

sta

Annual Report

2008-2009



"preserving human life
by the teaching of swimming,
life-saving and survival techniques"

Presidents Report 2008 - 2009 – Dave Candler

It is my great pleasure and honour to be able to deliver the President's Report for 2008 – 2009.

Over the past 12 months, the STA has continued to grow, both in terms of memberships and the number of training courses being run nationally and internationally. Many of the new initiatives that were set up last year have now come to fruition, and have enabled the STA to further build on its reputation for being a one stop shop for all your leisure training requirements. We have also successfully created several new partnerships and secured many new clients.

It is the STA policy to maintain only sufficient reserves for the furtherance of our charitable objectives; during the year to 31st May 2009 we added £35,388 to our reserves. Total reserves now stand at £848,012 of which typically about one third is in cash and other liquid resources.

This result has been achieved despite the inevitable pressures of the 'credit crunch' and its associated cost implications.

As in previous years the full statutory accounts will not be sent to every member. The attached summarised financial information may not contain sufficient information to give you a full understanding of the financial affairs of the charitable company and group and does not constitute the consolidated statutory accounts that were adopted on 31st August 2009, which have received an unqualified audit report. However, copies of the statutory accounts can be obtained from the Company Secretary and a copy will be filed with Companies House and the Charity Commission.

Training

In particular, this year has seen a dramatic rise in swimming related courses. This has been for many reasons, including the ongoing issues surrounding the introduction of the UKCC certification, a significant increase in the number of Tutors courses and the success of the STARFISH programme. The STA has been extremely proactive in this area and, I believe, will continue to do so for many years to come. Having a particular interest in the provision of good quality, well trained teachers in order to achieve its main charitable objectives of teaching swimming and saving lives, the results over the previous year are even more pleasing.

Always looking to expand the programme, this year has seen the introduction of new CPD 'bolt-ons' for existing teachers in both Pool Snorkelling and Synchronised Swimming. These are a useful addition to the current range of skills a swimming teacher is able to teach and are growing more popular with every day that passes. I would personally like to thank Christine Rankin, Dave Lewis, Martin Candler and Mike Jenkins for the work they have put in to get these CPD's up and running.

Tutors

Our Tutors continue to be an integral part of the STA, its training programmes and its quality review systems. Recognising that there is a need for a more robust structure, a new three level system will be introduced in January 2010.

The Tutor's forum on the website has continued to be a useful tool for Tutors to ask questions, exchange information and thoughts, and raise any concerns. This forum is monitored on a regular basis, and the information within is taken directly to the Education Committee for discussion a minimum of 4 times a year. Since its inception, many great ideas have been acted upon and many concerns dealt with in a swift and positive manner.

Education Committee

The Education Committee has continued to be an extremely productive group which looks at programme development, the monitoring and reviewing of standards and complaints.

This group has recently undergone a review due to the changing nature of the industry and has taken the decision to readdress its remit and the constitution of the group. I would formally like to welcome the new members who are: Dr Pete Bunyan, Mrs Christine Rankin and Mrs Joan O'Sullivan. I would also like to thank the members who have taken the decision to step down for all their hard work and commitment over the past few years. They are Mrs Lee Robinson, Mr Hugh Hall and Mrs Phil Geary.

STA Excel

Excel, the business arm of the STA, has undergone significant personnel changes this year with Steve Franks moving on to pastures new and Andy Baker taking over at the helm ready to lead the STA in a new direction. I would like to take this opportunity to welcome Andy to the role.

Whilst the personnel may have changed, the output most certainly hasn't and Excel continues to be at the forefront of the industry in terms of new developments and promoting industry best practice.

Award Scheme

The STARFISH baby swimming programme has continued to be a huge success and has not only become a badge scheme but also a recognised sign of excellence amongst baby swimming providers. Further development of this scheme is planned for the coming year.

STAMark

The number of operators signing up to, and now assessed as meeting the STAMark standard has once again grown significantly. STAMark is seen by the swimming industry as the definitive quality mark that maps to the updated BSi PAS 81:2008 standard.

International

The International Federation of Swimming Teachers Association (IFSTA) has yet again received several new applications for membership over the past 12 months, including Germany, Australia, USA, New Zealand and Kenya. The IFSTA has written International Water Safety Standards which all member Countries have signed up to in order to promote this important subject across the globe. The Federation continues to go from strength to strength, and is the first truly global organisation whose remit is to increase standards across the World.

Presidents Report 2008 - 2009 – Dave Candler

Regional Organisers

At the time of writing this report, all regions are currently being served by a Regional Organiser.

The RO provides an important link between you the members and the Head Office. Although they work on a voluntary basis they are always just a phone call or email away, and are always willing to advise on all aspects of course organisation, finding facilities, examiners etc.

New RO's to take up the role are: Lee Robinson, Malcolm Parris, Lloyd Davies and Jo Cooper.

STA Scotland

This year has seen the launch of STA Scotland. This formalises the STA's continued commitment to its Scottish members in respect of the different cultural, legal and academic systems, and will help further raise the profile of the STA and its extensive range of safety training qualifications. The launch followed the exciting news that the Scottish Qualification Authority (SQA) has approved Safety Training Awards.

STA Scotland will operate its own Scottish Council comprising of a Scottish President, proposed and elected by the UK Trustee's, a Vice President, Secretary, Scottish Education Officer, the existing Scottish Regional Organisers and STA Scottish Member Representatives.

In addition to all of this, STA Scotland will have a dedicated website allowing tutors and teachers to keep abreast of the latest information, advertise courses and discuss any queries they may have.

The launch of STA Scotland is a significant statement of intent by the STA, in that we are there to fully represent the industry across the whole of the UK, not just England. In the future we are keen to progress this in all areas that the STA has members.

Trustees

The Board of Trustees continue to work tirelessly behind the scenes to ensure the STA continues to act in line with its charitable objectives, as well as provide best value to its members and clients.

Christine Rankin has joined the Board and has already proved to be a valuable addition to the team.

Organisation Review

During the year the Trustees and the CEO carried out a full review of the structure of the STA to ensure that the organisation has the highest standards of governance and remains fully effective in today's challenging environment. Many of the proposals have been implemented including Tutor Statuses, Education Committee changes and the formation of STA Scotland.

The other major change concerns the Trustee structure. It has been agreed that the President will serve for a term of 3-years with the option to serve only one further 3-year period. We are also creating a role of Vice-President who will become the next President.

These changes provide for better continuity and control and require minor changes to the Articles of Association of the STA; there will be a short Extraordinary General Meeting following the AGM to ratify these changes.

Thanks

At the close of this report I would like to thank everyone who has contributed in making my third year as your President so enjoyable.

After the first 2 years and the experiences I have had meeting with so many of you and being asked to speak at various functions; it never ceases to amaze me how much passion there is amongst our members for what we do. The commitment to provide the best possible service to our clients is there for us all to see, and I would like to commend you all for helping to make the STA the organisation it is today.

As always I would like to thank all of the staff at Anchor House who have been there to support me throughout the past year. As I have travelled around the Country one of the things that I hear on a regular basis is just how professional and helpful the staff are. This is often cited as one of the reasons that people have stayed with the STA and are, quite simply, not interested in working with other bodies.

Thanks also must again go to my fellow Trustees who truly are a dedicated group of individuals. Always there to assist me, they are an invaluable source of information and they really do eat, sleep and breathe the STA. Speaking of which, mention must also go to our Chief Executive Officer, Mr Roger Millward. Many of you will not be aware but Roger spends literally months of his life each year away from home furthering the business opportunities of the STA and ensuring that we are on a level playing field with other organisations. This work is both time consuming and tiring, yet he throws himself into the role each and every day in order to ensure that the STA continues to build on the success it has seen over the past 77 years.

On a final note, the Trustees have asked me to extend my tenure as your President for a further 3-year term with Lloyd Davies stepping in to the role of Vice President. I am extremely honoured by this request and assure you all that I will do all I can to further promote the STA.

Dave Candler
President

Notes to the Financial Statements For the year ended 31st May 2009

3 Tangible fixed assets

	Freehold property	Regalia and trophies	Rescue and survival equipment	Fixtures, fittings and computer equipment	Motor vehicles	Total
	£	£	£	£	£	£
Group and company cost						
As at 1st June 2008	420,655	8,382	3,866	210,646	31,483	675,032
Additions	-	-	330	24,673	-	25,003
Disposals					(14,829)	(14,829)
As at 31st May 2009	<u>420,655</u>	<u>8,382</u>	<u>4,196</u>	<u>235,319</u>	<u>16,654</u>	<u>685,206</u>
Depreciation						
As at 1st April 2008	-	-	3,480	154,470	12,693	170,643
Charge for the year	-	-	425	32,299	3,123	35,847
Disposals					(8,530)	(8,530)
As at 31st May 2009	-	-	3,905	186,769	7,286	197,960
Net book value						
As at 31st May 2009	420,655	8,382	291	48,550	9,368	487,246
As at 31st May 2008	<u>420,655</u>	<u>8,382</u>	<u>386</u>	<u>56,176</u>	<u>18,790</u>	<u>504,389</u>

4 Debtors

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Trade debtors	258,285	211,645	221,396	178,760
Other debtors	11,961	9,264	4,468	1,774
Prepayments and accrued income	20,738	27,910	18,434	25,575
Amount due from subsidiary undertakings	-	-	34,566	35,156
	<u>290,984</u>	<u>248,819</u>	<u>278,864</u>	<u>241,265</u>

5 Creditors: amounts falling due within one year

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Hire purchase contracts	1,549	6,198	1,549	6,198
Trade creditors	95,701	139,245	95,305	137,149
Other taxes and social security costs	45,501	57,985	45,501	57,985
Other creditors and accruals	131,239	94,082	117,077	77,041
	<u>273,990</u>	<u>297,510</u>	<u>259,432</u>	<u>278,373</u>

6 Creditors: amounts falling due after more than one year

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Hire purchase contracts	-	1,549	-	1,549

7 Obligations under hire purchase contracts

Group & Company

	2009	2008
	£	£
Due within one year	1,549	6,198
Due within one and five years	-	1,549
	<u>1,549</u>	<u>7,747</u>

The amounts due under hire purchase contracts are secured on the motor vehicles to which the contract relates.

Income and Expenditure For the year ended 31st May 2009

Consolidated Statement of Financial Activities (including an Income and Expenditure Account)

	2009 Unrestricted funds £	2008 Total funds £
Income and expenditure		
Incoming resources from generated funds:		
<i>Voluntary income</i>		
Grants, donations and sponsorship	18,750	45,947
<i>Activities for generating funds</i>		
Rental income	78,595	73,374
<i>Investment income</i>	4,739	7,737
Incoming resources from charitable activities		
Membership services	301,037	245,222
Education and training	1,360,163	1,222,294
Catalogue sales	60,690	67,635
Other incoming resources	42,335	44,820
Total incoming resources	<u>1,866,309</u>	<u>1,707,029</u>
<i>Resources expended</i>		
<i>Costs of generating funds</i>		
Costs of generating voluntary income	19,955	21,335
Interest payable	-	1,049
<i>Charitable activities</i>		
Membership services	265,622	234,632
Education and training	1,340,121	1,296,919
Catalogue sales	87,507	89,037
Other charitable costs	106,841	30,519
<i>Governance costs</i>		
Other resources expended	10,875	23,834
Total resources expended	<u>1,830,921</u>	<u>1,697,326</u>
Net incoming/(outgoing) resources	35,388	9,703
<i>Reconciliation of funds</i>		
Fund balances at the beginning of the year	812,624	802,921
Fund balances at the end of the year	<u>848,012</u>	<u>812,624</u>

There were no recognised gains or losses for 2009 or 2008, other than those included in the Statement of Financial Activities. All income and expenditure relates to continuing activities and there is no difference between the reported result and that on a historical cost basis.

Balance Sheets at 31st May 2009

	Consolidated		Company	
	2009 £	2008 £	2009 £	2008 £
Fixed Assets:				
Intangible assets	25,027	26,626	25,027	26,626
Tangible assets	487,246	504,389	487,246	504,389
Investments	-	-	5	5
	<u>512,273</u>	<u>531,015</u>	<u>512,278</u>	<u>531,020</u>
Current Assets:				
Stock	139,226	134,365	139,226	134,365
Debtors	290,984	248,819	278,864	241,265
Investments	69,122	67,201	69,122	67,201
Cash at bank and in hand	110,397	130,283	107,954	118,695
	<u>609,729</u>	<u>580,668</u>	<u>595,166</u>	<u>561,526</u>
Liabilities:				
Creditors: falling due in one year	(273,990)	(297,510)	(259,432)	(278,373)
Net current assets	<u>335,739</u>	<u>283,158</u>	<u>335,734</u>	<u>283,153</u>
Total assets less current liabilities	848,012	814,173	848,012	814,173
Creditors: falling due after more than one year	-	(1,549)	-	(1,549)
Net assets	<u>848,012</u>	<u>812,624</u>	<u>848,012</u>	<u>812,624</u>
Unrestricted income funds	<u>848,012</u>	<u>812,624</u>	<u>848,012</u>	<u>812,624</u>

The financial statements were approved by the Board of Directors on 28th August 2009 and signed, on its behalf by: **Dave Candler** - President

Notes to the Financial Statements

For the year ended 31st May 2009

1 Accounting policies

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention and include the results of the charitable company's operations which are described in the Directors' and Trustees' Report.

The financial statements have been prepared in accordance with the provisions of the Companies Act 2006 and in compliance with the revised Statement of Recommended Practice - "Accounting and Reporting by Charities" issued in March 2007 and applicable accounting standards.

The charitable company has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cashflow statement and it has also availed itself of Paragraph 3 of Schedule 4 to the Companies Act 2006 by adapting the Companies Act formats to reflect the special nature of its activities.

1.2 Group financial statements

The group financial statements consolidate the results of the charitable company and its wholly owned trading subsidiaries STA Excel Limited and Aquacise Limited on a line by line basis. A separate statement of financial activities and income and expenditure account are not presented for the company itself following exemptions afforded by section 230 of the Companies Act 2006 and paragraph 397 of the SORP.

1.3 Fund accounting

Restricted funds

Restricted funds represent grants and donations which are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

Unrestricted funds and designated funds

Unrestricted funds represent funds that are expendable at the discretion of the Board of Directors in the furtherance of the objects of the charitable company. Such funds may be held in order to finance both working capital and capital investment. Designated funds are those funds which are unrestricted in nature but which have been designated by the Board of Directors to be used in a particular manner.

1.4 Incoming resources

Income from charitable activities includes income in respect of membership, education and sales of awards and is recognised as earned. Income is deferred when received in advance of courses to which they relate. Investment income is recognised on a receivable basis.

1.5 Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Contractual arrangements are recognised as goods or services are supplied. Costs of generating funds comprise costs incurred in trading activities that raise funds.

Charitable expenditure include expenditure associated with delivery of charitable objects and comprises both the direct costs and support costs relating to these activities.

Governance costs include those costs associated with the governance of the charitable company and include audit fees and costs limited to the strategic management of the charitable company.

All costs are allocated between the expenditure categories of the Statement of Financial Activities on a basis designed to reflect the use of the resource. Costs relating to a particular activity comprise both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

1.6 Irrecoverable VAT

The charitable company is unable to recover all of the VAT payable by it. Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

1.7 Operating leases

Rental charges receivable under operating leases are charged to the Statement of Financial Activities on a straight line basis over the term of the lease.

1.8 Intangible fixed assets

Amortisation is provided on patents and licences at a rate of 20% per annum.

1.9 Tangible fixed assets

Individual fixed assets costing £100 or more are capitalised at cost within the relevant fund.

Fixed assets are stated at cost less depreciation. Depreciation is calculated so as to write the cost less the estimated residual value of the tangible fixed assets over their estimated useful lives as follows:

Freehold property	Nil (Note 12)
Regalia and trophies	Nil
Rescue and survival equipment	5% on cost
Fixtures and fittings	10% on cost
Motor vehicles	25% on reducing balance
Computer equipment	20% on cost

1.10 Investments

Investments are stated at cost less any permanent diminution in value.

1.11 Stock

Stock is included at the lower of cost or net realisable value after meeting due allowance for slow moving and obsolete items.

1.12 Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives of the lease term, whichever is shorter.

The interest element of these obligations is charged to the Statement of Financial Activities over the relevant period. The capital element of the future payments is treated as a liability.

1.13 Pensions

The charitable company operates a defined contribution pension scheme on behalf of some of its employees. Payments of £48,717 (2008: £30,654) were made by the charity during the year.

2 Financial activities of the charity

A summary of financial activities undertaken by the charity itself is set out below:

	2009 £	2008 £
Gross incoming resources	1,767,544	1,606,225
Total expenditure on charitable activities	(1,721,282)	(1,585,924)
Governance costs	(10,874)	(10,598)
Net incoming/(outgoing) resources	35,388	9,703
Total funds brought forward	812,624	802,921
Total funds carried forward	848,012	812,624
Represented by:		
Unrestricted funds	848,012	812,624

Report of the Independent Auditors

The summarised financial information set out in this document is the responsibility of the Trustees. Our responsibility is to report our opinion as to whether the information is consistent with the information contained within the full financial statements.

In our opinion, the summarised financial information for the year ended 31st May 2009 is consistent with the full financial statements for the year ended 31st May 2009.

Clement Keys, 39/40 Calthorpe Road, Edgbaston,
Birmingham, B15 1TS

28th August 2009

STA Officers

PRESIDENT

Mr. David Candler, MSTA

VICE PRESIDENT

Mr. David Lloyd Davies, MSTA

CHIEF EXECUTIVE

Mr. Roger Millward

COMPANY SECRETARY

Mr. Anthony Harvey, FSTA

TRUSTEES

Mr. David Candler, MSTA

Mr. David Lloyd Davies, MSTA

Mr. Hugh Hall, FSTA

Mr. Dave Lewis, MSTA

Mrs. Denise Patterson, FSTA

Mrs. Christine Rankin, MSTA

Mrs. Lee Robinson, FSTA

REGIONAL ORGANISERS

Ms. Rebecca Ayton, FSTA (North East & Cumbria)

Mr. David Candler, MSTA (South East)

Mr. Paul O'Connor, MSTA (West Midlands)

Mrs. Jo Cooper, MSTA (R) (London)

Mr. Stuart Diack, ASTA (Northern Scotland)

Mr. Roger Goodman, DSTA (North West)

Mr. Hugh Hall, FSTA (Southern Scotland)

Mrs. Marjelyn Hanselman, MSTA (Yorkshire)

Mrs. Anne-Marie Harriman, MSTA (East Midlands & Lincolnshire)

Mr. John Holden, DSTA (East Anglia)

Mr. Dave Lewis, MSTA (South Wales & Avon)

Mr. David Lloyd Davies, MSTA (North Wales)

Mr. Malcolm Parris, MSTA (Channel Islands)

Mrs. Helen Peters, ASTA (South West)

Mrs. Lee Robinson, FSTA (Beds, Herts, Essex & Kent)

Mrs. Lynne Robshaw, DSTA (South)

Mr. Richard Timms, MSTA (Northern Ireland)

AUDITORS

Clement Keys, 39/40 Calthorpe Road, Edgbaston, Birmingham. B15 1TS

LEGAL ADVISORS

Cobbetts, One Colemore Square, Birmingham. B4 6AJ

Registered Office and for further information please contact:



Anchor House, Birch Street, Walsall, West Midlands WS2 8HZ

Tel: 01922 645097 Fax: 01922 720628

E-mail: sta@sta.co.uk

Website: www.sta.co.uk

Company Number: 1272519

Charity Number: 1051631



www.ifsta.co.uk



Building Safer, Healthier & Better Skilled Communities

