

FOREVER ACTIVE FORUM LTD

ANNUAL REPORT AND ACCOUNTS for the period ending 31 August 2019

Chair:
Dr Penny Granger

Bank:
NatWest
56 St. Andrews Street,
Cambridge,
CB2 3DA

**Forever Active Forum Ltd is a company
limited by guarantee (number 08077735) and
a registered charity (number 1159692)**

Registered office
PO BOX 974, Histon,
Cambridge, CB24 9XG



Directors and Trustees

During the period under review, the following served as directors and trustees:

Elizabeth Crow	<i>(from 10 January 2019)</i>
Penny Granger	<i>(Chair)</i>
Simon Hanna	
Anne Johnson	
Diane Johnston	<i>(Secretary)</i>
David McClean	
Sue Morley	<i>(Treasurer)</i>
David Watkinson	<i>(Vice-Chair)</i>

Objects and structure

Forever Active's charitable objects are to preserve and protect the good health of people over 50 in the City of Cambridge and the County of Cambridgeshire by:

- (1) providing a broad range of exercise, physical activities and sporting opportunities for residents of the City of Cambridge and the County of Cambridgeshire aged 50 years or more;
- (2) making such provision for such persons who have long term medical conditions or are vulnerable adults;
- (3) co-operating with other bodies in developing such provision;
- (4) providing training for participants in such activities and persons acting as leaders or instructors in relation to such activities; and
- (5) contributing to the education of the general public as to the benefits of life-long physical exercise.

Forever Active was originally set up by Cambridge City Council in 2006 to provide evidence based exercise sessions for the 50+ age group and those returning to a more active lifestyle. In 2012 it became an independent organisation as a company limited by guarantee. At the end of 2014 it achieved charity status.

Forever Active has a Board of Directors; the directors are also trustees of the registered charity. All the Board members are volunteers and receive no fees for their work. When it first became an independent organisation, the Board continued its established pattern of monthly meetings. It now meets quarterly, with a Management Group meeting monthly between Board meetings. There are also ad hoc task force groups dealing with specific matters.

Forever Active has no employees. It engages qualified instructors who receive fees for each class they take. It has also engaged a part time database officer to support the day to day operations of the organisation's online database system. The database is an integral part of the business in terms of class management, monitoring and evaluation.

The year in review

You will have seen that this year's Annual Report has a slightly different and more formal-looking format from those of previous years. Please do not be put off by this: it is part of the Board's efforts to ensure that the organisation is on a secure legal and financial footing, with a document that presents the information that potential grant-aiders will expect to find.

The Board of Directors/Trustees is delighted to report that 2018-19 has been another successful year for Forever Active and consequently the members who both benefit from attending classes and from the charitable work that this enables. Once again membership numbers and class attendances have increased, and we hope next year to see our membership passing the thousand mark!

City classes have also been well attended. Whilst a disappointment to members attending classes at Chesterton Sports Centre, the Board's decision to pull out of what was once a flagship venue was, as we explained personally to members, by letter and in face to face meetings, for financial and organisational reasons: we could no longer continue to subsidise these classes without benefitting from income or control. We have been working hard to provide alternative classes for Chesterton members, most of whom have been loyal and supportive over many years. The decision means that Forever Active is now directly in charge of and financially benefitting from all classes operating under its name.



For Forever Active's activities in the County, this has been a year of consolidation and further expansion. Highlights include very well attended yoga sessions in Ely, fitsteps in Foxton, and walking netball in Histon. In August we received the sad news that one of our instructors, James Dunham, had suddenly passed away. James built up the strength and balance classes in Ely from one class with four participants to three classes and a waiting list. We shall miss him, and will carry on the work in his memory

Also on the personnel front, Liz Crow joined the Board. Her late husband, Laurence, was a former Treasurer, and we are benefitting from her help with enquiries. Davina Mee who was City and Instructors Co-ordinator has relinquished that role, although remaining an instructor for the time being, as she trains to be a paramedic. We wish her well in this career move, but will miss her, and the lemon drizzle cake that has been much enjoyed at Forever Active meetings. Hannah Black, another instructor, is now assisting our indefatigable Development Officer, Jane Jones.

During the year the Board appointed a firm called simply The Bookkeeping Company to produce monthly accounts and balance sheets. This enables us to look at financial statistics alongside the class attendances that relate to them. Financial systems have also been further streamlined to make life easier for instructors and volunteers alike; we are also working on membership renewals and donations. And we are pleased to report that Forever Active received £1,400 in gift aid, thanks to members who ticked the box.

Looking ahead

The financial statements that follow show a considerable surplus of income over expenditure for the financial year 2018-2019. Sadly, this is rather misleading: grant income arrives in a particular financial year but may be intended to support work continuing over several years. The figures may look reasonably comfortable, but in reality Forever Active lives on a knife edge. We are grateful to the City Council for small grants and to the County for a larger sum but this latter support is in its third and final year. The aim is for classes to be self-supporting, and for membership fees to help with administration costs which are very low compared with many charities of similar size. We plan to recruit more volunteers, one or two new Board members, and to search out and apply for grants to help us in this vital work. Any thoughts on how to increase our income, gain charitable donations or find additional funding would be most welcome.

For the Board,

Penny Granger

17 October 2019



FOREVER ACTIVE

2018-19



840

MEMBERS

84% FEMALES
16% MALES

62% LIVE IN THE CITY
75% ON EMAILS

MEMBERS

5% under 59 yrs
24% 60-69 yrs
45% 70-79 yrs
22% 80-89 yrs
4% 90 yrs+

45%



25,865

ATTENDANCES

ACROSS 4 DISTRICTS
69% OF ATTENDANCES WERE
AT CITY CLASSES



OCT/NOV/FEB & MARCH are the
most attended months

CLASSES

42 CLASSES IN THE CITY
18 IN SOUTH CAMBS
7 IN EAST CAMBS
4 IN FENLAND

71



Forever Active End of Year 2018-19 Report (members/ classes and attendances)

Highlights

Members

840 members

84% of members are females

The largest number of members are in the age bracket of **70-79 years** (338 members), followed by **60-69 years** (181 members).

There were **30 members all aged 90 years+**

62% of members are from Cambridge City, with **20%** of these members from the postcode area **CB4**

75% (626) of members are now on email

Class Districts	Top 3 Medical Conditions		
City	High/Low Blood Pressure	Arthritis	Other
South Cambs	High/Low Blood Pressure	Hearing/ Eye sight problems	Other
East Cambs	Musculoskeletal	Injury/Fallen in last year	High/Low Blood Pressure
Fenland	High/Low Blood Pressure	Musculoskeletal	Injury/Fallen in last year

Classes

A total of **71** classes were delivered weekly across all 4 districts of Cambridgeshire

42 Classes (59%) across the City alone and **18** classes (25%) in South Cambs

There were **29** Forever Active Instructors delivering classes across all 4 districts

Attendances

25,865 attendances to all FA classes from Sept 2018-August 2019

17,807 (69%) attendances were at City classes, & **5026** (19%) of attendances were at South Cambs Classes

28 classes averaged over 10 participants every week in 2018-19

Oct & Nov and Feb & March are the most attended months of the year

Hills Rd Lv 4 (Marlene) and Friday Trumpington (Julia) Strength & Balance are the highest average attendances all year for City S&B Classes

ETM Kelsey Kerridge & Trumpington (Julia) and Strictly Ballroom (Marta) are the highest average attendances all year for City 50+ Classes

Ely Yoga (Vamala) is the most attended East Cambs Class

Strength & Balance at St Peters Church Hall (Becky Adams) is the most attended class in Fenland

Strength & Balance classes at Willingham (Davina), All Saints Melbourn (Stephanie), and Walking Netball (Jane) are the most attended classes for South Cambs.

ETM Kelsey Kerridge (Julia) is the top class attended for 2018-19, averaging **23** participants per class, each week.

Largest recorded class for attendance was for FitSteps/Strictly Ballroom in November 2018 (Julia) with **26** participants

End of Year Comparisons

	2018/19	2017/18	2016/17	2015/16
Total Members	840	726	594	544
Total with Emails	626	552	421	373
Total Attendances	25, 865	20,996	17,145	13,832
Number of Classes	71	53	52	33
Districts FA Classes delivered	City South Cambs East Cambs Fenland	City South Cambs East Cambs Fenland	City South Cambs	City

FOREVER ACTIVE FORUM LTD

Accounts for the year ended 31 August 2018/9

Income and Expenditure

	Total 2018/19	Total 2017/18	Total 2016/17	Total 2015/16	Total 2014/15
	£	£	£	£	£
Receipts					
Fundraising & Class income	100,408	70,257	58,202	45,486	39,639
Membership income	12,286	10,755	10,350	8,025	8,865
Grant Income	51,179	2,500	-	37,250	5,450
HMRC Gift Aid	1,423	-	-	-	-
Training income	160	-	-	-	-
Equipment/books	968	244	455	-	244
Donations	174	-	-	-	11
Sub total	166,598	83,756	69,007	90,761	54,209
<u>Asset & investment sales</u>					
Total Income	166,598	83,756	69,007	90,761	54,189
Payments					
Instructors fees	66,248	49,139	41,241	32,068	32,989
Hall hire	29,754	22,620	19,338	13,852	14,364
Marketing	766	3,099	3,741	2,138	3,127
Administration	27,753	26,309	23,516	5,721	5,440
Print, postage & stationery	3,298	1,970	2,416	2,799	2,834
Training	850	300	150	-	540
Telephone	197	276	275	263	195
Computer	476	28	119	39	143
Insurance	460	600	550	540	530
Meetings	10	-	29	37	-
Equipment	272	180	200	155	245
Accountancy	2,115	1,800	1,400	150	1,351
Materials purchased	4,716	-	-	-	-
Travel	1,561	-	-	-	-
Miscellaneous expenses	277	85	240	138	808
Sub total	138,753	106,405	93,215	57,900	62,566
<u>Asset & investment purchases</u>					
Total Expenditure	138,753	106,405	93,216	57,900	62,565
Net surplus/(loss)	27,845	-22,649	-24,209	32,861	-8,376
Cash funds last year end	18,444	41,093	65,303	32,442	40,818
Cash funds this year end	49,976	18,444	41,094	65,303	32,442

Balance Sheet

Forever Active Forum Ltd As at 31 August 2019

	31 Aug 2019	31 Aug 2018
Assets		
Bank		
Forever Active Forum Ltd	49,976	18,444
Total Bank	49,976	18,444
Current Assets		
Prepayments	4,959	3,611
Total Current Assets	4,959	3,611
Total Assets	54,935	22,055
Liabilities		
Current Liabilities		
Accounts Payable	1,762	2,777
Accruals	833	833
Income in Advance	5,946	-
Rounding	-	-
Suspense	(45)	-
Total Current Liabilities	8,495	3,610
Total Liabilities	8,495	3,610
Net Assets	46,440	18,445
Equity		
Current Year Earnings	27,995	-
Restricted Funds	7,987	7,987
Retained Earnings	(22,649)	(22,649)
Unrestricted Funds	33,107	33,107
Total Equity	46,440	18,445

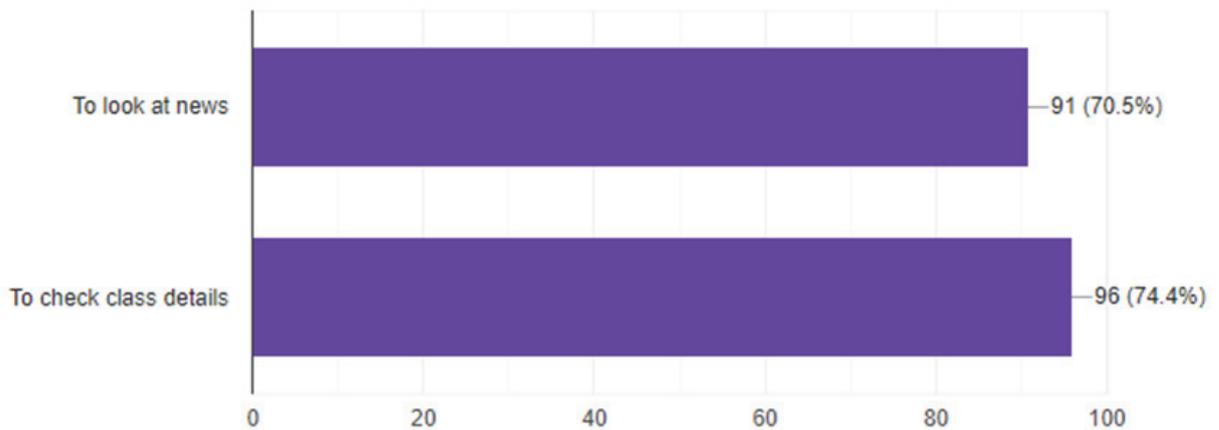
Forever Active Annual Survey 2019

We had a very good response to this years survey with over 28% of the membership completing a survey. Thanks to all those members who have helped by giving us feedback which we can now use to try and improve our applications for additional funds and to improve the services we offer the membership.

Have you visited the Forever Active website in the last 12 months? (please tick all that apply)



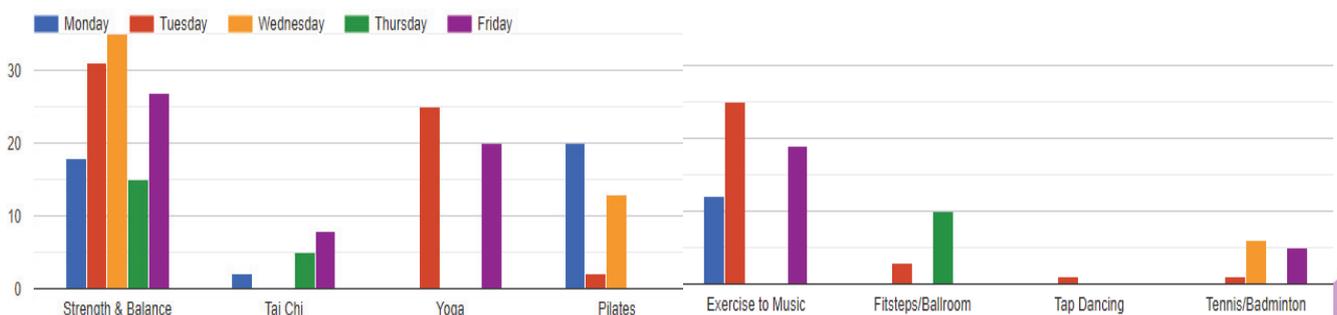
129 responses



Comments

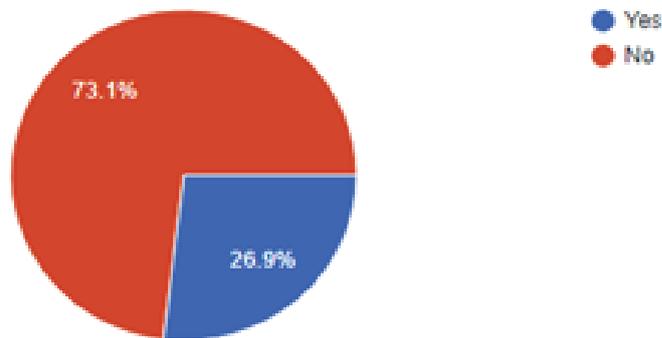
- I am blind
- never look
- just out of curiosity
- general overview
- never looked
- for curiosity
- have not visited website
- I don't have a computer now and have never received a newsletter although I think it would be useful and interesting
- initial info after referral
- to find this survey
- no computer
- never checked
- not visited
- print membership form and questionnaire

What class(es) do you attend and on what day(s)



Have you ever accessed class information via the 'class search' page on the website?

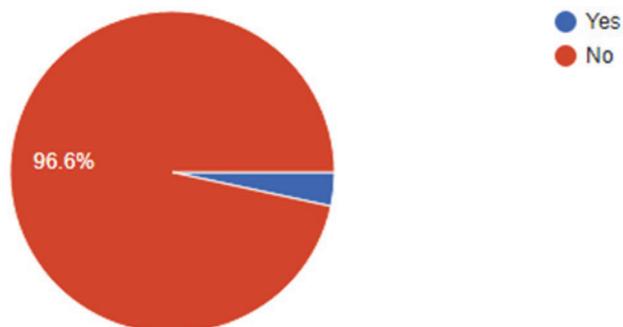
238 responses



It is important that we maintain the class information on the website since a significant proportion of the membership have accessed this information

Do you follow Forever Active on Facebook?

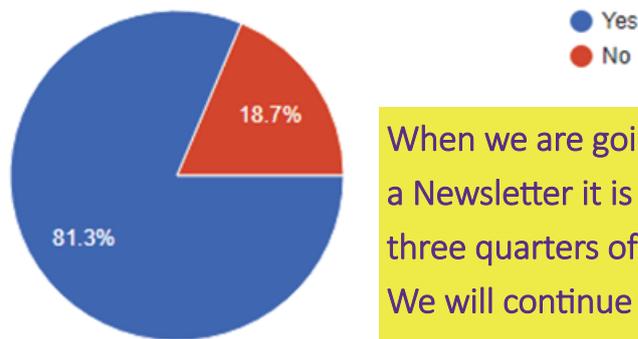
237 responses



It is clear that Facebook is not currently an important and useful communications tool for the membership!

For the past year we have issued a Newsletter each month. Is this useful to you?

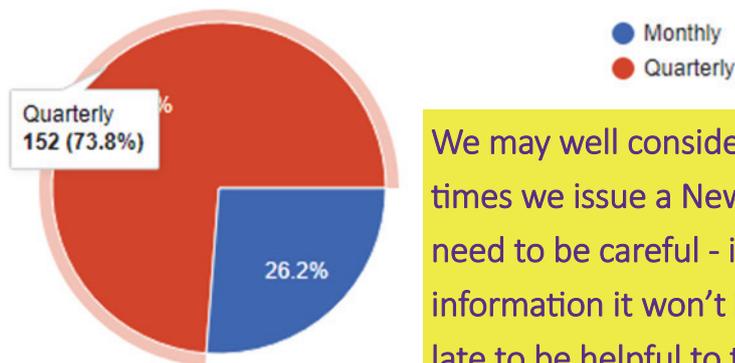
214 responses



When we are going through the slog of writing a Newsletter it is helpful to remember that over three quarters of the membership find it useful! We will continue to keep you informed through the Newsletter.

For the past year we have issued a Newsletter each month. Should we continue to issue it.....?

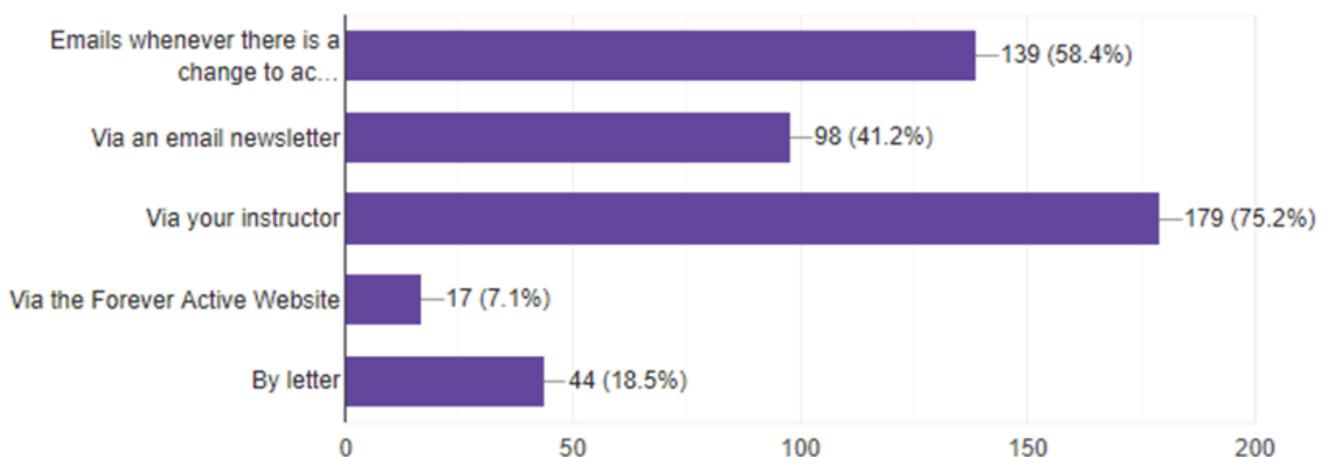
206 responses



We may well consider reducing the number of times we issue a Newsletter. However, we do need to be careful - if we delay some information it won't be news and will be too late to be helpful to the members!

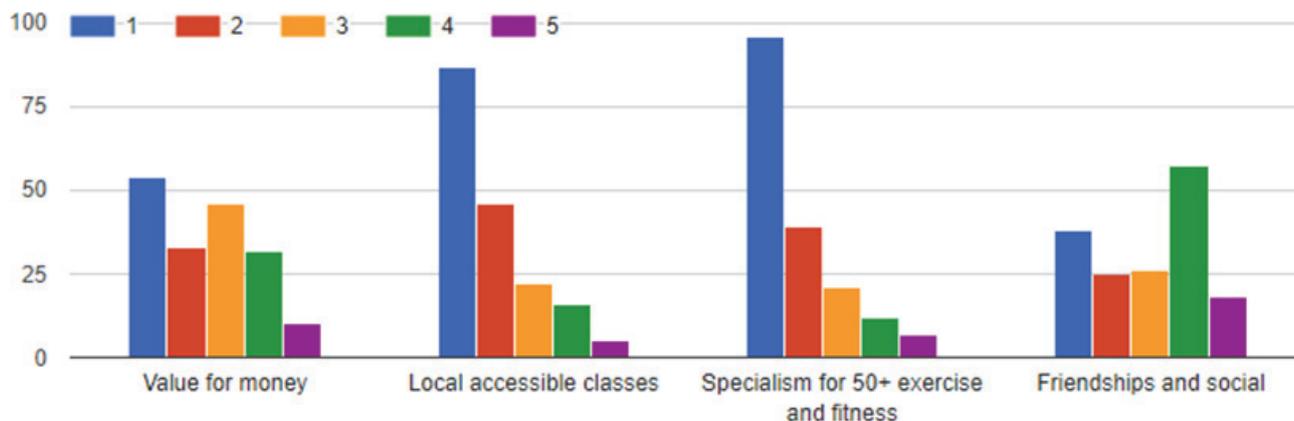
What is the best way for us to keep you informed with Forever Active updates on classes, events and general information? (tick all that apply)

238 responses



Getting the balance right can be difficult. When we ask the instructors to inform you there is a risk they get tied up in admin as opposed to running the class! There is a significant proportion of the membership who do not have access to emails. We will continue to have to mix the ways in which we communicate.

Why do you choose Forever Active classes over other fitness and sport providers? (Please number from 1-5 in order of importance where 1 is the most important and 5 the least important)



This sort of information is particularly useful to Forever Active. When talking to the local councils and other official bodies about funding, being able to show clearly why Forever Active is important within the community is always a high priority. Showing that the two most important issues are locally accessible classes and with a specialism in 50+ exercise is vital to obtaining the recognition and funding required for us to be able to continue.

These are just samples but are generally representative of the type of comments made

Instructor (****) always makes a good class. We always have a laugh and come away looking forward to next class

Excellent and caring teacher (****)

Great value - love classes. Fab instructor (****)

****'s class is also fun

brilliant teacher (****)

**** is an outstanding teacher. I would not be able to walk without her help and she keeps me independent

The enthusiasm and professionalism of ****. She keeps me coming

Other selected comments

“I have always exercised but this is an opportunity to go with a friend who was new to pilates”

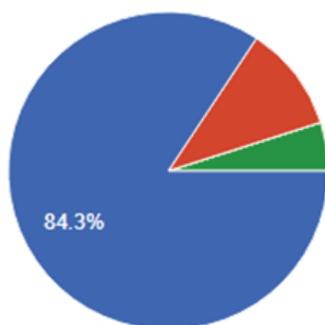
“recommended by GP and falls team prevention”

“continuity - over 13 years!”

Are you happy with the way that Forever Active operates?

223 responses

See comments on this and the following page



- Totally
- On the whole it is good but
- Not at all because
- What would be really good would be if Forever Active

Instructors

Great instructor (****) varies routine and very professional suitable time and place and excellent instructor and class satisfied as excellent instructor (****)
1st class instructor
delighted with the encouragement and training of ****
I am very happy with our instructor (****) and my balance has improved enormously
**** gives individual attention and specific exercises for specific needs
Class is excellent - **** tells us what to each exercise does for us.
She makes it fun and holds it all together

Great instructors and admin team
excellent instructor
very well run and excellent instructors
cheerful and supportive instructors
**** and **** are patient and efficient
instructor (****) is very good

Proposals

change the exercises from time to time (strength and balance)
organised an annual trip so all the active classes can meet up (seaside perhaps?) by coach
I would like pelvic floor exercises at Fridays class (asked but not got them) and would like to be more stretched at Tuesdays class. The teachers are devoted to what they do, but maybe Friday music could be a bit quieter! I would give the classes 9/10
as our course in Monday, we miss quite a few with bank holidays - especially during the spring/summer . probably no way round that?
could enable payment to be made electronically or least once a quarter
it is excellent although could FA supply 2 instructors to each class to give more individual attention, as the range of abilities and ailments seems too much for a 'one size fits all'
less chatter more exercise
would like to be able to pay membership fee online
I would like a tai chi session to run in Trumpington
It would be good if FA held an activity day when people would be able to try other activities
could offer a second yoga in Trumpington early morning and a few days later than Tuesday so you can do twice a week
could provide more classes to the south of the city, e.g. Queen Edith. Your volunteers do a great job.



Positives

I am grateful for the work that people put in

enjoyable class both socially and exercise

Exercises really work and are a big help and encouraging

it is very pleasant and helpful

the exercises are very helpful and fun

it provides a positive, local, most useful facility

convenient, affordable, effective. excellent instructor

everyone friendly

very helpful to general mobility and balance, excellent instructor

classes are varied and reasons given.

provides good variety of classes for age group

it has instructors that understand 50+ needs

it is good value and local, despite it not being my favourite activity. People are friendly and the instructor keeps us well informed.

Encouraged to exercise at home. Prefer not to work in pairs but it does not stop me from attending.

it is great to have a class that I can walk to and I think we have an excellent instructor

I think an excellent service is offered to the older generation to try and keep us all fit

runs efficiently, with good levels of communications

have been a member for many years, always satisfied

provides exactly what I need

I enjoy myself when I go there, no complaints

very friendly and sociable class

it's the best thing for over 50s. Thank you so much

yes, I enjoy the sessions

Negatives

Thank you to everyone who took the trouble to give us feedback. We have loosely grouped the comments into the categories you see as a means of helping us make best use of the information.

This is one of the most important elements of the survey. It lets us know what we are doing right and more importantly what we are doing wrong. In particular, it gives the membership the opportunity to identify what changes we should be considering whether it is to do with the finances, the location of classes, what new classes might be needed or any of the other things which we have grouped under Proposals.

We hold forums twice a year for members. This is an opportunity for you to have a say in how Forever Active is run. What topics would you like to see discussed at a future Forum?

48 responses

We run two forums per year. One we have to run since as a charity and under our constitution we have to have an Annual General Meeting at which members can challenge the Trustees and ensure that the charity is being run in accordance with the wishes of the membership. We usually try and make the business element as small as possible and focus more on topics which we feel members would like to hear about. Those who attend are always pleased with the speakers who so generously give of their time.

So popular are those speakers that we run a second forum which is just there to allow members to hear interesting topics from interesting speakers.

We just wish it were possible to arrange the forums when and where more members could attend. We will continue to try and find the right venues and speakers and timings that will enable people to attend. Some of the feedback to this question in the survey may well help us get it more right in the future!

would attend meetings if the venue was more local. I attend classes at Hills Road

would attend if meeting place was more local. (I live in Cherry Hinton)

No particular topic as I am very satisfied with programme as it is. Thank you

I believe resistance bands are latex. If true, could they be replaced with non latex bands. I have an allergy

how to avoid falling

walking and falls

knees

losing weight

Would like one in town centre, public transport should be encouraged. To get to a forum meeting by 10am is impossible if you have to cross town using the free pass

both talks by Simon Hanna were good so anything appropriate to fitness would be good, by him or anyone else

sadly haven't been able to attend but have heard these were helpful - would it be worth repeating the talk topics? The benefits or otherwise of vitamins and herbal supplements

Information about living with arthritis and how to help keep joints mobile