

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

**TRUSTEES' REPORT AND UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2012**



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	UHY WKH Partnership 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)
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**NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
TRUSTEES' REPORT
FOR THE YEAR ENDED 31 JULY 2012**

The trustees present their report and accounts for the year ended 31 July 2012

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 YEAR ENDED 31 JULY 2012

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 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 2012

The 2012 theme for National Pet Month was 'You and Your Pets - a Winning Team' and the charity was very pleased to welcome back Royal Canin as sponsors (who provided substantial support in kind as well as a monetary donation) along with Companion Care Vets and Pets at Home as sponsors too. 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, a 'Pick Your Nose' competition feature proved very popular and was supported by sponsors Royal Canin. National Pet Month's key message of responsible pet ownership was supported by using the theme 'You and Your Pets - a Winning Team' 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 2012

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. The majority of the press coverage highlighted the promotion of responsible pet ownership and healthy pets, in line with the charity's aims.

Visits and unique visitors to the National Pet Month website www.nationalpetmonth.org.uk were up from the previous year in the run up and during the month, by 11.5% and 14.2% respectively. While 43% visits came from search engines, 31% came from referrals - sites where National Pet Month is included as a link. This showed that National Pet Month is recognised and quoted by others, leading to increased awareness of the charity and its aims.

The supporters' database now runs to over 3200 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. A new email newsletter format was used to good effect.

There were 160 events registered on the National Pet Month site as well as the numerous events taking place in Companion Care practices and Pets at Home stores. We estimate that in total over 600 were held. Events were easy for potential visitors to find using the interactive map on the website, with the events page being the second most popular on the site. Nearly £12000 (with more still to be declared) was raised for at least 35 animal charities.

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. By the end of May, its Facebook page had received 844 likes (and continues to grow). People were actively engaged with the page, commenting on the various posts. Twitter followers rose from 936 to 1454, and highlights included two Twitter competitions #DogHols and 'Make your pet a video star'. Pinterest was new to NPM this year.

There were several successful competitions run during National Pet Month. The traditional 'best event' competition was won by a photographer, and there were other excellent winners in each category. As well as the Twitter competitions, there was a successful children's writing competition themed around the book 'The Great Escape'. These all helped to highlight responsible pet ownership, but also other aims of the charity such as the role of professionals in supporting responsible pet ownership and celebrating the benefits and joy pets can bring to people's lives.

Financial review

Within this financial period, on which this report is based, sponsorship was secured from Royal Canin, Companion Care and Pets at Home at an equal level.

All contributed additional support in extensive promotional and marketing support thus enabling the charity to minimise its operational costs. This enabled the charity to commission the services of an independent professional PR agency and thus benefit from enhanced publicity at a realistic cost commensurate with sponsor income and the reserves carried forward for the previous years' activities.

As a result of well managed expenses, coupled with a lot of voluntary effort by the Trustee organisations, a further operational surplus was made enabling the reserves to be increased further to £22,217. 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 and to provide an umbrella organisation to assist and facilitate fund raising opportunities for many other animal charities and public benefit.

Reserves policy

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

FOR THE YEAR ENDED 31 JULY 2012

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 a higher level of financial sponsorship in the previous year (2011) the reserves were increased £14,840 by the end of the 2011 financial year which was carried forward to the next financial period for events in April 2012 and a sound basis for activities in this year and in conformity with the reserves policy. Prudent cost control continued throughout 2012 and a lot of voluntary input from the respective Trustee bodies enabling the important benefit of being able to engage a professional PR agency.

Plans for the future

Following a number of very successful National Pet Month events in 2012, the Trustees are keen to continue the current business plan which runs into 2013. Plans will include the continued development of the website, capitalising on the ever growing use of social media channels and working to secure a wider range of sponsors. The Trustees will also be updating the business plan in preparation for 2014/15 and engaging in discussions with the Pet Health Council about a possible integration strategy.

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.

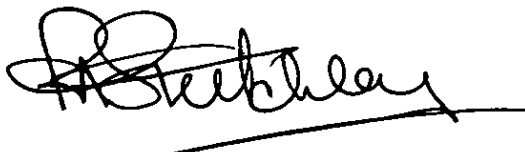
The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity 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 1 November 2012

**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 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.

UHY WKH Partnership
UHY WKH Partnership

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

Dated 12 November 2012

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JULY 2012

		Year ended 31 July 2012	Year ended 31 July 2011
	Notes	£	£
Incoming resources			
Incoming resources from generated funds			
Voluntary income	2	1,609	1,815
Activities for generating funds	3	25,000	9,000
Investment income	4	1	1
Total incoming resources		26,610	10,816
Resources expended			
Costs of generating funds			
Other costs of generating funds		14,363	1,943
Charitable activities		3,261	5,985
Governance costs		1,609	1,767
Total resources expended	5	19,233	9,695
Net income for the year		7,377	1,121
Net movement in funds		7,377	1,121
Fund balances brought forward		14,840	13,719
Fund balances carried forward		22,217	14,840

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 2012

	Notes	2012 £	£	2011 £	£
Current assets					
Debtors	8	307		-	
Cash at bank and in hand		23,200		21,332	
		<u>23,507</u>		<u>21,332</u>	
Creditors, amounts falling due within one year	9	(1,290)		(6,492)	
Total assets less current liabilities		<u>22,217</u>		<u>14,840</u>	
Income funds					
Unrestricted funds		<u>22,217</u>		<u>14,840</u>	
		<u>22,217</u>		<u>14,840</u>	

For the year ending 31 July 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

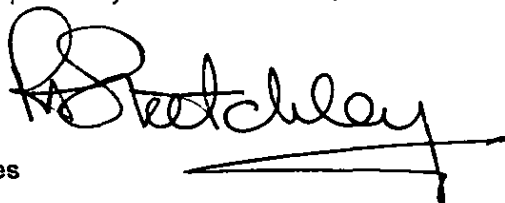
The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006

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 1 November 2012

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 2012

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

	2012 £	2011 £
Annual donation	1,234	1,673
Collection boxes	263	65
Legacies receivable	90	-
Publication income	22	77
	<u>1,609</u>	<u>1,815</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2012

3 Activities for generating funds

	2012	2011
	£	£
Sponsorship income	<u>25,000</u>	<u>9,000</u>

4 Investment income

	2012	2011
	£	£
Interest receivable	<u>1</u>	<u>1</u>

NATIONAL PET MONTH
(A CHARITY LIMITED BY GUARANTEE)
NOTES TO THE ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2012

5 Total resources expended

	2012 £	2011 £
Costs of generating funds		
Publicity	3,419	1,168
Public relations campaigning	10,944	775
Public relations campaign expenses	-	-
	<u>14,363</u>	<u>1,943</u>
Charitable activities		
Insurance	323	323
General expenses	154	183
Printing, postage and stationery	335	3,517
Website costs	2,109	1,962
	<u>3,261</u>	<u>5,985</u>
Governance costs		
Legal and professional fees	63	65
Accountancy	900	1,200
Travelling	646	477
	<u>1,609</u>	<u>1,767</u>
	<u>19,233</u>	<u>9,695</u>

Governance costs includes payments to the accountants of £1,200 (2011 - £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 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 2012

8 Debtors	2012	2011
	£	£
Other debtors	307	-

9 Creditors amounts falling due within one year	2012	2011
	£	£
Taxes and social security costs	-	1,099
Other creditors	-	4,143
Accruals	1,290	1,250
	1,290	6,492

10 Liability of members

At 31 July 2012, 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.