



Accounts of the Clarence Bicknell Association 2023

£ pounds sterling

BALANCE SHEET	2020	2021	2022	2023	
Bank	865.12	776.83	186.33	463.27	
Pay Pal £ GBP	1,095.64	973.39	0.00	265.85	
Pay Pal € Euros	0.00	0.00	0.00	0.00	
Miscellaneous credits		198.00			
Total Cash Assets	1,960.76	1948.22	186.33	729.12	Assets
Loan by M Bicknell	-1,956.24	-2052.27	-69.33	276.84	Liability
Net Assets/(Liabilities)	4.52	-104.05	117.00	452.28	Balance

INCOME STATEMENT	2020	2021	2022	2023
Member fees, sales	671.00	510.89	493.64	664.76
Expenses				
Marketing	191.90	572.70	356.94	415.75
Financial fees	29.96	9.11	3.28	16.84
Total	221.86	581.81	360.22	432.59
Income/(expenditure)	449.14	-70.92	133.42	232.17
Number of members	23	18	15	23
	Number of members excludes 3 life members			
Cumulative profit	153.16	82.24	215.66	447.83

Notes to the accounts of the **Clarence Bicknell Association** for 2023

From Marcus Bicknell, 23 May 2024

1. **Membership.** We had 23 paying members in 2023 (15 in 2022), down from a peak of 29 in 2018. The income from that small number, at an average of £20, is enough to pay basic costs.

New members tend to be those who are drawn to us by online presence and real-world activities like talks and film screenings, not specific or costed membership drives. It is therefore encouraging to see this organic increase in member numbers.

2. **Income.** Income from subscriptions and sale of books was £664.76 (£243.64 in 2022), reflecting a) an increase in the number of members, b) three members who paid £80 for five years membership drop of member numbers and c) sale of books which we report in gross figures in the income line; our Association keeps 10% of the transaction. The members' 5-year payments are not amortised over 5 years but shown in the year of payment (cash accounting)

3. **Costs.** £432.59 (£360.22 in 2022). The main cost a) is the web site which is an asset and a driver for the Association. The other costs are b) buying in books (therefore proportional to the income from them), c) delivery costs (which are proportional to the number of books sold) and d) finance fees, all PayPal commissions, (roughly proportional to the number of books or memberships paid using PayPal) . It is natural then that the costs were proportional to income.

The Association made no new purchases of merchandising from the Fitzwilliam Museum in 2023 and the number of Clarence Bicknell designs they sell has reduced. Note also that stock of MARVELS and the Casa Fontanalba Visitors' Book are the property of Susie and Marcus Bicknell, not of the Association which gets 10% of each book sold via the website (8 books sold in 2023).

Web site costs are at normal maintenance level, the host crash of 2019 having been solved. As an issue of potential conflict of interest, I hereby inform you that our website hosting and support is handled through Titus Bicknell, my nephew.

4. **Profit.** The profit of £232.17 is up on last year's £133.42, with no exceptional income or costs. We not only cover our costs but have increased our end-2023 cumulative profit to £447.83 from £215.66 at end-2022. This is a satisfactory result considering the continued low number of members.
5. **Balance Sheet.** Our profit enabled us to show net assets of £452.28 (much better than last year's £117.00). This is a satisfactory buffer of cash against any possible downturn, but, writing this in May 2024, I can inform members that 2024 should see further improvements if the campaign to raise funds for the Woodland Trust by the sale of celebrity-signed prints of flowers in the Casa Fontanalba Visitors' Book drives sales to the Association through www.clarencebicknell.com/shop.

6. Further Notes including some which are given every year.

- a. Our financial year is the calendar year.
- b. The Association has one bank account, in £ sterling GBP, at the Co-operative Bank, with no overdraft facility; we have a cheque book and internet banking but no debit card or credit cards. Susie Bicknell and Marcus Bicknell must sign cheques or orders together, but most transactions are completed online.
- c. The Association is accounted on a cash basis; items like 5-year membership payments are 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 *MARVELS*. Sales of books by the Association, notably from the online shop at www.clarencebicknell.com/shop, generate a commission of 10% to the Association. *The Book of Guests in Esperanto* (published 2022) was funded by Graham Avery and Susie and Marcus Bicknell and is available to the public on Amazon KDP print-on-demand without any per-book profit accruing to the funding parties, therefore no commission to the Association.
- f. 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 three committee members for the purpose of financial control, corporate governance and annual supervision; 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 historic USA donors, 4) book sales showing commissions earned, 5) list of members and renewals, 6) CAF America, handling our USA donors.
- g. 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>

Signed



Marcus Bicknell (Chairman)

23 May 2024