



Accounts of the Clarence Bicknell Association

Balance sheet at 31 December 2017

	2013	2014	2015	2016	2017
Assets and liabilities					
Bank	£ 420.00	£ 412.76	£ 596.59	£ 962.20	£ 5,173.25
Pay Pal £ GBP	£ 57.36	£ 262.78	£ 98.96	£ 19.12	£ 979.65
Pay Pal € Euros, converted				£ 10.54	£ 127.17
Total Assets	£ 477.36	£ 675.54	£ 695.55	£ 991.86	£ 6,280.07
Loan by Marcus Bicknell	-£1,756.18	-£1,360.23	-£1,313.93	-£1,452.26	-£ 6,082.27
Net Assets/(Liabilities)	-£1,278.82	-£ 684.69	-£ 618.38	-£ 460.40	£ 197.80

Income statement, calendar year

	2013	2014	2015	2016	2017
Membership fees, commissions	£ 100.00	£1,779.46	£ 298.81	£ 415.57	£ 733.22
Expenses					
Marketing	£1,376.18	£1,174.38	£ 228.00	£ 347.44	£ 1,350.37
Financial fees	£ 2.64	£ 10.95	£ 4.50	£ 9.30	£ 65.92
Total	£1,378.82	£1,185.33	£ 232.50	£ 356.74	£ 1,416.29
Net Income/(expenditure)	-£1,278.82	£ 594.13	£ 66.31	£ 58.83	-£ 683.07

Notes to the accounts 2017

In a period of exceptional activity the financial results of the Clarence Bicknell Association were unsatisfactory because of

- 1) Low numbers of members (64) and low subscription payment rate by members
- 2) Exceptional charge of £1,176.87 for web hosting
- 3) Continued need for the loan from Susie and Marcus Bicknell (and bridging loans for the web hosting payment and for the October exhibition costs) ending at a net of £970.92 due to them (after repayment to them in 2018 of £5,111.35, for which the Association has the funds).

Although the Association shows a loss of £683.07 in 2017 it would have made a trading profit of £493.80, on a par with previous years.

The Association was successful in raising £21,483.75 in two tranches from anonymous donors in the USA. £18,255 were paid to the IISL/Museo Bicknell for upkeep to the garden entrance of the museum, as was the primary objective of the donors. £3361.35 were spent for the IISL/Museo Bicknell on the October 2017 exhibitions on the Botanical Art of Clarence Bicknell which was a significant promotion boost leading up to the 2018 Centenary of Clarence Bicknell's death. These monies passed through the accounts of the Association but have been excluded from the trading accounts as exceptional items. The Association took a hit of £8 on bank transfers and £132.61 for exhibition costs beyond the donated amount. Note that the exhibition costs included 4 touch-screen television monitors, 3 of which are installed in the Museo Bicknell, display posters and equipment which have long-term value to the museum. As at the end of June 2018 the works on the garden entrance had not started because of problems with getting permissions. The donors and their intermediaries are kept informed of the delay.

The Association also launched its online shop (www.clarencebicknell.com/shop) to sell the Casa Fontanalba Visitors' Book and merchandising created by the Bicknell family and by the Fitzwilliam Museum, Cambridge University. The Association profits from commission on sales of these items off the web site.

Income

The Association has 64 members (up from 55 last year), few of whom pay regularly despite being invoiced once and reminded twice in the spring of each year. Just over 20 renew promptly, the others each receiving a PayPal invoice and, later, an email reminder.

Total income was £733.22 in the calendar year 2017 (£415.57 in 2016), less £65.92 PayPal charges. About 75% of the income was membership fees. There was no income other than membership subscriptions and commission on sales.

Costs

We suffered an unwanted expense in the move in 2017 of our website from WSF France to 1&1 Online UK. WSF France, who had taken over our account from Lez' Art (when Rémy Masségliá withdrew from the web business to concentrate on films), were putting the squeeze on us for unjustifiable hosting and maintenance costs. The Chairman, Marcus, consulted with Graham Avery and Titus Bicknell. On the basis that moving to a UK web hosting company under our control would be cheaper within a couple of years, it was agreed to pay a severance fee to WSF France of £1176.87, essentially their demands for transferring the data from their servers to our new ones. The basic service from 1&1 Online in the UK is £4.79 p.m. (£48 p.a. +VAT). Hosting and service response has been good under the new arrangements and the web site has performed with stability.

Marketing costs amounted to £1350.37 in the year, which would have been £173.50 (£407.38 in 2016) without the punitive web hosting fee. There was neither a printed year-end mailshot nor a printed newsletter during the year. The activities on the two books were deemed enough to keep interest in our activities high. Emails to members were sent both in text form and in graphic form using MailChimp (a free service).

The use of PayPal to drive our web shop has at least two benefits. Firstly the receipt of payments from members and clients is automated and simple to account. Secondly, PayPal provides e-commerce functionality such as a “cart” for checking out multiple purchases and automated delivery notes which save us a lot of time in fulfilling orders. On this basis we consider it worth the close-to-ten-percent charges PayPal makes.

The film “The Marvels of Clarence Bicknell”, made in mid 2016 by Rémy Masségliá, the scanning and printing of the *Casa Fontanalba Visitors' Book* and the research, travel, rights, professional services, writer's expenses, printing and marketing for *MARVELS: The Life of Clarence Bicknell, Botanist, Archaeologist, Artist* by Valerie Lester have been funded by Susie and Marcus Bicknell (or by New Media Foundry Ltd., a company under their control) with no cost due from or paid by the Association.

The sale of books and other Clarence Bicknell merchandising (including that produced by Fitzwilliam Museum Enterprises) is subject to the agreement of 19th October 2016 whereby the Association gets 10% of any sale of the film, books or merchandise. It should be noted that the Association has not, in most cases, been paying for postage and packing, this falling to Susie and Marcus and paid out of their share of the sale.

Balance Sheet

Cash at bank at yearend was £6,280.07 (2016: £834.32, 2015: £569.59) but with an outstanding loan from Susie and Marcus Bicknell (whose risk the loan remains) of £6082.27 (£1,313.93 at the end of 2016). However, as noted in the first paragraph above, after repayment to them in 2018 of £5,111.35, for which the Association has the funds, the Associations real end 2017 cash position would be a positive net of £197.80, and the Bicknell loan down to £970.92 (down from £1452.26 in 2016 and £1313.93 in 2015).

Accounting

The accounts are kept, and PayPal and bank reconciled, by Marcus Bicknell. Annual accounts have until May 2018 been compiled and approved by the elected Treasurer of the Association, Geoff Bicknell, and seen by the Vice-Chairman Graham Avery prior to publication at the AGM and on the web site www.clarencebicknell.com. Subsequent to Geoff Bicknell's retirement in May 2018 from the post of Treasurer the post is vacant. Until the appointment of a new Treasurer the accounts submitted by the Chairman, Marcus, will be considered provisional.

Marcus Bicknell
9 July 2018

ANNEX: INCOME SPLIT

Split of income between the Clarence Bicknell Association (“the Association”) and Susie and Marcus Bicknell as funding parties – books, films and other enterprises associated with Clarence Bicknell. October 2016, carried forward to new product April 2018.

1) Principles

- 1a) The Association should not take risk in creating and publishing books, video, audio or merchandise.
- 1b) The Association should derive some benefit if its website or promotions secures the sale of third party media and merchandise.

2) Terms

- 2a) Books, video audio or merchandise about Clarence Bicknell created by Susie and Marcus Bicknell (the principal funding party considered here) should be subject to payment of 10% of their net revenue to the Association. This is the summary of the exchange of emails in Annex below.
- 2b) Specifically, Marcus Bicknell agreed with the committee of the Association on 25th October 2016 that “If there is ever some income from the film *The Marvels of Clarence Bicknell* in any language and if the net revenue (gross turnover minus costs) arrives at €10,000 euros or more at any time in the future 10% of net revenue will be paid to the Clarence Bicknell Association.”
- 2b) Two books have been produced with funding from Susie and Marcus Bicknell since then, *The Casa Fontanalba Visitors’ Book* (2016) and *MARVELS – The Life of Clarence Bicknell* (2018). Marcus Bicknell agrees “If there is ever some income from these two books and if their net revenue (gross income to Susie and Marcus minus direct costs) is positive at any time in the next ten years then 10% of net revenue will be paid to the Clarence Bicknell Association.”
- 2c) In the case of sales of such books, video, audio or merchandise through the Association’s website or promotions, 10% of gross revenue ex tax will be paid to the Association; in practice the Association makes the sale and remits 90% to Susie and Marcus.
- 2d) The sale of such books, video, audio or merchandise through the Association’s website or promotions is without risk to the Association, i.e. no contribution to start-up costs is due and product is made available on a sale-or-return basis or fulfilled one by one, back-to-back with an order.



Marcus Bicknell

17 April 2018