

**AGM 2016 Notice / AGM 2015 Minutes  
President's Report / CEO's Report  
Financial Report and Accounts**



**Care – Support – Advocate**

# Notice of Annual General Meeting

## **British Society of Hearing Aid Audiologists Ltd Notice of Annual General Meeting**

NOTICE IS HEREBY GIVEN THAT THE TWENTY THIRD ANNUAL GENERAL Meeting of the British Society of Hearing Aid Audiologists Ltd will be held at The Arlington Arts Centre, Mary Hare School, Arlington Manor, Snelsmore Common, Newbury RG14 3BQ on 26th November 2016 at 9.20 a.m. for the following purpose:

1. To approve the Minutes of the Annual General Meeting held on 14th November 2015.
2. To receive the report of those elected to serve on Council from 2016 to 2019
3. To receive the President's Report.
4. To receive the Chief Executive's operational report for the Society.
5. To receive the Balance Sheet and Financial Statement for the year ended 31 July 2016.
6. Welcome to the new BSHAA President.

By Order of the Council

26th November 2016

**DAVID FOLEY, SECRETARY**

Registered Office:

Office 7, 35 – 37 Ludgate Hill, London EC4 7JN

# Minutes of 2015 Annual General Meeting

Minutes of the Twenty Second Annual General Meeting of the British Society of Hearing Aid Audiologists Ltd held at East Midlands Conference Centre, Nottingham, NG7 2RJ on Saturday 14th November 2015.

## **190 The Chair**

The Chair was taken by Mr Peter Sydserff who was supported by the following members of Council: T Andrews, A Coulter, I Croft, D Foley, S Godkin, P Harrison, T Rainer, S Vokes and D Welbourn (CEO) and P Baker (Secretary).

The Chair welcomed the 54 members present. Apologies were received from C Campbell and B Perkin (Council Members).

The Chair asked all members present for a minute of silence following the terrible events in Paris the previous night. Following this moment of reflection the formal business of the AGM commenced.

With the commencement of the meeting, the Minutes of the previous AGM, the President's Report, Professional Development Committee Chair's Report, and Treasurer's Report for the year ended 31 July 2015, all of which had been published and circulated to members, were taken as read.

The Chair thanked all those that had taken the time to attend the AGM and commented that as part of an ongoing strategy for greater engagement with the BSHAA membership the AGM was being broadcast to members via the BSHAA website.

## **191 Minutes**

The minutes of the previous AGM held 8th November 2014 were approved by a show of hands.

## **192 Election of Council Members**

(Psy) thanked Karen Finch for her overwhelming contribution as a Council member and for the organization of the BSHAA Congress. There were eleven vacancies on the BSHAA Council. Trevor Andrews, Colin Campbell and David Foley had put themselves forward for re-election and Andrew Coulter,

Raul Garcia-Medina, Paul Harrison, Rory Kewney, Paul Nand, Barry Perkin, Anna Pugh and Neel Raithatha had put themselves forward for election. As there were eleven nominations for the eleven vacancies on the Council the Chair declared the nominees duly elected.

### **193 President's Report**

(PSy) advised that the President, vice-President and CEO would be speaking on their particular areas following the AGM.

The President's report was unanimously approved by a show of hands.

### **194 Professional Development Committee Chair's Report**

(DW) observed that an itemization and summary of the work undertaken by professional development committee would be following the AGM. (DW) commented that he had taken over the committee from Barry Downes and that the excellent quality of the work produced by the committee is down to him.

The Professional Development Committee Chair's report was unanimously approved by a show of hands

### **195 Treasurer's Report**

(DF) gave a short presentation highlighting the key points within the report.

(DF) gave a brief introduction of himself and his work as the BSHAA Treasurer.

(DF) commented that it was an exciting time for the Society with addition of a new CEO, the appointment of a training and development officer and the soon to be launched website. (DF) advised that through careful planning the amount required to invest in the financial year is a third less that originally estimated. (DF) recognized that this pattern of spending is not sustainable for the society and the Council will look at new income streams and areas to cut costs.

(DF) reported that the income compared favorably with the previous year and thanked Trevor Andrews and David Peel for their magnificent work on BSHAA people. (DF) pointed out that there is an apparent shortfall in the income but reassured the membership that this is down to the timings of publication.

(DF) reported that the expenses were greater than in the previous financial year. (DF) went through the areas where this is had increased highlighting the relevant causes. (DF) noted that the website has been recorded as an asset and would be depreciated over a 5 year term.

(DF) commented that it was a privilege to receive money from the membership and that the Council will always aim to spend it wisely.

The Treasurer's report was unanimously approved by a show of hands.

### **196 Balance Sheet and Financial Statements**

The balance sheet and financial statements for the year ended 31 July 2015 were received and approved by a unanimous show of hands.

### **197 Revision to the Articles of Association**

The revisions to the Articles of Association were voted on and approved by a unanimous show of hands.

### **198 Conclusion**

There being no further business the AGM concluded.

The Chairman, on behalf of the membership, expressed gratitude to Council Members for the time and commitment they gave to BSHAA. Without this voluntary contribution it would be very difficult for BSHAA to function as effectively.

The meeting then concluded.

**CHAIRMAN**

## President's Report to AGM 2016

*'We believe in delivering the highest levels of care and we are passionate about supporting our members to achieve this. We are the voice of our community and will always advocate for the future of our profession.'*

These are the words that your Society committed to as its purpose as we take the profession of hearing aid audiology forward. We decided on these earlier in the year and I am pleased to report that they serve as a timely reminder when we preside over important decisions for the Society and I also reflect upon them when penning words for Society publications.

This is my final report as President of BSHAA and I am delighted to reflect on the second of what have been two of the most rewarding years of my career to date. The rewards I refer to are the experiences gained and the opportunities sought to influence the future of our profession.

Last year's revision to the BSHAA Articles means that I will be the first official Past President and for that I am truly honoured. This is also a sensible alteration to the way your Council is led because it means I can play a support role to Sarah's appointment as President for a year, before a Vice-President is elected. The other important revision to the Articles last year was that from 2017 your next president will be voted for by you, the members.

We are operating, one way or another, in a market where there is a very real possibility for growth<sup>†</sup> thanks to all of the reasons that we know of. Our opportunity to serve those with varying degrees of hearing loss and beyond has never been greater with a population whose demographic will only continue to tip in our favour, and ever emerging technologies that improve on the promise of better hearing time and time again.

*'We believe in delivering the highest level of CARE'*

That said our professional focus must always be on improved outcomes for the people we care for in our practices, and in their homes, because we all gain from consumers who continue to benefit from the service we provide. Professional integrity comes easiest when we put the customer at the heart of our decision making.

With this in mind I reflect on two important pieces of work this year...

*'We are passionate about SUPPORTING our members to achieve this'*

1. Your Council and the committees that work hard to support Council decisions are pulling together evidence based guidance that will help members extend their scope of practice into other areas of clinical care where it is appropriate to do so. As we watch the product become ever more commoditised, it is increasingly important to build on the credibility of what it means to be a Hearing Aid Audiologist. Moves are afoot in the US to abandon the regulation of the sale of hearing aids<sup>†</sup> and we see coming a tidal-wave of hearables and apps that could potentially replace a lot of the value we have built for ourselves in this market. Therefore, it is our value as trusted hearing care professionals that we must convey to the general public to help them understand why they should engage our services to help them to hear better now, and in the future.

*'We will always be the ADVOCATE for the future of our profession'*

2. Your Society has worked hard to help deliver the National Commissioning Framework and has also been invited to consult on many other pieces of clinical guidance. Although BSHAA has been around for over sixty years, rarely has it operated in wider clinical circles than its own back yard. However, of late we have been in the thick of it, speaking to documents that impact on patient experience across the land and in all areas of hearing healthcare. This is important to you because we approach this on your behalf, with the client-centric approach I outlined above. Your Society will always push back where it sees any words or actions that look like interrupting patient choice, or access, because of some long standing belief that they should be seen in a poorly defined 'non routine' centre by someone described as a 'specialist' without the evidence to back this terminology. More than 90% of the population can be seen in an effective and efficient way without adding additional hurdles to their care, and this matters because in the future you may choose to provide that care.

I've said it before, and I'll say it again. What's good for the general public is good for us as members of THE professional society for HCPC registered Hearing Aid Dispensers. Accessible hearing care with as few barriers to entry as possible in a professional environment is something we can all quickly agree on. The part where we lose too much time is how it should be paid for and where should it be delivered. One thing's for sure, we can't stand still and must push forward increasingly out dated models of care.

The rest of Council activities and expenditure support these aims, and are covered in more detail in this and other AGM documents. Your Council and I know that we cannot achieve any of this without your support as members and I thank you for that. However, if you're not comfortable with the direction taken, or any tactic employed to take us there, then please say so. It may be that you're right and one of the wonderful opportunities afforded in this Society is that everyone can have their say. Some are even bold enough to step up to council... next year could it be you?

**Peter Sydserff | President | BSHAA**

† BIHIMA 2016

‡ PCAST 2015

## Chief Executive's operational report to the Society

In previous years, the President's report to Council has been followed by reports firstly from the Chair of the Professional Development Committee and secondly from the Treasurer. Implicit in this approach is the suggestion that, once the President has set out the overall direction in which they have steered the Society over the previous year and established the ambition and vision for the coming year(s), the remaining business can be narrowed down to the enrichment of members' practice through the work of professional development, subject of course to the necessary financial transparency.

As I have espoused many times, I believe that a fundamentally important element of my role is to ensure that BSHAA behaves and is seen to behave as a professional body, with all that entails. It is not "merely" a membership organisation. On this basis, you might well expect me to uphold the tradition of reporting on the professional development activities of the Society. However important the role of professional development, I beg to differ.

I am pleased to see that Peter has shaped his Presidential report almost entirely around the refreshed statement of purpose developed at the beginning of 2016. This is important. That statement of purpose encapsulates everything for which we stand as your professional body. We need to live and breathe it in everything we do. We do indeed fundamentally believe in the importance of providing the highest standards of care. We are on the hook to ensure that we lay before our members the necessary support to allow them to achieve this. And, we are so proud of the profession and conscious of the important impact it has on people's lives, that we seek opportunity to speak out as the voice of the community and advocate strongly on its behalf.

Yes, this is entirely about raising the profile and standing of professionalism, but it is so much more than professional development. For me, it is about putting into action the necessary actions and decisions to ensure that members, the wider peer group and the public can all see that purpose statement being fulfilled. Like all organisations, it is the role of the board or Council, steered by its Chair or President, to set priorities, point in the right direction, and then ensure that there is clear accountability to make it happen efficiently and effectively.

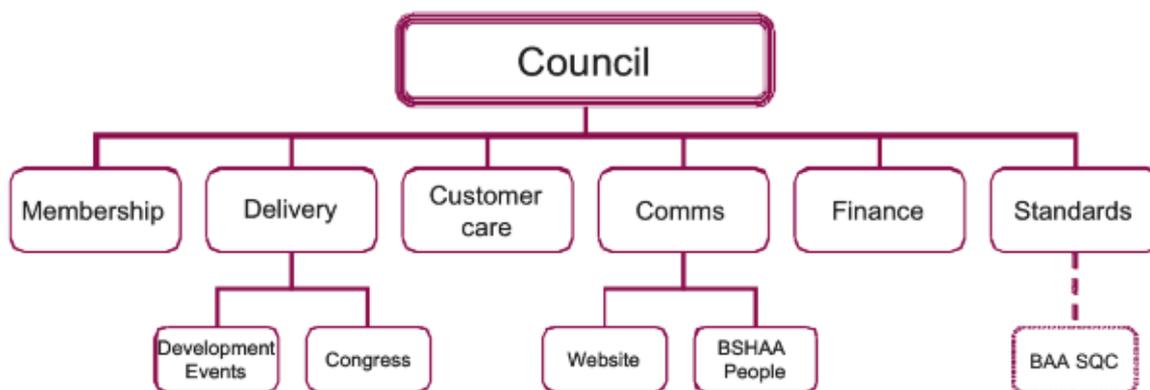
## **Making a stronger Society**

On this basis, it feels highly appropriate that the companion report to that from the President, is that from the Chief Executive, setting out the full breadth of operational achievements from this year, the momentum created, and the plans to continue driving forwards to ensure the purpose is met with increasing emphasis on efficiency and effectiveness.

We began the year by taking a hard look at the sprawling agenda which confronted the Professional Development Committee. It was the sheer breadth of this responsibility that was acting as a brake on making progress in key areas. Careful analysis of what we were seeking to achieve in moving the professional activity of the Society forwards showed that we were trying to make progress across 13 distinctive areas. Each of these had its own unique sense of urgency, importance and scale of attention. By clustering these into five groups, it became apparent that we would make more progress and be more efficient and effective if we split the single committee into two, with much clearer and cleaner agendas.

One of these committees was focused on professional standards and roles, whilst the other was established to bring a strong emphasis to the delivery of education, training, guidance and other aspects of support.

As we brought stronger focus into these two areas, it also became obvious that we had no clear focus on understanding our members' needs, aspirations and expectations except through the lens of professional development, so we made further changes, creating a membership committee with a remit to develop a stronger basis on which to engage with members and begin to develop new benefits for them. It quickly became apparent that our priority should be to focus effort on students and training institutions, seeking to offer better help in the transition from student to early professional practice. The final structural change we made during the year was to establish a finance committee to bring greater scrutiny and control to managing our resources. Only the customer care committee (which was already functioning strongly) continued largely unchanged.



Thinking ahead into 2017, we are about to refocus the way Council works to take full advantage of the supporting committees. Two of our Council meetings will be set aside to focus entirely on revisiting our purpose and strategy, from which Council will define the priorities and give a clear mandate for the work of each of the committees. We will then move the operational focus in Council and its committees to a quarterly basis. The combination of clearer mandate, focused priorities and fewer meetings will help the Society continue to improve both its efficiency and effectiveness.

### The Society’s impact

The steps outlined above will continue to reshape the working of the Society to help focus on what matters and create better value for members, in a world that will continue to see greater turbulence and threat to the role of professionals. Getting the Society into stronger shape is important so that we can continue to increase the impact we have on bringing our purpose to fruition – especially our role in advocacy to be the voice of the profession and the hearing community.

This year has shown just how important it is to be bold in speaking out for the profession and for those whose lives are diminished because they are not seeking or receiving the help they need with their hearing. BSHAA has played a leading role in ensuring that the Commissioning Framework for Hearing Loss in England provides firm guidance about what good hearing care is capable of achieving, whilst at the same time ensuring that the tangible benefits our members are able to offer are fully recognised and respected. Surprisingly, there have been times when BSHAA has been almost a lone voice speaking out for the majority with hearing loss who are currently outside the reach of any of the care services. It is not enough to concentrate solely on the support provided to the 2m or so who are currently receiving some form of hearing care. We must continue in our advocacy and support for the imperative to continue raising the profile of prevention and early intervention.

It was good to see during the year that one of our independent members has stayed the course and achieved IQIPS accreditation, something that many of the acute hospital departments have failed to do, despite their extra resources. To many, the IQIPS process will be viewed as one bureaucratic burden too many, but like all quality standards, where the emphasis today focuses on process as a proxy for outcome quality, it will continue to develop and should become more flexible as the aspirational level of measures begins to focus on the clinical outcomes. BSHAA's active involvement in this process is again designed to raise our credibility and respect with peer groups, whilst ensuring our members are not excluded through ignorance or prejudice.

On the professional development front, it was great to see the level of support for our first evening webinar, with over  $\frac{3}{4}$  of those who logged in at 6:30 remaining until close at 8:30. We will be organising more of the same. Numbers at Congress were somewhat disappointing, but those who did attend heard some high quality presentations with both demanding challenges and great practical learning. For 2017, we are planning another great programme on the theme **"Hear well! Live well"**. Keynote papers are already secured from Frank Lin's team at Johns Hopkins in the USA and the French author of the important longitudinal study showing benefits of hearing aids in staving off cognitive decline. To broaden the appeal of Congress, we are also planning a charity golf tournament for those interested, as well as a partner programme of activities to benefit from the golf, the spa, and the nearby history, taking in the delights of Constable country and Britain's first registered town.

The launch of our new website has been somewhat of a curate's egg. The modern look and feel and quality of content has placed us right where we wanted to be, but we have suffered significantly with poor functioning of the business support functions. I'm pleased to say that we are finally about to launch the improved Find an Audiologist tool that at last meets our expectations. Now that we have the functionality, the next step is for you to ensure that you have correctly populated the address fields used by the FAA service – if, like a number of your colleagues, you haven't provided a postcode for use by FAA, then you won't be listed. Do check it out.

The Customer Care Scheme has continued to work smoothly, generally offering good protection against vexatious claims for those of our members who are following best practice, whilst equally helping those clients get the quality of care they expect from professionals, for those of our members whose attention to detail needed a wake-up call. At the beginning of the year, we extended the scheme to all members unless they actively chose to opt out.

Also at this year's AGM, we will be relaunching the revised Fellowship scheme. Having listened to members' concerns, we now have a scheme built around the comfort and familiarity of CPD points, whilst shifting the emphasis towards the benefits of

putting the reflective learning into practice. For those long-standing Fellows, the uncertainty is now over, and they can choose to continue with the familiar gathering of traditional CPD points, over a 2 year cycle, or they can adopt the new portfolio-based scheme over a 4-year cycle. This new scheme rewards important areas like research, mentorship, enhanced practice and wider contribution to the profession and the Society. New applicants must follow the new scheme. As an important and prestigious recognition of the work of professionals, newly appointed Fellows will be publicly acknowledged.

### **The financial report**

Compared with 2014/5, the Society's overall financial position has improved from an operating loss of £41k to a loss of £16k. The 2014/5 position reflected a decision by the Society to draw on its balance sheet and invest in building capacity, through modernisation and enhancement of its new website and the strengthening of its professional development agenda. In 2015/6 these investments should have been yielding the returns to bring the operating position back into profit. It is therefore disappointing that the anticipated benefits have not fully materialised – roughly half of the operating loss is potentially attributable to extra costs to overcome difficulties with the launch of the new website and limitations in its functionality, though these are finally being resolved.

The Society's income from membership subscriptions, advertising and Congress have continued to be healthy, though underlying trends in each of these areas are of longer term concern. As the number of registered audiologists grows, BSHAA membership is failing to hold market share, and membership remains unrepresentative of the age and gender profiles. The key priority for the new membership committee is focused on recruiting student members and converting them into full members on qualification. Although Congress income was healthy, the fall in delegate numbers needs to be reversed to ensure its continued success. Income from professional development activities remains marginal but as a key benefit to members, recent successes are promising.

The Society is benefiting from successful recruitment of 11 new directors at the 2015 AGM (3 re-elected, 3 co-opted members now elected and 5 new members). The benefits of broader diversity and greater experience are welcomed, but have inevitably increased some of the operating costs. Meetings represent 15% of the operating costs and further steps are being taken to reduce this cost, through introduction of a new expenses policy, better use of technology and proposed changes to meeting frequency and complement.

The Society benefited considerably from reduced costs associated with Congress. It is expected that 2016/7 will see further savings in the venue costs, but these will be offset by the important task of conducting a survey to help understand how to

attract more delegates, as a key part of the transition to our new event management company.

With the exception of continued expenditure in the website and other enabling technologies, marketing and communication costs have reduced, and we will need to continue to invest in this area in support of the aim to attract more members, and as we seek new support on David Peel's retirement.

Overall costs of administration and membership support have increased, despite reducing costs in key professional services. Some of this can be attributed to website failings, some to increased focus on membership, and some to providing additional support to the new committee structure. The proposed changes for 2017 should help reverse this increase in cost.

Recent successes in developing the professional development agenda have been very promising and provide a firm basis on which to continue building. It is evident that the initial benefits from appointing a professional development advisor have strengthened the professional expertise and reputation of the Society in what has been a particularly challenging context for hearing care, but have been slower to translate into financial returns.

Looking ahead to 2017, we anticipate that the oversight provided by the finance committee will continue improving financial controls, and in particular will ensure that each of the new committees achieves its financial targets.

## **People**

BSHAA will miss the enormous contribution made by Trevor Andrews, who steps down from Council at the end of his term of office, and I want to add my thanks to those from all his colleagues for the way in which he has helped create BSHAA People as a high quality and highly worthy professional magazine.

We will also miss David Peel's contribution right across the marketing and communication agenda. I suspect we will only discover how much we have relied on David as he steps aside from the numerous areas in which he has ensured smooth running. We wish him and Linda well in their retirement.

Peter Sydserff becomes the first to hold the Society's formal office of Past President. The Society is very much indebted to Peter for the substantial contribution he has made whilst President. I am particularly grateful for the support and guidance he provided to me to help me take on the role of CEO, and I look forward to his continued contribution as Past President. In his place, we welcome Sarah Vokes as our new President, and look forward to the undoubted energy and unique insight she will be bringing to the role.

**Prof David Welbourn**  
**BSHAA CEO**

Registered number  
02835454

The British Society of Hearing Aid Audiologists Limited

Report and Accounts

31 July 2016



**The British Society of Hearing Aid Audiologists Limited**  
**Report and accounts**  
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## **British Society of Hearing Aid Audiologists Limited Company Information**

### **Directors**

Mr T Andrews  
Mr C A Campbell  
Mr I P Croft  
Mr D J Foley  
Mr P Syderff (President)  
Mr A Coulter Appointed 14 November 2015  
Mr R F Garcia-Medina Appointed 14 November 2015  
Mrs S Godkin  
Mr G P Harrison Appointed 14 November 2015  
Mr B R Perkin Appointed 14 November 2015  
Ms A Pugh Appointed 14 November 2015  
Mr T Rainer  
Mr N Raithatha Appointed 14 November 2015  
Mrs S J Vokes (Vice President)  
Mr R Kewney Appointed 14th November 2015  
Mr P Nand Appointed 14th November 2015  
Prof D Welbourn Appointed 14 November 2015

### **Secretary**

Mr D J Foley

### **Accountants**

DAAL Accounting Services  
Elite House  
410 Birmingham Road  
Wylde Green  
Sutton Coldfield

### **Registered office**

6th Floor, Remo House  
310-312 Regent Street  
London  
W1B 3BS

### **Registered number**

02835454

**The British Society of Hearing Aid Audiologists Limited**

**Registered number: 02835454**

**Directors' Report**

The directors present their report and accounts for the year ended 31 July 2016.

**Principal activities**

The company's principal activity during the year continued to encourage the highest standards in the practice of hearing aid audiology and to promote the activities of the Society and its members.

**Directors**

The following persons served as directors during the year:

Mr T Andrews  
Mr C A Campbell  
Mr I P Croft  
Mr D J Foley  
Mr P Syderff (President)  
Mr A Coulter Appointed 14 November 2015  
Mr R F Garcia-Medina Appointed 14 November 2015  
Mrs S Godkin  
Mr G P Harrison Appointed 14 November 2015  
Mr B R Perkin Appointed 14 November 2015  
Ms A Pugh Appointed 14 November 2015  
Mr T Rainer  
Mr N Raithatha Appointed 14 November 2015  
Mrs S J Vokes (Vice President)  
Mr R Kewney Appointed 14th November 2015  
Mr P Nand Appointed 14th November 2015  
Prof D Welbourn Appointed 14 November 2015

**Small company provisions**

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

This report was approved by the board on 6 October 2016 and signed by its order.

Mr D J Foley  
Secretary

**The British Society of Hearing Aid Audiologists Limited  
Accountants' Report**

**Accountants' report to the directors of  
The British Society of Hearing Aid Audiologists Limited**

You consider that the company is exempt from an audit for the year ended 31 July 2016. You have acknowledged, on the balance sheet, your responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts. These responsibilities include preparing accounts that give a true and fair view of the state of affairs of the company at the end of the financial year and of its profit or loss for the financial year.

In accordance with your instructions, we have prepared the accounts which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the accounting records of the company and on the basis of information and explanations you have given to us.

We have not carried out an audit or any other review, and consequently we do not express any opinion on these accounts.

DAAL Accounting Services  
Certified Practising Accountants

Elite House  
410 Birmingham Road  
Wylde Green  
Sutton Coldfield  
B72 1YJ

28 September 2016

**The British Society of Hearing Aid Audiologists Limited**  
**Profit and Loss Account**  
**for the year ended 31 July 2016**

	Notes	2016 £	2015 £
<b>Turnover</b>		431,225	418,680
Administrative expenses		(447,379)	(459,852)
<b>Operating loss</b>	2	<u>(16,154)</u>	<u>(41,172)</u>
Interest receivable		3,068	3,288
Interest supplement re tax overpayment		28	-
<b>Loss on ordinary activities before taxation</b>		<u>(13,058)</u>	<u>(37,884)</u>
Tax on loss on ordinary activities	3	-	5,063
<b>Loss for the financial year</b>		<u>(13,058)</u>	<u>(32,821)</u>

**The British Society of Hearing Aid Audiologists Limited**  
**Balance Sheet**  
**as at 31 July 2016**

	Notes	2016 £	2015 £
<b>Fixed assets</b>			
Intangible assets	4	25,260	33,680
Tangible assets	5	84	167
		<u>25,344</u>	<u>33,847</u>
<b>Current assets</b>			
Debtors	6	42,374	58,879
Cash at bank and in hand		<u>277,024</u>	<u>242,149</u>
		319,398	301,028
<b>Creditors: amounts falling due within one year</b>			
	7	(45,986)	(23,061)
<b>Net current assets</b>		<u>273,412</u>	<u>277,967</u>
<b>Total assets less current liabilities</b>		<u>298,756</u>	<u>311,814</u>
<b>Provisions for liabilities</b>	8	(33)	(33)
<b>Net assets</b>		<u>298,723</u>	<u>311,781</u>
<b>Capital and reserves</b>			
Capital redemption reserve	9	20,000	20,000
Profit and loss account	10	278,723	291,781
<b>Shareholders' funds</b>		<u>298,723</u>	<u>311,781</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.

Mr P Sydserff (President)                      Mrs S J Vokes (Vice President)  
 Director    Director  
 Approved by the board on 6 October 2016



**The British Society of Hearing Aid Audiologists Limited**  
**Notes to the Accounts**  
**for the year ended 31 July 2016**

<b>4 Intangible fixed assets</b>	<b>£</b>
Website:	
<b>Cost</b>	
At 1 August 2015	42,100
At 31 July 2016	<u>42,100</u>
<b>Amortisation</b>	
At 1 August 2015	8,420
Provided during the year	<u>8,420</u>
At 31 July 2016	<u>16,840</u>
<b>Net book value</b>	
At 31 July 2016	<u>25,260</u>
At 31 July 2015	<u>33,680</u>

Website is being written off in equal annual instalments over its estimated economic life of 5 years.

<b>5 Tangible fixed assets</b>	<b>Plant and machinery etc £</b>
<b>Cost</b>	
At 1 August 2015	333
At 31 July 2016	<u>333</u>
<b>Depreciation</b>	
At 1 August 2015	166
Charge for the year	<u>83</u>
At 31 July 2016	<u>249</u>
<b>Net book value</b>	
At 31 July 2016	<u>84</u>
At 31 July 2015	<u>167</u>

**The British Society of Hearing Aid Audiologists Limited**  
**Notes to the Accounts**  
**for the year ended 31 July 2016**

<b>6 Debtors</b>	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Trade debtors	15,965	46,995
Other debtors	26,409	11,884
	<u>42,374</u>	<u>58,879</u>
<b>7 Creditors: amounts falling due within one year</b>	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Trade creditors	26,745	2,458
Corporation tax	-	(5,096)
Other creditors	19,241	25,699
	<u>45,986</u>	<u>23,061</u>
<b>8 Provisions for liabilities</b>		
Deferred taxation:	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Accelerated capital allowances	33	33
	<u>33</u>	<u>33</u>
	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
At 1 August	33	-
Deferred tax charge in profit and loss account	-	33
	<u>33</u>	<u>33</u>
At 31 July	33	33
<b>9 Capital redemption reserve</b>	<b>2016</b>	
	<b>£</b>	
At 1 August 2015	20,000	
	<u>20,000</u>	
At 31 July 2016	20,000	
<b>10 Profit and loss account</b>	<b>2016</b>	
	<b>£</b>	
At 1 August 2015	291,781	
Loss for the year	(13,058)	
	<u>278,723</u>	
At 31 July 2016	278,723	

**The British Society of Hearing Aid Audiologists Limited**  
**Detailed profit and loss account**  
**for the year ended 31 July 2016**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
<b>Sales</b>	431,225	418,680
Administrative expenses	(447,379)	(459,852)
<b>Operating loss</b>	<u>(16,154)</u>	<u>(41,172)</u>
Interest receivable	3,068	3,288
Interest supplement re tax overpayment	28	-
<b>Loss before tax</b>	<u>(13,058)</u>	<u>(37,884)</u>

**The British Society of Hearing Aid Audiologists Limited**  
**Detailed profit and loss account**  
**for the year ended 31 July 2016**

	2016	2015
	£	£
<b>Income</b>		
Membership subscriptions	213,930	206,308
BSHAA people revenue	65,720	55,895
Website revenue	533	850
Congress	139,996	139,836
Training & development income	11,046	15,791
<b>Total income</b>	<b>431,225</b>	<b>418,680</b>
<b>Expenditure</b>		
Council & AGM meetings	52,665	51,917
CEO	45,600	55,736
Organisational support	28,487	22,850
Membership admin	28,762	23,899
Financial fees	5,277	5,763
Comms, marketing & technology	46,237	44,978
BSHAA People production	49,842	45,061
Education and development	60,372	37,252
Congress	95,817	138,255
Customer care scheme	24,987	25,721
Website depreciation	8,420	8,420
Bad debts	913	0
<b>Total Expenditure</b>	<b>447,379</b>	<b>459,852</b>
<b>Profit (loss)</b>	<b>(16,154)</b>	<b>(41,172)</b>

**The British Society of Hearing Aid Audiologists Limited**  
**Suppliers of services invoicing in excess of £5000**  
**for the year ended 31 July 2016**

<b>Supplier</b>	<b>Nature of services</b>	<b>Cost</b>
Peel Media Marketing Ltd	Marketing, communication and event management	£66,060
Eutropia Ltd	Services of Chief Executive	£55,765
Executive Business support	Membership and Administrative support	£51,491
Ace India Ltd	Professional development consultant	£49,380
Designworld Ltd	Design and print services	£44,298
East Midlands Conference Centre	Event venue	£33,051
JH Secretariat services Ltd	Customer care scheme advice and administration	£22,037
Royal College of General Practitioners	Event venue	£12,795
Central Mailing Services	Mailing	£9,426
Print Centre (Epsom) Ltd	Print services	£8,955
Crown Plaza Nottingham	Event venue	£7,175
Senior Internet Ltd	Website design and support	£6,250
Telford International	Event venue	£5,130