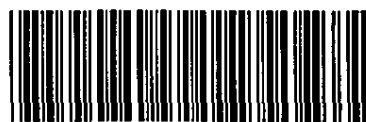


**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)**

TRUSTEES' REPORT AND UNAUDITED ACCOUNTS

FOR THE PERIOD ENDED 31 JULY 2010

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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 J Nunn
Charity number	1114880
Company number	05664701
Registered office	3 Crossfield Chambers Gladbeck Way Enfield Middlesex EN2 7HF
Accountants	WKH 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	5
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 PERIOD ENDED 31 JULY 2010

The trustees present their report and accounts for the period ended 31 July 2010

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.

NATIONAL PET MONTH

(A CHARITY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 JULY 2010

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 period to 31 July 2009

This report covers an 18 month period and hence two annual events for April 2009 and April 2010 respectively. The 2009 theme for National Pet Month was 'Healthy Pets are Happy Pets', and the charity was pleased once more to secure Platinum sponsorship from IAMS (its third year of support), with additional support from Pfizer Animal Health as Gold sponsors and Countrywide as Bronze sponsors. This enabled the charity's PR work with Brave PR to continue and build on the aspirations of National Pet Month.

The campaign was launched to long lead media in the autumn, with extensive mailings to potential event holders and supporters (both existing and potential) being undertaken in February. The launch to the public at the charity's now annual attendance at Crufts in March was supported later that month by promotion of the charity at the Pet Care Trust's 'Pet Stop' animal welfare seminar to pet specialists held at Edinburgh Zoo. In April, the Month was highlighted to the veterinary profession by a rolling large screen presentation being displayed at the annual congress of the British Small Animal Veterinary Association, where the charity also shared a stand with the National Office of Animal Health.

The core messages of responsible pet ownership and the associated 'top ten tips' once more were the primary focus for National Pet Month. The 'Healthy Pets are Happy Pets' theme also allowed the charity to celebrate the diversity of pets enjoyed by the British public and the positive benefits they bring.

Following the successes of the 2009 National Pet Month, a theme of 'Healthy Pets Make Happy Pets' was agreed again for 2010. Unfortunately the charity was not able to secure a Platinum sponsor for 2010 events and therefore decided, in order to reduce costs, not to engage the services of a PR agency. However, the Trustees were pleased to receive a new sponsorship from Argos stores as Gold sponsors and a further year from Countrywide Farmers as Bronze sponsors and also a new Bronze sponsorship from Zoo-Life.

Over the winter extensive work was done on the database and website to make supporting the charity easier through the site, and cut down on administration of paper forms. A decision was taken to employ, during the run up and duration of NPM 2009, some part-time administrative support to the charity.

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

FOR THE PERIOD ENDED 31 JULY 2010

Achievements and performance

Media interest continued to build both nationally and regionally

Millions of people had the opportunity to see National Pet Month articles in the national, regional or specialist press, with nearly 350 pieces in 2009 and a further increase to 500 pieces of coverage for the 2010 events

The majority of this press coverage highlighted the promotion of responsible pet ownership and healthy pets

Partnerships with the Independent online and Guardian newspapers gave excellent national coverage to the month

Crufts provided the public launch to the Month's activities, with a 'pin the tail on the dog' competition attracting great interest and representatives from sponsors Countrywide joining us on the stand at the NEC

A photographic competition was run with two categories, 'Friends for life' for the over 60's and a 'General' category for all the current partnerships between vets, pet shops and schools, youth groups and other entries in conjunction with Venture photography. We were looking for a photo that captured the special bond between an owner and their pet

The 'A Happy Pet I Know' schools art competition helped cement partnerships between vets, pet shops and schools, youth groups and reinforced the benefits of pets to children. It received a record number of entries. 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

Over 16,600 people (up 5000 on 2009) visited the National Pet Month website www.nationalpetmonth.org.uk in the run up and during the 2010 month of events and over 2000 (up 800 on 2009) registered as supporters

A record number of events - over 1,200 in 2010 were held (up from 876 on 2009) - the length and breadth of the UK were held. These events were organised by diverse businesses (such as vet practices, pet product retailers etc through to groomers), charities, local authorities, educational establishments and individual animal lovers. A substantial information pack was sent to each contact on the NPM database to reinforce the campaign objectives and to help them set up their NPM fund raising events

At least £64,500 was raised in sponsorship in 2009 and a further £79,000 in 2010 (with more to be declared) for at least 30 animal charities during the respective National Pet Month events

'NOAH's art' schools painting competition with the theme Great British Pets helped reinforce the benefits of pets to children - won by St Mary's Cathedral School. They were rewarded with an animal welfare presentation from a local veterinary practice on responsible pet ownership as well as a visit by celebrity veterinary surgeon Marc Abraham. Other regional winners also received visits from NPM and local rescue centres or vet practices

Great collaborative 'best event' from Mount Stewart and Jubilee Vets which highlighted how organisations can work together and will be used as a model in future years for collaboration

NATIONAL PET MONTH

(A CHARITY LIMITED BY GUARANTEE)

TRUSTEES' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 JULY 2010

Financial review

Within this financial period, on which this report is based, sponsorship was secured from Countrywide, Argos and Zooplus.com. Argos were Gold sponsors at the Silver package fee (£9,000), negotiated in return for additional marketing support of significant value. Countrywide were Bronze sponsors (£4,500) making a total of £13,500. Most of the costs for the PR and planning for forthcoming events in the subsequent years activities (2009 NPM) are incurred in the period prior to the end of the financial year ending 31 January 2009 e.g. mailings and web updates etc. But with the surplus carried forward at January 31st 2009 of £54,383 into 2010 and with commitment for further continued sponsorship from IAMS for 2009 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.

For both 2009 and 2010, the trustees were pleased to receive sponsorship money in good time to meet the expected costs of marketing the Month and conducting the supporting PR campaign.

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 2010 the reserves were reduced by the end of 2010 events but with prudent cost control, principally by not engaging a professional PR agency and a lot of voluntary input from the respective Trustee bodies, a nominal reserve of £13,719 was able to be carried forward to the next financial period for events in April 2011, in conformity with the reserves policy.

Plans for the future

Following a number of very successful National Pet Month events in both 2009 and 2010, the Trustees are keen to develop the next phase of the business plan which will run 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 period.

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.

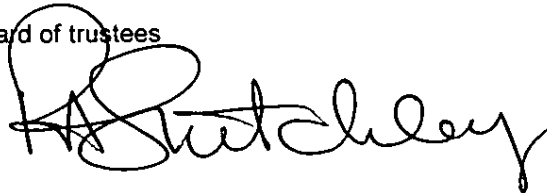
The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity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

**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT (CONTINUED)
FOR THE PERIOD ENDED 31 JULY 2010**

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

A handwritten signature in black ink, appearing to read 'P A Sketchley', written over the printed name.

P A Sketchley
Chairman of Trustees

Dated 15th November 2010

**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 30 June 2008, 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 2010 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.

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

Dated 06/12/10

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE PERIOD ENDED 31 JULY 2010

		18 months ended 31 July 2010	Year ended 31 January 2009
	Notes	£	£
Incoming resources			
Incoming resources from generated funds			
Voluntary income	2	3,358	2,265
Activities for generating funds	3	13,500	69,500
Investment income	4	14	129
Total incoming resources		16,872	71,894
Resources expended			
Costs of generating funds			
Other costs of generating funds		38,634	31,438
Charitable activities		15,460	16,415
Governance costs		3,442	4,080
Total resources expended	5	57,536	51,933
Net (expenditure)/income for the year		(40,664)	19,961
Net movement in funds		(40,664)	19,961
Fund balances brought forward		54,383	34,422
Fund balances carried forward		13,719	54,383

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 2010

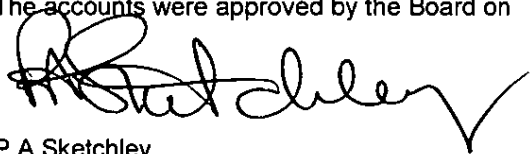
	Notes	£	As at 31 July 2010 £	As at 31 January 2009 £
Current assets				
Debtors	8	279	19,337	
Cash at bank and in hand		14,734	46,441	
		<u>15,013</u>	<u>65,778</u>	
Creditors, amounts falling due within one year	9	<u>(1,294)</u>	<u>(11,395)</u>	
Total assets less current liabilities			<u>13,719</u>	<u>54,383</u>
Income funds				
Unrestricted funds			<u>13,719</u>	<u>54,383</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the period ended 31 July 2010. 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 2010 and of its profit for the period 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 15-11-10



P A Sketchley
Chairman of Trustees

Company Registration No 05664701

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

FOR THE PERIOD ENDED 31 JULY 2010

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

	2010 £	2009 £
Annual donation	2,818	1,538
Collection boxes	525	727
Publication income	15	-
	<u>3,358</u>	<u>2,265</u>

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

FOR THE PERIOD ENDED 31 JULY 2010

3 Activities for generating funds

	2010	2009
	£	£
Sponsorship income	<u>13,500</u>	<u>69,500</u>
Net activities for generating funds	<u>13,500</u>	<u>69,500</u>

4 Investment income

	2010	2009
	£	£
Interest receivable	<u>14</u>	<u>129</u>

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

FOR THE PERIOD ENDED 31 JULY 2010

5 Total resources expended

	2010	2009
	£	£
Costs of generating funds		
Publicity	4,232	1,035
Public relations campaigning	20,000	27,668
Public relations campaign expenses	9,510	2,451
Public relations freelance	4,892	284
	38,634	31,438
Charitable activities		
Insurance	320	24
General expenses	520	862
Printing, postage and stationery	10,139	11,904
Website costs	4,481	3,625
	15,460	16,415
Governance costs		
Legal and professional fees	892	1,573
Accountancy	1,370	2,352
Travelling	1,180	155
	3,442	4,080
	57,536	51,933

Governance costs includes payments to the accountants of £1,250 (2009 - £1,250) 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 period 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 period

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

FOR THE PERIOD ENDED 31 JULY 2010

8 Debtors	2010	2009
	£	£
Other debtors	279	18,400
Prepayments and accrued income	-	937
	279	19,337

9 Creditors: amounts falling due within one year	2010	2009
	£	£
Taxes and social security costs	-	9,462
Other creditors	44	933
Accruals	1,250	1,000
	1,294	11,395

10 Liability of members

At 31 July 2010, 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.