



Accounts of the Clarence Bicknell Association 2024

BALANCE SHEET

	£ pounds sterling				
	2020	2021	2022	2023	2024
Bank	£865.12	£776.83	£186.33	£463.27	£527.00
Pay Pal £ GBP	£1,095.64	£973.39	£0.00	£265.85	£125.10
Pay Pal € Euros	£0.00	£0.00	£0.00	£0.00	£0.00
Miscellaneous credits		£198.00			
Total Cash Assets	£1,960.76	£1,948.22	£186.33	£729.12	£652.10
Loan by M Bicknell	-£1,956.24	-£2,052.27	-£69.33	-£276.84	£0.00
Net Assets/(Liabilities)	£4.52	-£104.05	£117.00	£452.28	£652.10

INCOME STATEMENT

	2020	2021	2022	2023	2024
Member fees & sales	£671.00	£510.89	£493.64	£664.76	£432.33
Expenses					
Marketing	£191.90	£572.70	£356.94	£415.75	£703.71
Financial fees	£29.96	£9.11	£3.28	£16.84	£10.46
Total	£221.86	£581.81	£360.22	£432.59	£714.17
Profit/loss	£449.14	-£70.92	£133.42	£232.17	-£281.85
Cumulative profit	£153.16	£82.24	£215.66	£447.83	£165.98

Number of members	23	18	15	23	21
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Number of members excludes 3 life members and 3 honorary members

Notes to the accounts

- 1. Membership.** We had 21 paying members in 2024 (23 in 2023 and 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. We made quite an effort in spring 2024 to get lapsed members to renew and to solicit new ones, mostly by personal email (760 names), but the efforts were not successful except in maintaining the *status quo*. In June we offered all members a free framed Clarence Bicknell alpine flower watercolour print, but only a handful of members took up the offer.
- 2. Income.** Income from subscriptions and sale of books was £432.3 (£664.76 in 2023 and £243.64 in 2022), reflecting a) lower sale of books despite the opening of the online shop on our website www.clarencebicknell.com/shops in the income line and b) less members

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paying in advance. There were several payments in 2023 and in 2024 for multiple years of membership. Our Association's accounts are recorded on a cash basis, not accruals i.e. a payment in 2024 for three years' membership is taken in 2024 not amortised over the subsequent years. There were less such payments in 2024 than in 2023.

3. **Costs.** £714.17 (£432.59 in 2023 and £360.22 in 2022). The main cost increases this year were exceptional; a) web site ¹ and b) promotion of the sale of the watercolour prints (which so far has not delivered significant new sales). We forecast 2025 cost return to normal.
4. **Profit.** The lower income and higher costs generated a loss of £281.85 in 2024 (2023 profit of £232.17, 2022 profit of £133.42). Our cumulative profit remains positive (£165.98). This is a satisfactory result considering the continued low number of members and the extra marketing costs this year.
5. **Balance Sheet.** Despite the trading loss we were able to improve the balance sheet. Our profit enabled us to show net assets of £652.10 (£452.28 at the end of 2023 and £117.00 in 2022). The improvement was driven by the Association paying back the remaining loan from Susie and Marcus Bicknell of £276.84. This £652.10 is a satisfactory buffer of cash against any possible downturn in profits, but by continuing to canvas for members and controlling costs we can expect a stable financial picture. The Association is solvent despite the trading loss in 2024.
6. **Overview.** It is fair to say that bringing Clarence's work to a wider public is a difficult task. Our efforts to set up the exhibition at the Guildhall Gallery in the City of London led nowhere. Sales of the prints of Clarence's Alpine flower watercolours have been slow, even those signed by celebrities in coordination with Woodland Trust, some real world sales outlets, print media coverage and two talks by Marcus in London. The first-ever sale at auction of a Clarence Bicknell album (dated 1879, small flower water-colours on sketch book pages mounted in an album) was sold in Dorset for £3,500 to an anonymous Italian collector but generated no publicity. There have been no Clarence-focussed activities in Bordighera or Tende for two years.
7. **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.

¹ The Association's web site www.clarencebicknell.com had three batches of work in 2024. 1) I (Marcus) supported by Titus implemented a new shop using the WooCommerce plug-in; the shop appearance and back-end functions are correct. About 40 man-hours of work for which no charge was made. No cost. 2) To try to correct errors in formatting apparently caused by the WordPress edit plug-in Elementor, I used a freelance contractor via PeoplePerHour. Some corrections were made by CSS lines (cost £89.69) but formatting and header issue persisted and it became apparent that the problem was more deep-seated; WooCommerce and Elementor were interfering with each other. Titus and I had decided to get rid of Elementor (installed by a contractor some years ago when moving the site from 1&1 France to 1&1 UK) as too complex, difficult to modify and causing other problems. 3) I therefore bit the bullet and rebuilt the whole site in WordPress's classic page-building and edit function, i.e. without Elementor. Titus backed the site up, selected and installed the theme, Sydney, provided a sandbox for me to develop the new site, installed WooCommerce and ensured the shop was functioning. I removed hundreds of duplicate images, rebuilt each page from text and newly-installed images and rebuilt about 100 faulty URL links. The front page is shorter and more coherent, and each page carries a sidebar with the latest posts (news), contact buttons, top-rated shop products and a list of pages on the website. It was launched in November 2024. 30 man-hours. No charge was made by Marcus and Titus. Our *pro bono* work on 1 and 3 saved the Association about £3,500.

- 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)

Approved

Vanessa Bicknell (Treasurer)

4 January 2025