



REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31st AUGUST 2008

The trustees are pleased to present their report together with the financial statements of the charity for the year ending 31st August 2008.

1. Reference and Administrative Details

<u>Charity number</u>	313129																												
<u>Principal office</u>	160 Solly Street, Sheffield, S1 4BF																												
<u>Auditors</u>	PKF(UK) LLP, 2 nd Floor, Fountain Precinct, Balm Green, Sheffield, S2 3QE																												
<u>Bankers</u>	National Westminster Bank PLC, 244 Fulwood Road, Sheffield, S10 3AA																												
<u>Solicitors</u>	AMS Law, 34-47 North Church Street, Sheffield, S1 2DH																												
<u>Investments advisors</u>	Rensburg Sheppards Investment Management Ltd, Beech House, 61 Napier Street, Sheffield, S11 8HA																												
<u>Trustees</u>	During the year the following trustees served on the GA's Governing Body: <table><tr><td>President</td><td>Mr J Westaway</td></tr><tr><td>Past President</td><td>Mr K Grimwade</td></tr><tr><td>Senior Vice President</td><td>Mrs M Roberts</td></tr><tr><td>Junior Vice President</td><td>Mr J Halocha</td></tr><tr><td>Chair, Education Committee</td><td>Dr J Hopkin</td></tr><tr><td>Honorary Treasurer / Named Trustee</td><td>Mr B Ellis</td></tr><tr><td>Named Trustee</td><td>Mr P Fox</td></tr><tr><td>Named Trustee</td><td>Dr T Bennetts</td></tr><tr><td>Elected Member</td><td>Mr M Higginbottom</td></tr><tr><td>Elected Member</td><td>Ms T Horler</td></tr><tr><td>Elected Member</td><td>Mrs H Martin</td></tr><tr><td>Co-option</td><td>Mr N Simmonds</td></tr><tr><td>Co-option</td><td>Mr M Shevill</td></tr><tr><td>Co-option</td><td>Professor M Bradford</td></tr></table>	President	Mr J Westaway	Past President	Mr K Grimwade	Senior Vice President	Mrs M Roberts	Junior Vice President	Mr J Halocha	Chair, Education Committee	Dr J Hopkin	Honorary Treasurer / Named Trustee	Mr B Ellis	Named Trustee	Mr P Fox	Named Trustee	Dr T Bennetts	Elected Member	Mr M Higginbottom	Elected Member	Ms T Horler	Elected Member	Mrs H Martin	Co-option	Mr N Simmonds	Co-option	Mr M Shevill	Co-option	Professor M Bradford
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<u>Chief Executive</u>	Professor D Lambert																												

2. Structure, Governance and Management

Governing document

The Geographical Association (GA) is a charity registered with the Charity Commission. It is an unincorporated Association, founded in 1893, that is governed by its Statutes and Standing Orders, which were approved at the 2005 Annual General Meeting of the GA on 30 March 2005 and amended on 18 April 2006. Membership of the GA is open to any person or body of people interested in furthering the aim of the Association. Members pay an annual subscription, which varies depending upon which of the Association's periodicals the member elects to receive.

Appointment of trustees

The Governing Body has overall responsibility for the Association and as such acts as the guardian of its mission, values and assets and also ensures that it has a strategic direction and a long-term vision.

The members of the Governing Body are the Charitable Trustees of the Association. Nominations for appointments to the Governing Body are invited from the Association's membership a minimum of four months in advance of the Annual General Meeting. In the event of there being insufficient nominations the Governing Body assumes responsibility for making nominations. The Governing Body also has the power to co-opt up to three further individuals to fill specialist roles.

The Governing Body comprises:

- (i) The four Presidents. The President, who is the Chair of the Governing Body, is elected two years before the twelve months term of office begins and serves one of these years as Junior Vice President and one as Senior Vice president. After the twelve months term of office the President serves for one further year as Past President.
- (ii) The Chair of the GA Education Committee and the Honorary Treasurer who are each subject to a three-year term with eligibility for immediate re-nomination and re-election for a further three year period. The Honorary Treasurer is one of the three Named Trustees.
- (iii) Three Named Trustees. The initial term of the non-Honorary Treasurer Named Trustees is six years and they are eligible for immediate re-election for a further three-year period.
- (iv) Three elected members who serve for three years and are eligible for immediate re-nomination and re-election for a further three-year period.
- (v) Up to three co-options who may serve for no more than four consecutive years each.

Trustee induction

The GA has a trustee appointment and induction policy, which was last reviewed by the Governing Body during 2005-06. Prior to the start of their term of office, new trustees are provided with an induction pack which contains the GA's Statutes and Standing Orders, the most recent set of audited financial statements and latest management accounts information, the strategic plan and lists of staff and trustees. Incoming trustees are also encouraged to read Charity Commission publications that set out the responsibilities of trustees.

Organisation

The Governing Body has overall responsibility for the charity's affairs. The Governing Body meets three times per annum and has the power to establish and discontinue its own sub-committees and working groups. The day-to-day operation of the charity has been delegated to a Chief Executive, Professor David Lambert, who has been in post since October 2002. In addition to the full formal meetings of the Governing Body, the Chief Executive has regular meetings with the four Presidents and the Honorary Treasurer.

The Education Committee of the GA has responsibility for formulating the educational policy of the Association, taking into account the broad policies determined by the Governing Body. The Education

Committee meets three times per annum and comprises representatives of each of the GA's sub groups, recruited to tap the wider range of expertise and experience of GA members.

Sub Group	Title
Phase Committees	Early Years and Primary Phase Committee Secondary Phase Committee Post 16 and Higher Education Phase Committee
Working Groups	Learning Outside the Classroom Working Group Information and Communications Technology Working Group Education for Sustainable Development Working Group Independent Schools Working Group Assessment and Examinations Working Group International Working Group Teacher Education Working Group Citizenship Working Group Physical Geography Working Group
Communication Boards	<i>Geography</i> Editorial Board <i>Teaching Geography</i> Editorial Board <i>Primary Geographer</i> Editorial Board GA Magazine Editorial Board Publications Board Website Board Conference Board

Related parties

The GA is an independent charity that is funded by its members via membership subscriptions and sales of educational resources. It also raises external funds to undertake specific curriculum development and continuing professional development (CPD) projects.

Risk management

The Trustees have considered the financial and operational risks to which the GA is liable, and have introduced policies and management structures to mitigate them. Financial controls are designed to minimise the risk of fraud or other losses. The Association has appropriate insurance coverage for the activities in which it is involved. The GA reserves policy allows the GA to continue operating for a several years with a deficit budget if the trustees decide this is warranted. The strategic plan of the Association specifically makes reference to embedding risk management in all areas of the GA's operations, as a key activity that is to be continually reviewed and assessed.

3. Objectives and Activities

The primary objective of the charity is to ***further the study, learning and teaching of geography.***

The GA believes that ***geography is important*** because it helps us to make sense of the world. Studying the Earth's surface features and related human activity has a vital place in the 21st century curriculum. Geography tackles the big issues – environmental responsibility, global interdependence, cultural understanding, and the interplay of physical, economic, social, cultural and political processes. The GA believes that strong, purposeful and enjoyable geography is essential to any school or college curriculum. The GA is an independent national “subject association” whose membership includes academic geographers, teacher educators and trainers and also a large number of primary, secondary and further education teachers. Thus, the Association crosses academic divides in formal education and

can truly claim to be a subject specialist community of practice. The GA exists to promote, support and develop *geography subject leadership* at all levels.

The GA, through its volunteer interests, expertise and experience (both at trustee and volunteer committee, working group and communication board member level) and also through its staff input overseen by the Chief Executive, is continually working in support of the above over-arching objectives. The Trustees of the GA have identified four key strategic priorities for the organisation:

- (1) To develop and demonstrate the relevance of the GA for the professional development of all teachers of geography;
- (2) To increase awareness, membership and participation in all sectors;
- (3) Demonstrate the value of geography in education in contemporary civil society; and
- (4) To secure a sustainable financial future.

How these strategic priorities are tackled is reviewed annually, enabling the Association to adapt to an educational world that is always challenging and changing. The funding to support this work is derived from three main areas of activity – membership subscriptions, the sale of educational resources and externally funded curriculum development project activity.

Membership subscriptions

Members can subscribe to one or more of the GA's three journals - *Primary Geographer*, *Teaching Geography* and *Geography* - and they also receive *GA Magazine (incorporating GA News)*, each of which is produced three times per year (all now also available to members on-line at no additional cost). Members also receive significant discounts on publications and conferences. The GA Annual Conference and Exhibition, which is the largest continuing professional development (CPD) event of its kind, is aimed at GA teacher members and non-members across all phases. The GA offers a form of joint membership with the Royal Geographical Society (with Institute of British Geographers), which is targeted specifically to early career teachers.

The production and sale of teaching resources

The GA produces an extensive range of educational resources, which include an acclaimed series of handbooks, forming a core in-school CPD resource for geography subject leaders - *Early Years Handbook*, *Primary Geography Handbook*, *Secondary Geography Handbook* and *Handbook of Post 16 Geography* - plus many more innovative learning materials in both print and electronic format e.g. the *Barnaby Bear* range, *SuperSchemes* and the new Key Stage 3 *Geography Teachers' Toolkit* series.

Curriculum development and CPD projects

The GA leads teachers in school-focussed geography curriculum development through its management of and participation in a wide range of externally funded projects. Notable in recent years have been *Valuing Places* (2003-05) funded by the Department for International Development (DfID) and the Tubney Trust, *Where Will I Live?* (2004-05) funded by the Commission for Architecture and the Built Environment (CABE), *Disease Geographies* (2005-07) funded by the Wellcome Trust, *Building Sustainable Communities* (2007-2008) funded by the Academy for Sustainable Communities (ASC), the *Key Stage 3 Subject-Specific Support* project (2007-2009) (the result of a Subject Association consortium bid to the DCSF led by CfBT) and the *Action Plan for Geography* (2006-08) funded by the Department for Children, Schools and Families (DCSF). The outcomes from all of these projects, plus the many other projects that the GA has been and continues to be involved with, can be viewed from the Projects area of the GA website at www.geography.org.uk/projects and, in the case of the Action Plan for Geography, the Geography Teaching Today website www.geographyteachingtoday.org.uk.

Public benefit

Because the Geographical Association believes that knowledge of geography helps everyone to make sense of the world and contributes to an understanding of civil society, membership of the GA is open to all. The GA offers discounted membership subscriptions for students, newly qualified teachers and

also unwaged individuals (including those who are unemployed or retired). Through our website www.geography.org.uk the GA offers a range of resources, many of which are freely available to either read or download. The GA's *Worldwise* brand has its own a dedicated area of the website that offers a wide range of engaging and free-of-charge activities. An important element of the GA Annual Conference is the Public Lecture; last year's lecture was titled 'Geography in Disguise' and was presented by Vanessa Lawrence (Director General of the Ordnance Survey) at the University of Surrey, Guildford.

4. Achievements and Performance

The lifeblood of the GA is the work of its active membership, the teachers and educators in all phases that are so passionate about the value of geography in education that they devote many evenings and weekends to *furthering the study and teaching of geography*. There follows a brief report from each of the GA's committees.

Education Committee

The Education Committee has overall responsibility for formulating the educational policy of the Association and for ensuring that provision is made for all aspects of, and institutions for, geographical education. The Committee met formally three times during the year with representation from each of the Association's Phase Committees, Working Groups and Communication Boards (see list in Section 2 of this report). During the year, to meet changing needs within the GA's community of practice, the Committee approved several changes to Phase Committee and Working Groups names, remits and officers, and a new 14-19 Diplomas Working Party was established. The Education Committee also reviewed GA projects, membership, publications, journals and website, and continued as a major driving force of the Association and its voluntary activity. The Phase Committees, Working Groups and Communication Boards met regularly, responded to consultations, participated in the GA Annual Conference and other events, provided speakers as required and contributed to the Association's periodicals and publications. Other particular highlights are described below.

Early Years and Primary Phase Committee

Plans were also progressed for the joint Primary Conference in collaboration with the Historical Association on 1 November 2008. Much time and effort went into putting together responses to the consultations for the (University of Cambridge) Primary Review and the QCA consultations on behalf of the Government Independent Primary Review (Director, Sir Jim Rose). Research ideas and developments continued through participation in the annual Charney Manor primary geography research and development conference. Members of the committee were involved with the National Year of Reading and setting up Facebook pages for Barnaby Bear. Strong links continued to be developed with schools overseas both through visiting, maintaining electronic links and the establishment of true educational links. Citizenship and Sustainability continued to be strong themes in the extra curricular work of several committee members, disseminated through academic and commercial writing and TeachersTV presentations. Links also continued with RGS-IBG. The Primary Geography Quality Mark and other Action Plan for Geography strands have also of course been actively promoted by the committee.

Secondary Phase Committee

The committee remains an eclectic mix of practising teachers, education consultants, geography advisors, higher education tutors and now a full time GA employee. During 2007-8 the committee has been active in its core roles as consultants, conference providers and as a conduit between practising secondary geography teachers and the GA. Members have been consulting with GCSE exam boards on their new specifications and will chair a forum of the exam boards at the next GA conference. The committee produced a range of case studies and reviews to help curriculum planning which were published on the GA website, including a review of draft GCSE specifications and guidance in

planning for the new KS3. The SPC is actively encouraging wider involvement through the setting up of an innovative Secondary Phase Committee wiki, to which all can contribute.

Post-16 and Higher Education Phase Committee

The committee continued to publish its regular *Geography Matters* newsletter, which focused on news and current issues facing teachers involved in post-16 geographical and environmental education. There were a number of important sixth-form curriculum developments during the year including the introduction of the new A level specifications, the associated restrictions of examination-assessed fieldwork skills, and the impending introduction of the first group of 14-19 Diplomas alongside the new A-level courses from September 2008. Members submitted responses on behalf of the Association to a number of national consultations. Looking ahead, the committee anticipates being increasingly involved in consultations surrounding the introduction of the new Humanities Diploma scheduled for 2011.

Working Group highlights

- In the light of developments in out of the classroom learning, the GA's Field Studies Working Group has been replaced by a new 'outside the classroom learning' Working Group, with a broader remit. The new Group is now called Learning Outside the Classroom Working Group (LOtCWG) to tie in with the DCSF's Learning Outside the Classroom initiative. Several members of the Field Studies Working Group were appointed to the new LOtCWG to provide continuity. Work continued on preparing the new *Secondary Fieldwork File*, to be published in Spring 2009.
- The former Environmental and Sustainable Development Education Working Group changed its name to the more appropriate Education for Sustainable Development Working Group during the year. This recognises the Group's interest in the teaching of environmental and sustainable development education through geography, and the contribution that geography can make to ideas for creating and adopting more sustainable lifestyles.
- The Independent Schools Working Group, which represents the interests of geography teachers in public and preparatory schools within the GA, aims to increase the membership of Independent School geographers to the GA. During the year under review members of the committee organised in-service training opportunities and produced their annual newsletter *Notes and Queries*. In June 2008 the annual Independent Schools GA conference took place in Oxford, with a diverse range of workshops and lectures on the theme 'upgrade your geography'.
- The International Working Group (IWG) continued its work during the year to further the international dimension in the study and teaching of geography. The highlight of the year was the Study Visit to Mexico led by IWG Chair, Dr Kevin Cook. Eighteen geographers took part including geography teachers from infant schools through to universities. Work was also started on planning the 2009 visit to India. Through the GA International Initiatives Fund (GAIIF) the IWG continued to support the GA branch established at Masindi in Uganda. It also continued its links with the geography resources centre at Machakos in Kenya.
- The Teacher Education Working Group continued with its work in support of initial teacher education, which included lobbying the TDA with regard to the allocation of numbers to geography PGCE departments. Responses to consultations included the Primary Review, the Children's Plan, the new Ofsted Framework and the DCSF enquiry with regard to the need for a national curriculum.
- The Citizenship Working Group (CWG) piloted a new project during the year under review to instigate a new 'GeoCitizen' award as a focal point for geography teachers and pupils to explore the interdisciplinary links between citizenship and geography. The aim is to create a new CWG website aimed at schools, offering school-based activities, citizenship through geography resources and a showcase for pupils' work in learning citizenship through geography.
- The Geography Advisors and Inspectors Working Group, known as 'GAIN' and originally comprising local education authority advisers and inspectors of geography, has facilitated the network and represented their views and interests. In recent years however, as local authority specialist support for geography has declined, the GAIN Working Group's role became less clear

cut. After a period of consultation, including a special meeting of GAIN members at the 2008 GA Annual Conference, the GA Education Committee agreed (May 2008) that the GAIN network should be merged with the GA Consultants network and be expanded to include others in advisory roles.

- The Information and Communications Technology Working Group, the Assessment and Examinations Working Group and the Physical Geography Working Group were also active during the year under review, meeting regularly and making valuable and varied contributions to the GA's activity profile.

Geography Editorial Board

This year saw the re launch of the journal *Geography* with a new Editorial Collective, consisting of Professor Peter Jackson (University of Sheffield), Professor Stuart Lane (Durham University), Dr John Morgan (Institute of Education, University of London) and Eleanor Rawling (Oxford University), and a new full-colour, highly illustrated design. Feedback so far has been very positive, and articles have focused on such diverse topics as the global fashion industry, sea-level changes, the London 2012 Olympics and climate change.

Primary Geographer Editorial Board

Editor Fran Martin has continued the excellent quality themed issues of *Primary Geographer* with a wide range of articles including those from new authors and practicing teachers. The Autumn 2007 issue focussed on sustainable schools; Spring 2008 had a focus on 'making progress' and the Summer 2008 issue had a timely focus on China and the Olympics.

Teaching Geography Editorial Board

In her last year as Editor before becoming President, Margaret Roberts continued to deliver top quality issues of *Teaching Geography* with a particular emphasis on practical classroom teaching. 2007-08 issues have included articles on the new KS3, KS4 and A level, the China and London Olympic Games, fieldwork, globalisation and enquiry skills.

GA Magazine

During 2007-08 the termly *GA Magazine* continued its work of promoting our various activities, and celebrating our many achievements. As always, there was no shortage of events, new initiatives and news items to report, and during the year we acknowledged that the larger (36-page) format is now routinely needed to accommodate the volume and range of activities we are involved with.

Publications Board

The year under review saw the launch of our support for teachers working with the new Key Stage 3 (KS3) curriculum from September 2008, and Eleanor Rawling's *Planning Your Key Stage 3 Curriculum* and the first of the *KS3 Geography Teachers' Toolkit* series were an immediate success. Another recent success is *Caring for Our World*, which responds to the needs of early primary teachers for advice on Environmental and Sustainable Development (ESD). Much work was also done during the year on developing our support for the post-16 age phase, and editors were appointed for a new series that will be coming on stream during 2008-09.

Website Board

The GA's online presence continued to go from strength to strength during the year under review. Three major new sections were launched – 'Managing Flood Risk', 'Planet Sport' and 'Become a Geography Teacher'. The twice yearly online journal, *GeogEd* (funded by the TDA) commenced in autumn 2007. Work has started behind the scenes on the development of a new Resources Index that will make it much easier for site users to find material on a variety of topics. Online conference registration has proved very successful with almost 40% of GA's Annual Conference bookings being made over the web. The Geography Teaching Today website (the website of the Action Plan for Geography project) is also proving increasingly popular. For much of 2008 work has also been

progressing on the development of another brand new website to support the 'Young People's Geographies' project - this will be launched in autumn 2008.

Conference Board

The GA's Annual Conference and Exhibition, with its theme of 'Sustaining Geography' was held at the University of Surrey over 27-29 March 2008. The first day was set aside for the Association at Work meetings and the Annual General Meeting, which were followed in the evening by the Public Lecture, Awards Presentations and the Conference Dinner. The annual Awards Presentations provide for the formal recognition of excellence across various areas of GA activity. On the second and third days over 700 delegates (a five year record) enjoyed a rich programme of lectures and workshops, and a large exhibition of resources.

Other Activities

- The GA seeks to maintain good working *relationships* with ministerial departments, notably the Department for Children, Schools and Families (DCSF). Of great continuing significance during 2007-08 was the work being undertaken to complete the first stage of the *Action Plan for Geography* (APG), a £2 million programme over two years to March 2008. Its objectives were to provide everyone – opinion formers, policy makers, schools, parents and pupils – with a clear vision of geography as a relevant and powerful 21st century subject and to equip teachers with the professional skills and support they need to enable their pupils to enjoy and succeed in geography. This project was led jointly and equally by the GA and the Royal Geographical Society - with the Institute of British Geographers (RGS-IBG). In recognition of the success of the first stage of the APG, during the year under review the GA and RGS-IBG successfully tendered for a £1.8m APG contract extension with the DCSF. This second phase of the APG comprises a number of completely new projects as well as several continuation projects, all of which are being implemented over the 3 year period to March 2011.
- The GA believes in developing its key *links and partnerships* to increase the level of awareness of geography's educational potential among policy makers and also extend the reach of its influence, guidance and advice for the community of practice itself. To this end the GA has maintained and in some cases strengthened its relationships with government and agencies such as the Qualifications and Curriculum Authority (QCA), the Specialist Schools and Academies Trust (SSAT), the Training and Development Agency for Schools (TDA), the General Teaching Council (GTC) and major Awarding Bodies (ABs). The Chief Executive continues strong links with The Development Education Association (DEA) through his seat on its Council. Closer links have also been forged with the Woodland Trust, the Academy for Sustainable Communities (ASC), the London Mayor's Office and several commercial organisations such as Galileo and SfE/Tribal Education. In addition, the GA works closely with other subject associations and is a member of the newly formed Council for Subject Associations (CfSA). In all cases this is when there is clear mutual benefit and the GA's core mission can be served without compromise.
- The theme of '*living geography*' was present across a range of the GA's activities during 2007-08, including various CPD projects and branch initiatives, and this trend looks set to continue in future years. 'Living geography' aims to engage teachers and pupils with the development of innovative and exciting learning, often starting with young people's perceptions of their own local environment, and emphasising change in response to real problems and issues of regeneration and sustainable development. Living geography is concerned with enabling young people to envision futures and successful *living geography* projects help to forge new links between teachers and the local authorities, development agencies and such like.
- The resurgence of local GA *Branch* activity, witnessed by the formation of several new branches in the year, was a welcome continuation of the emerging trend noted last year. This development is dependent of local energy and entirely in line with the GA's 'local solutions' approach to the curriculum and teacher development through creative 'curriculum making'. The GA is looking to develop other ways of networking to work alongside local branch developments.

- September 2008 saw the launch of the all new *Worldwise* section of the GA's website, developed with financial sponsorship from Galileo (by Travelport). This brought together for the first time the full range of Worldwise activities including the Local Quiz, the new (and more interactive) Online Quizzes, the brand new My Place activity, Geography Awareness Week (in June 2008 on a theme of sustainability) plus the annual Worldwise Challenge, the 'national final' for secondary schools taking part in Worldwise activities. In response to the success of past years' Worldwise Challenges two such weekends were hosted in 2008, one at Juniper Hall Field Studies Centre in Surrey and one at Malham Tarn Field Studies Centre in North Yorkshire. This was only made possible through the continued commitment of the small team of Worldwise volunteers and through the support of the Field Studies Council (FSC) who provide the use of their centres for these weekends on a free of charge basis. In 2008 the two overall winners of the Worldwise Challenges were the Stanway School, Colchester and King Edward VII School, Sheffield.
- The *International Geography Olympiad*, hosted by the Tunisian Association of Geographers, took place in Carthage during August 2008. A team of students selected from the schools taking part in the 2007 Worldwise Challenge had the honour of representing their country at this prestigious international event.

5. Financial Review

The financial statements for the year ended 31 August 2008 show total incoming resources of £1,994,527 and resources expended of £1,697,000 resulting in net incoming resources of £297,527 (£232,212 from unrestricted funds). The trustees are pleased to report this fifth successive year of operational surplus, following on from a run of six years of reported deficits. In recent years the Trustees have taken steps to institute more rigorous financial management within the organisation, which includes the production of regular monthly management accounting information. Such information has enabled the trustees to act in an increasingly strategic manner in relation to the GA's financial situation.

This achievement needs to be seen in the context of the recent trends in the GA's main activity profile and related income streams.

- Although membership income has shown a modest increase (from £345,797 to £359,448) underlying membership numbers have continued to fall (for the seventh successive year). For a detailed analysis of membership trends see the two tables below. In the first few months of the year under review there was some encouraging evidence to suggest that the trend of year-on-year reductions in membership may have started to be reversed. However as the year progressed, these early green shoots failed to be sustained. The trustees are conscious of the current external educational pressures on school geography. It is noted that current demographic trends project a fall in teacher numbers required for secondary schools, while at the same time *teacher* demographics indicate that at the same time large numbers of retirements are expected in coming years.
- Slightly reduced income from the sale of publications (a year-on-year fall of £26,151), which follows a broadly equivalent reduction in the previous year.
- Increased externally funded project income (a year-on-year rise of £290,447). Income relating to the Action Plan for Geography reduced to £424,375 (from £522,000 in the previous year) but other funded project income increased significantly from £371,647 to £759,719 in the year. This continues the year-on-year trend of increasing project activity, which has seen this income stream grow from a relatively insignificant level as recently as 2001-02, to being the GA's largest income stream in the year under review.
- The GA's average staff headcount during the year was 23 (prior year 24). Since September 2007 Dr David Lambert, GA Chief Executive has been dividing his time equally between his GA Chief Executive responsibilities and his new role as Professor of Geography Education at the Institute of Education, University of London. Both positions are being undertaken on a 0.50 contractual basis. In recognition of this change the GA at the same time created a new full-time

Programme Director staff position, the main role of which is to work closely with the Chief Executive to see through the strategic development of the GA in its mission to further the learning and teaching of geography. This role has been performed since September 2007 by John Lyon (previously the GA's Leader in Curriculum Innovation). The Trustees are satisfied that these arrangements are working satisfactorily.

- v. The Trustees would like to point out the contribution to the overall financial result made by the following factors:
- The Action Plan for Geography (phase 2) from which income was received in advance of related expenditure to the extent of £65,625; and
 - Investment income, which during the year contributed £65,134 to the overall net result.

In the opinion of the trustees, the GA's balance sheet remains reasonably robust, with net current assets of £613,404 (prior year £321,130) and total net assets of £1,292,158 (prior year £1,124,305). £74,608 of the GA's net assets were held as restricted funds at the year end.

The above reported financial outturn, together with the budgeted plans for 2008-09 to deliver a breakeven outturn, clearly demonstrates the on-going commitment and efforts of all Staff and Officers towards achieving a financially sustainable future for the GA.

Analysis of memberships by grade (based on month of May):

Year	2004	2005	2006	2007	2008
Grade					
Group	4506	4156	3504	3342	3125
Full Personal	2797	2376	2087	1871	1697
Associate	1285	1238	1200	1419	1217
Other (incl. joint GA/RGS-IBG)	191	168	149	163	256
Total	8779	7938	6940	6795	6295

Analysis of membership by subscription category (based on month of May):

Year	2004	2005	2006	2007	2008
Category					
Geography	1210	1115	1059	1051	1017
Teaching Geography	1901	1836	1755	1889	1696
Primary Geographer	2995	2733	2164	1989	1770
Geog/Teaching Geog.	1937	1616	1362	1280	1266
Geog/Primary Geog.	49	44	39	30	32
Teaching/Primary Geog.	304	265	220	204	172
All three journals	383	329	341	352	342
Total	8779	7938	6940	6795	6295

Investment powers and policy

Under its Statutes and Standing Orders, the Governing Body of the GA has the discretion to invest in any way the trustees wish. The trustees, having regard to the organisation's liquidity requirements have operated a policy of keeping a proportion of funds available (mainly held in its interest bearing COIF Charities Deposit Fund account) and also maintaining the balance of funds on investment with Rensburg Sheppard Investment Management Limited, to whom the asset management function has been delegated by the trustees. The investment managers work to the GA's investment policy of maximising overall returns within the agreed asset allocation, subject to income requirements (minimum gross income of £20,000 per annum) and of the overall investment strategy being one of moderate risk. In accordance with the GA's ethical policy (mainly relating to environment & sustainability, human rights and social responsibility) the GA maintained its subscription to Ethical

Investment Research Services (EIRIS) in order to be better able to screen its investments against such ethical considerations.

At the year-end, the GA held £645,701 in two separate funds; a main mixed investment portfolio (year end valuation of £455,723) and a commercial property portfolio (year end valuation of £189,978), the latter being created by the investment of the £280,000 received from the Patrick Bailey legacy during the previous financial year. During the year the value of investments reduced by £126,662 (-16%) with falls of approximately 8% and 36% on the two funds respectively. Since the year end the value of the GA's investments have suffered a further decline. The Trustees are acutely aware of the fall in value of the GA's investments. They review the performance at each meeting of the Governing Body and meet with the investment manager once a year. Performance is monitored against national and international benchmarks indices and the Named Trustees receive information from the investment manager of each transaction made on behalf of the GA. Even before the international fall in the value of stocks during the current 'credit crunch' the Trustees had initiated discussion with the investment managers on possible alternative investment strategies. That discussion is still ongoing. Any review leading to possible changes in policy is complicated by the current volatile international situation.

Reserves policy

The Associations reserves currently stand at £1,292,158 of which £600,000 has been designated as a Headquarters Reserve Fund and £74,608 is in Restricted Funds. The unrestricted and undesignated reserves of £617,550, which equate to approximately 10 months' normal expenditure, are available to support investment in new services and activities, and to allow the GA to support a short term trading loss whilst maintaining long-term sustainability.

6. Plans for Future Periods

The longer term priorities that have been identified for special emphasis in 2008-9 include the following:

- a) Consolidation: There is a need to embed what has been achieved in recent times, especially in the establishment of a CPD 'brand' in the context of revised TDA Professional Standards for Teachers. This applies to the following aspects in particular:
 - Building on the successful launch of the new *Geography* journal – and in particular looking at implications for the other journals with a clear-headed regard for audience and fitness for purpose.
 - Working with the RGS-IBG to ensure the successful implementation of the APG2 project.
 - Continuing to refine our membership recruitment and retention strategy – e.g. by using the APG networking strategy to the full and also carefully targeted member 'aftercare' strategies.
 - Develop further the influence and impact of the GA's volunteer community and networks, promoting Branches and in particular in relation to the developing GA 'brands' - *Worldwise*, *Living Geography*, *Curriculum Making*, *Community Geographer*, *Young People's Geography*, *Olympic Earth*, and *Barnaby Bear*.
- b) Partnership working: The GA has a policy of working in partnership with others (some of whom are key funders), such as the Training And Development Agency for Teachers (TDA), the General Teaching Council (GTC), the Qualifications and Curriculum Authority (QCA), Ofqual, DCSF, Ordnance Survey, the Academy for Sustainable Communities (ASC) and of course RGS-IBG. The year 2008-9 is likely to take partnership working to a new level, which will present both new opportunities and new risks. The potential of partnerships with the Institute of Education, the Council for Subject Associations (CfSA), and CfBT Educational Trust (the KS3 subject focussed CPD has continuation funding into 2008-09) is being explored.
- c) Publications: The GA looks forward to the successful launch of the *KS3 'Toolkit'* series which is well on course for supporting the new KS3 Programme of Study (mandatory from 2008). However

we will need to begin thinking what will follow this. In addition, we continue to plan for replacing both the Primary (2004) and Secondary (2006) *Handbooks*. These plans will look carefully at form as well as content - electronic publishing is a key consideration, and we will include discussions about WEB2 technology. We also are keen to secure financial support from DCSF to produce the KS2 version of the Primary Project Box (delayed owing to the Primary Review)

- d) The 'Vision Thing': The outcomes of the 2006-7 President's debate, and subsequent Association wide discussion, on the vision for the GA is to result in a '*statement of priorities*' or '*manifesto*' for school geography, perhaps supported by '*position statements*' in relation to assessment, fieldwork and such like. The publication of these may coincide with a wider push on the place of the humanities, in collaboration with the Historical Association.
- e) Communications and Marketing: To develop the GA's effectiveness in relation to communications and marketing is implicit in all the above. But we look to increase our effectiveness in specific ways, including and impact of website, a possible e-newsletter service, leafleting and mail-outs and presence in the press. The Programme Director's remit to implement a communications, press and PR strategy for the GA interplays with this.

7. Auditors

A resolution will be proposed at the Annual General meeting that PKF (UK) LLP be reappointed as auditors for the ensuing year.

By order of the trustees

Mr Brian Ellis (Honorary Treasurer)
8th November 2008

Important Note

***[The maintenance and integrity of the Geographical Association website is the responsibility of the Governing Body; the work carried out by the auditors does not involve consideration of these matters and, accordingly, the auditors accept no responsibility for any changes that may have occurred to the financial statements since they were originally presented to the website.
Legislation in the United Kingdom governing the preparation and dissemination of the financial statements and other information included in annual reports may differ from legislation in other jurisdictions.]***

THE GEOGRAPHICAL ASSOCIATION
STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 31 AUGUST 2008

	<u>Unrestricted Funds</u> £	<u>Restricted Funds</u> £	<u>Total 2008</u> £	<u>Total 2007</u> £
INCOMING RESOURCES				
Incoming resources from generated funds:				
<i>Voluntary income:</i>				
Donations	12,107	-	12,107	38
<i>Activities for generating funds:</i>				
Advertisements & inserts in journals	18,067	-	18,067	13,956
Sponsorships	25,319	-	25,319	30,319
<i>Investment income</i>	54,594	540	65,134	46,884
Incoming resources from charitable activities:				
Subscriptions	359,448	-	359,448	345,799
Sales of other publications	208,466	-	208,466	234,617
Annual conference	92,896	-	92,896	93,110
Special project income	172,692	1,011,402	1,184,094	893,647
Royalty income	21,575	-	21,575	30,669
Miscellaneous	7,421	-	7,421	5,822
Total Incoming Resources	982,585	1,011,942	1,994,527	1,694,861
RESOURCES EXPENDED				
Costs of generating funds:				
Investment management fees	7,869	-	7,869	6,446
Fundraising & publicity	79,789	850	80,639	89,983
Charitable activities:				
Publication costs	214,300	-	214,300	324,945
Other costs	313,675	945,777	1,259,452	1,032,598
Governance costs	134,740	-	134,740	134,856
Total Resources Expended	750,373	946,627	1,697,000	1,588,828
Net incoming / (outgoing) Resources	232,212	65,315	297,527	106,033
Other Recognised Gains & Losses				
Realised (losses)/gains on disposal of invests	(1,372)	-	(1,372)	4,200
Unrealised gains on investments	(128,302)	-	(128,302)	4,128
Net Movement in Funds	102,538	65,315	167,853	114,361
Fund balances B/Fwd at 1 September 2007	1,115,012	9,293	1,124,305	1,009,944
Fund balances C/Fwd at 31 August 2008	1,217,550	74,608	1,292,158	1,124,305

All amounts are derived from continuing activities.

THE GEOGRAPHICAL ASSOCIATION
BALANCE SHEET
31 AUGUST 2008

	<u>2008</u>		<u>2007</u>	
	£	£	£	£
FIXED ASSETS				
Tangible fixed assets		33,053		30,812
Investments		<u>645,701</u>		<u>772,363</u>
		678,754		803,175
CURRENT ASSETS				
Stock	128,926		121,624	
Debtors	72,615		94,251	
Cash and bank balances	<u>701,434</u>		<u>425,635</u>	
	<u>902,975</u>		<u>641,510</u>	
CURRENT LIABILITIES				
Subscriptions paid in advance	155,180		145,884	
Creditors & accrued expenses	<u>134,391</u>		<u>174,496</u>	
	<u>289,571</u>		<u>320,380</u>	
NET CURRENT ASSETS		<u>613,404</u>		<u>321,130</u>
NET ASSETS		<u>1,292,158</u>		<u>1,124,305</u>
FUNDS				
Restricted funds		74,608		9,293
Unrestricted funds:				
- Designated		600,000		600,000
- Other		<u>617,550</u>		<u>515,012</u>
		<u>1,292,158</u>		<u>1,124,305</u>

Approved by the Governing Body on
8 November 2008.

Brian Ellis
Honorary Treasurer

[A full copy of the audited accounts for the year ended 31 August 2008 is available upon request from the GA]