

# FOREVER ACTIVE FORUM LTD

## ANNUAL REPORT AND ACCOUNTS

### for the period ending 31 August 2021

**Chair:** Dr Penny McClean

**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:** 16 Percheron Close, Impington, Cambridge, England, CB24 9YX

#### Directors and Trustees

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

Elizabeth Crow	
Susan Dabner	<i>(from 26 November 2020)</i>
Simon Hanna	
Anne Johnson	<i>(Secretary from 8 July 2021)</i>
Diane Johnston	<i>(until 22 June 2021; Secretary until that date)</i>
David McClean	<i>(until 15 April 2021)</i>
Penny McClean	<i>(Chair)</i>
Sue Morley	<i>(Treasurer)</i>
Stefania van Lieshout	<i>(from 23 July 2020)</i>
David Watkinson	<i>(until 20 April 2021; Vice-Chair until that date)</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 one employee: a part-time Operations Manager. 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**

This has without a doubt been the most difficult year in the history of Forever Active. While we have been able to offer online classes during lockdown, the start-stop nature, usually at short notice, of restrictions imposed as a response to the Covid-19 pandemic made the resumption of indoor face to face classes well-nigh impossible. We were fortunate in being able to draw on grants obtained in the previous financial year to help with online work, but there is very little support available for restarting our customary programme. It is with sadness that difficult decisions have been made: no classes will resume in Fenland, and some other classes with small numbers of attendees will not restart. Any new work will for the time being focus on where a demand already exists so that classes can be self-supporting from the outset.

But there is some good news! Jane Jones, our part time Development Officer, now has employment status and is restyled as Operations Manager. During lock-down she and Hannah Black, one of our instructors, have put into place a new database, Forever Active ClubZ, a powerful tool, accessed by members and instructors, to manage membership and class data. For the first time, members can pay membership and class fees electronically. And we trust they also appreciate the redesigned website.

While we hope that the majority of our members will be able to use ClubZ, it does not mean that we are abandoning members (around a quarter of the total membership) who do not have access to a computer, or the internet, or do not have e-mail addresses. We value all who want to access our classes and have kept in touch with members during the pandemic, either through the e-newsletter or by post. Members who did not sign up for online or outdoor classes have benefitted from a membership holiday over the past year. This has resulted in a substantial drop in income but, we hope, has kept people “on board” who might otherwise have drifted away. We look forward to seeing you back with us in the near future! The Board agreed that the class fee be increased to £5 per session for members from September 2021, but the membership fee will remain for the time being at £15 for 12 months. However, we do hope that people who can afford to pay more will supplement the membership fee with a donation. Donations, and gift aid, have made an enormous difference in the past in helping us to balance the books, and are even more necessary now for the future viability of the organisation.

Looking ahead, the Forever Active team is seeking external funding, in the form of both grants and sponsorship. If anyone has access to possible funds, please let us know. The first half of next year is going to be crucial for the very survival of the organisation.

Finally, a word about personnel. Diane Johnston, who was in at the very beginning and has been Company Secretary, handled enquiries and much more, sadly had to withdraw from Forever Active during the year for family reasons. She is much missed by the Board and especially by the Histon team who have continued to handle day to day admin tasks with their customary efficiency and fortitude. David McClean and David Watkinson resigned from the Board in April, though both have continued to offer legal advice and management expertise respectively. And the Chair (formerly Granger, now McClean) will not be standing for election to the Board at the AGM, having served for nearly 10 years. I could have wished for a more opportune time to go, but am confident that Forever Active is in good hands and will continue to live up to its name.

Penny McClean (Chair)

### **A note on the Accounts (on the following pages)**

The accounts for 2020-2021 show a deficit of income over expenditure of £30,473 caused by an average monthly loss of £2,500. The losses have decreased our total equity to £20,670, down from £51,611 the previous year. The losses are mainly due to the Covid-19 pandemic; as our income from class fees largely fell away. In addition, we had continuing costs in keeping the charity operational and seeking to maintain some limited activity with online and open-air classes. Furthermore, we have been reliant for many years on grant support to balance the books. In 2019/2020, we were granted £18,725 in financial aid, and in 2018/2019, £51,179. But, unfortunately, this year, we were not able to secure any financial grants. - S. van Lieshout (Board member who oversees finance and IT)

**FOREVER ACTIVE FORUM LTD**  
**Accounts for the year ended 31 August 2021**  
**Income and expenditure**

	<i>Total</i>	<i>Total</i>	<i>Total</i>
	<i>2020-21</i>	<i>2019-20</i>	<i>2018-19</i>
	<i>£</i>	<i>£</i>	<i>£</i>
<b>Receipts</b>			
Fundraising and class income	18,496	69,556	100,408
Membership income	4,495	11,966	12,286
Grant income	0	18,725	51,179
HMRC Gift aid	2,157	1,652	1,423
Equipment sales	765	779	968
Donations	1,504	2,898	174
Other income	200	120	160
<b>Total income</b>	<b>27,619</b>	<b>105,695</b>	<b>166,598</b>
<b>Payments</b>			
Instructors' fees	18,116	45,188	66,248
Hall hire	2,837	21,567	29,754
Materials purchased	1,411	2,176	4,716
Salaries and pension costs	7,098	0	0
Administration	20,095	22,228	27,753
Print, postage and stationery	1,243	2,122	3,298
Training	262	382	850
Telephone and internet	157	137	197
Computer costs	955	1,500	476
Insurance	489	201	460
Meetings and entertainment	0	112	10
Accountancy	2,683	179	2,115
Travel	661	1,164	1,561
Fundraising costs	1,000	382	
Subscriptions	846	582	
Miscellaneous costs	200		277
<b>Total payments</b>	<b>58,091</b>	<b>100,374</b>	<b>138,405</b>
<b>Surplus (deficit)</b>	<b>(30,472)</b>	<b>5,321</b>	<b>27,845</b>
Cash funds last year end	49,729	49,976	18,444
<b>Cash funds this year end</b>	<b>18,162</b>	<b>49,729</b>	<b>49,976</b>

**Balance Sheet**  
**Forever Active Forum Ltd**  
**As at 31 August 2021**

	31 Aug 2021	31 Aug 2020
<b>Assets</b>		
<b>Bank</b>		
Forever Active Forum Ltd	£18,162.04	£49,729.40
<b>Total Bank</b>	<b>£18,162.04</b>	<b>£49,729.40</b>
<b>Current Assets</b>		
Prepayments	£3,901.35	£3,892.60
<b>Total Current Assets</b>	<b>£3,901.35</b>	<b>£3,892.60</b>
<b>Total Assets</b>	<b>£22,095.90</b>	<b>£53,622.00</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts Payable	£450.79	£1,222.30
Accruals	£833.32	£833.32
Pensions payable	£143.50	£0.00
Rounding	(£0.13)	(£0.13)
Suspense	(£1.53)	(£44.88)
<b>Total Current Liabilities</b>	<b>£1,425.95</b>	<b>£2,010.61</b>
<b>Total Liabilities</b>	<b>£1,425.95</b>	<b>£2,010.61</b>
<b>Net Assets</b>	<b>£20,669.95</b>	<b>£51,611.39</b>
<b>Equity</b>		
Current Year Earnings	(£30,472.72)	£5,321.33
Restricted Funds	£0.00	£7,986.60
Retained Earnings	£51,142.67	£5,196.13
Unrestricted Funds	£0.00	£33,107.33
<b>Total Equity</b>	<b>£20,699.95</b>	<b>£51,611.39</b>

The accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

*Penny McClean*  
18 November 2021