



## Accounts of the Clarence Bicknell Association 2018 & 2019

### BALANCE SHEET

	2013	2014	2015	2016	2017	2018	2019
Bank	£420.00	£412.76	£596.59	£962.20	£5,173.25	£393.66	£3,181.40
Pay Pal £ GBP	£57.36	£262.78	£98.96	£19.12	£979.65	£336.44	£655.54
Pay Pal € Euros, converted				£10.54	£127.17	£0.00	£0.00
Total Cash Assets	£477.36	£675.54	£695.55	£991.86	£6,280.07	£730.10	£3,836.94
Loan by Marcus Bicknell	-£1,756.18	-£1,360.23	-£1,313.93	-£1,452.26	-£7,386.95	-£1,838.49	-£3,715.73
<b>Net Assets/(Liabilities)</b>	<b>-£1,278.82</b>	<b>-£684.69</b>	<b>-£618.38</b>	<b>-£460.40</b>	<b>-£1,106.88</b>	<b>-£1,108.39</b>	<b>£121.21</b>

### INCOME STATEMENT

	2013	2014	2015	2016	2017	2018	2019
Member fees, sales %	£100.00	£1,779.46	£298.81	£415.57	£733.22	£1,102.81	£2,894.27
Expenses							
Marketing	£1,376.18	£1,174.38	£228.00	£347.44	£1,350.37	£943.13	£1,938.38
Financial fees	£2.64	£10.95	£4.50	£9.30	£65.92	£66.03	£16.55
Total	£1,378.82	£1,185.33	£232.50	£356.74	£1,416.29	£1,009.16	£1,954.93
<b>Net Income/(expenditure)</b>	<b>-£1,278.82</b>	<b>£594.13</b>	<b>£66.31</b>	<b>£58.83</b>	<b>-£683.07</b>	<b>£93.65</b>	<b>£939.34</b>

Number of paying members	10	28	15	23	22	29	27
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## Notes to the accounts of the **Clarence Bicknell Association** for 2018 and 2019

From Marcus Bicknell, 31 March 2020

1. **2018 and 2019.** The accounts for 2018 were not published during 2019, so they are presented here now, together with 2019. Our financial year is the calendar year.
2. **Corporate governance.** Marcus Bicknell (Chairman) acts as secretary in the operational sense, i.e. handles membership, income from sale of books, marketing commissioning and costs, web site and internet costs, banking and PayPal. We therefore have, for the purpose of financial control and corporate governance, annual supervision and checking by Vanessa Bicknell (Treasurer), Susie Bicknell (Secretary) and Graham Avery (Vice-Chairman). This summary note is drawn from an Excel spread-sheet kept updated by Marcus Bicknell year on year, containing 1) the P&L detailing every transaction and reconciliation of bank and PayPal, 2) approved historical accounts of the running of the Association, 3) 2018 exhibition accounts for accounting to our USA donors, 4) book sales showing commissions earned, 5) list of members and renewals, 6) CAF America, handling our USA donors
3. **USA Donation.** The third grant from the Philip and Irene Toll Gage Foundation via the Charities Aid Foundation of America (CAF) of £ 10475.97 was received on 22<sup>nd</sup> February 2019. The renovation of the Piana theatre screen by the principal beneficiary of the gift, the Istituto Internazionale di Studi Liguri (IISL) owners of the Museo Bicknell in Bordighera, came to £ 8645.02 plus related Bordighera-based marketing costs making £9536.45. The donors permitted the CBA (email from Larry Hooks of 21 February 2020) to apply the remaining funds to other marketing including web site (see appendix 1) and therefore £1830.95 is considered income to the Association in 2019..
4. **Profit.** This contribution (3 above) of £1830.95 was one of the reasons the Association achieved a significant profit (£939.34) in 2019 for the first time since 2014.
5. **Income.** Favourable aspects of the P&L were a) income of over £500 in 2018 and the same in 2019 from the sale off our web site of the two books published by Susie and Marcus, The Casa Fontanalba Visitors' Book and MARVELS, and of Fitzwilliam Museum merchandising which the Association had bought as stock, b) the contribution from the donors in the USA. The earned income was £1102.81 in 2018 and £1063.32 in 2019 when the exceptional income from the US donor contribution is excluded.
6. **Positive Balance Sheet.** This profit enabled us to show a positive balance sheet (£121.21) for the first time i.e. our cash exceeds the loan from Susie and Marcus Bicknell made at the inception of the Association and topped up from time to time as required. Once the accounts have been approved by the Treasurer and by the AGM of 2020, that loan will be paid off, to the extent of available cash.
7. **Comments on costs.** The good result was achieved despite the unfavourable contributions to the expenses of

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- a) the purchase of some stock of cards and merchandising from the Fitzwilliam Museum for resale which were amortised immediately as “marketing” costs, i.e. not booked as an asset, and
- b) exceptional website costs which spiked when we were subject to an attack of hacking which required a rebuild and new security services. Significant costs were 8/3/19 £92.44, 16/3/19 £188.34, 29/3/19 £60.62, 10/4/19 £205.24 and 5/11/19 £224 making a total of £770.64 exceptional web site charges in 2019 and hours and days of Marcus’s time to rebuild. We consider the web site to be a valuable asset, especially the Documents page where many academic, research and informational documents are available to the research community and the public. The web site has had about 15,000 visits since 2013 whereas the Documents page ([www.clarencebicknell.com/downloads](http://www.clarencebicknell.com/downloads)), which is often accessed by clicking on the direct URL of the document) has been accessed 37,000 in the same period... that’s 14 views or downloads per day. The Association is making every effort to maintain the site without exceptional cost but this cannot be guaranteed. Our Facebook page, which directs traffic to the website, and our email service on MailChimp (where we have over 2,000 Clarence lovers on our list) are free of charge.
- c) Note that finance charges (mostly PayPal commission on membership renewals and on purchases of books and merchandising off our web site Shop) are down because the web site shop sales have dropped off so much.

8. **Membership.** We had 27 paying members in 2019 (down from a peak of 29 in 2018). We consider this a worrying sign of the function the Association provides to its community and we will be assessing individually now and at our General Meeting in 2020 how to improve what we offer them and thereby to increase membership numbers. The income from that small number, at an average of £20, is enough to pay basic costs like the web site, but if the numbers drop off then the Association as a going concern would be under threat.

## 9. Further Notes.

- a. The Association and its bank account started in March 2013, more than a year before its first General Meeting of 17th May 2014
- b. The Association has one bank account, in £ sterling GBP, at the Co-operative Bank, with no overdraft facility; cheque book and internet banking but no debit card or credit cards. Susie Bicknell and Marcus Bicknell must sign together, but most transactions are completed online.
- c. The Association is accounted on a cash basis; items like the three life membership payments of £400 (total £1200) in 2014 and book stock purchase in 2018 and 2019 have not been amortised over future years.
- d. Susie and Marcus Bicknell do not charge office, broadband and travel expenses to the Association.
- e. Two books (*The Casa Fontanalba Visitors’ Book* and *MARVELS - The Life of Clarence Bicknell*) and a film (*The Marvels of Clarence Bicknell*) were funded by Susie and Marcus Bicknell without financial help from the Association. Susie and Marcus account to the estate of Valerie Lester the modest royalties due on sales of the book. Sales of books by the Association, notably from the online shop at [www.clarencebicknell.com/shop](http://www.clarencebicknell.com/shop), generate a commission of 10% to the Association.

Sale of Association stock by the Bicknells, such as Fitzwilliam merchandising, generates 10% commission to the Bicknells.

- f. Donations from the *Philip and Irene Toll Gage Foundation* in the USA, handled under US law by the *Charities Aid Foundation of America* (CAF) are not to the principal benefit of our Association and are passed on to the IISL Museo Bicknell; these funds are not considered income to the Association. There was one exception in the case of some funds left over in 2019 in which case £1830.95 is considered income to the Association grant. Because the completion of formalities with the CAF, for the purpose of anti-money laundering legislation, is extremely onerous to Marcus, and because the transfer of Dollars to Euros through our Sterling account loses some money, we have informed the Foundation that they should make donations directly to the IISL Museo Bicknell in the future if there are any.
- g. The fundraising activities of the Association have not been successful other than the USA donations and another €100 from a Bicknell family member outside of the membership scheme (2 December 2015). It should also be noted that the donations we generated encouraged the IISL and their partners to seek and trigger donations resulting in back-to-back funding for the 2018 exhibition in the Museo Bicknell, the acquisition of the 2017 Lotto Bicknell artefacts and other activities
- h. The activities to which the USA donations from the *Philip and Irene Toll Gage Foundation* were destined are a) the entrance to the garden of the Museo Bicknell (first two tranches) and b) the renovation of the theatre screen by Giuseppe Piana (third tranche). The garden entrance took two years to complete but the screen just a few months. The IISL has handled the money and its disbursement according to the agreements set up between CBA and IISL as required by the CAF.
- i. The accounts of the Association, minutes of General Meetings, mission statements, Articles of Association and biographies of committee members are published in public and updated yearly at <https://www.clarencebicknell.com/downloads>

MB 31 March 2020