 2010 £
<b>Current assets</b>					
Debtors	8	-		279	
Cash at bank and in hand		21,332		14,734	
<b>Creditors: amounts falling due within one year</b>	9	<u>(6,492)</u>		<u>(1,294)</u>	
<b>Total assets less current liabilities</b>			<u><b>14,840</b></u>		<u><b>13,719</b></u>
<b>Income funds</b>					
Unrestricted funds			<u><b>14,840</b></u>		<u><b>13,719</b></u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 July 2011. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these accounts.

The trustees acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with section 221 of the Act, and
- (b) preparing accounts which give a true and fair view of the state of affairs of the company at 31 July 2011 and of its profit for the year then ended in accordance with section 226, and otherwise comply with the requirements of the Act relating to accounts, so far as applicable to the company.

The accounts were approved by the Board on 15 - 12 - 11

  
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 2011**

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**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**

	2011 £	2010 £
Annual donation	1,673	2,818
Collection boxes	65	525
Publication income	77	15
	<u>1,815</u>	<u>3,358</u>

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

**FOR THE YEAR ENDED 31 JULY 2011**

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**3 Activities for generating funds**

	2011 £	2010 £
Sponsorship income	<u>9,000</u>	<u>13,500</u>

**4 Investment income**

	2011 £	2010 £
Interest receivable	<u>1</u>	<u>14</u>

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

**FOR THE YEAR ENDED 31 JULY 2011**

**5 Total resources expended**

	2011 £	2010 £
<b>Costs of generating funds</b>		
Publicity	1,168	4,232
Public relations campaigning	775	20,000
Public relations campaign expenses	-	9,510
Public relations freelance	-	4,892
	<u>1,943</u>	<u>38,634</u>
<b>Charitable activities</b>		
Insurance	323	320
General expenses	183	520
Printing, postage and stationery	3,517	10,139
Website costs	1,962	4,481
	<u>5,985</u>	<u>15,460</u>
<b>Governance costs</b>		
Legal and professional fees	65	882
Accountancy	1,200	1,370
Travelling	477	1,180
	<u>1,767</u>	<u>3,442</u>
	<u><u>9,695</u></u>	<u><u>57,536</u></u>

Governance costs includes payments to the accountants of £1,200 (2010 - £1,370) 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 and no trustees were reimbursed for travel expenses

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 2011**

<b>8 Debtors</b>	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
Other debtors	-	279

<b>9 Creditors: amounts falling due within one year</b>	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
Taxes and social security costs	1,099	-
Other creditors	4,143	44
Accruals	1,250	1,250
	<b>6,492</b>	<b>1,294</b>

**10 Liability of members**

At 31 July 2011, 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.