

The Society of Teachers of the Alexander Technique

Annual Report

1 January 2014 - 31 December 2014

Office Address:

Grove Business Centre
Unit W48
560-568 High Road
London
N17 9TA

Contents:

	Page
Council, Executive Management and Advisers	2
Officers' Reports	3
Chair's Report	3
Treasurer's Report	4
Report of Council	5
Review of Activities of Sub-Committees and Groups	6
A. Standards and professional development	6
B. Information generation and dissemination	10
C. Membership initiatives	16
D. Professional conduct	19
E. International Liaison	20
Accountant's Report	22
Income and Expenditure Account	23
Balance Sheet	28
Notes to the Financial Statements	30

Council, Executive Management and Advisers

The Society of Teachers of the Alexander Technique is a Company Limited by Guarantee, Registration no: 5533966. Registered in England & Wales.

The members of the Council of the Society are:

Council

Sue Fleming
Jackie Beim
Kim Cant
Eileen Armstrong
Jeannie MacLean
Andy Moorhouse
Charlotte Rolleston-Smith
Don White

Rona Dailey

Chair
Treasurer
Executive Secretary

Lay member

Office

Grove Business Centre
Unit W48
560-568 High Road
London
N17 9TA

Company Secretary

Ilia Daoussi

Accountants

Northline Business Consultants Ltd

The Clarendon Centre
Clarendon Road
Eccles
Manchester
M30 9ES

Bankers

The Co-operative Bank

PO Box 250
Skelmersdale
WN8 6WT

Barclays Bank Plc

Leicester
LE87 2BB

OFFICERS' REPORTS

CHAIR'S REPORT (*Sue Fleming*)

The year 2014, has been marked by smooth transitions. With changes on Council - a new Chair and Treasurer, staffing - a new Financial and Administrative Officer, and the relocating of our Office, causing much work but minimal disruption to STAT business. My special thanks to the Office staff for making that happen. Through this STAT continued to maintain a strong presence, with sound finances and a stable membership. STAT though has not been complacent, and has been aware that we need to pay heed to the changing age profile of our members, and the visibility of the Alexander Technique to our public.

The themes that Council developed over the year focused on professional standards, in particular curriculum and assessment, and on marketing. A strategic investigation in how we could move forward took place in Manchester, hosted by Mike Cribb, a businessman, former Lay member and benefactor of STAT who shared his expertise on strategy development with a small group from Council and Ilia, the General Manager of STAT. These themes were developed by separate sub-groups on Curriculum, Assessment and Identity, who subsequently opened out this work to other members through the AGM discussion groups.

In taking forward our professional standards work, the drafts of the Curriculum culminated, by the end of 2014, in a version that was circulated to Heads of Training and Moderators, for their comments. The Assessment group, following the curriculum footsteps, carried out a survey of existing practice, heard opinion at the AGM, and by end of of 2014 was awaiting the experience of other Affiliated Societies to inform work for the following year.

The proposed rule change at the AGM opened up a useful and thoughtful discussion of flexibility in training formats, in the forum before the AGM as well as during the meeting itself. Although the proposed rule change was not carried, the strength of feeling in the discussion led Council to consult the membership on their views on flexibility in training, and on carrying out a study of training formats. A large majority of members were in favour of taking this work forward, and plans for how this could happen would be discussed by Council in early 2015. A key consideration was the importance of maintaining our professional standards in the process.

The marketing initiative on identity was a first stepping stone to better understanding how we can represent ourselves as an organisation. The AGM discussion usefully brought out the opinions and thoughts of members, the work on the perspectives of our wider public remained to be done. One aspect of marketing flagged in the strategy thinking as having potential, was use of micro-sites for the public. Each would have a specialist focus, and the content would be chosen according to whether we had sufficient expertise, experience and energetic contributors to be knowledgeable participants. Marketing was flagged as a key focus for 2015.

STAT continues to offer opportunities for other members to learn more about how the organisation works and to become involved. There was an 'Open Day' at the STAT Office in February. We continue to encourage local contacts and meetings of local groups, and the development of Special Interest Groups.

TREASURER'S REPORT *(Jackie Beim)*

At the beginning of March 2014 the STAT finance worker resigned, leaving us at one of our busiest financial periods of the year. We were very fortunate to secure the services of Keith Smith to provide temporary cover. Keith was a key part of the recruitment process for our new Finance and Administrative worker, Denisa Vackover, who started work in mid-June. One of Denisa's first tasks was to assist in the smooth running of the AGM, and many of you will have met her then, or have spoken to her since. Keith oversaw Denisa's induction and she is a great asset to the office team and to STAT. The day to day accounts duties as well as longer term projects are now running smoothly.

In 2013, the system of having fewer Council and other face-to-face meetings was introduced. In 2014, this trend continued and meeting costs remained at a similar level.

Website and e-mail expenditure (in the office consumables section) was lower in 2014. This being partly due to more steady expenditure on maintenance of the website, and also to the decision to delay expenditure on Google AdWords until the new website was fully functional. This decision was also based on the fact that Council has now taken on a more strategic approach and that any campaigns via Google AdWords will come under a specific strategic umbrella.

In September 2014, STAT moved offices. We received a financial incentive from our previous landlords to move a few months prior to the end of the lease, and this covered the costs of the move and also added to the surplus. Spending during the period prior to and immediately after the move was generally lower than expected, due to time spent searching for a new office space, preparations for the move and setting-up the new office. One of the successfully met goals of the move was to find a space in London with competitive rent, which is actually lower than the previous rent. The new office is big enough for Council Meetings and other meetings.

After a challenging start, the year ended on an optimistic note, and we looked forward to 2015 with more security, support, clarity, energy and enthusiasm.

Membership Fees and payments

I would like to thank all members who paid their subscriptions on time as this reduces the considerable time and expense involved in staff chasing up outstanding fees. I encourage more members to consider paying the full membership fee using either our online payment facility or by direct debit payments as it helps reduce administration costs. Online payments, via the STAT website, are very secure, administered by Paypoint, which is one of the largest providers of online payment services. To provide more choice for members we continue to offer the possibility of monthly direct debits in addition to the annual and quarterly options.

REPORT OF THE COUNCIL OF THE SOCIETY

Membership of Council

At the 2014 AGM Elections, members voted on the new Officers of STAT. Sue Fleming became Chair, taking over Eileen Armstrong, Jackie Beim is the new STAT Treasurer and Kim Cant is now the Secretary. Antonella Cavallone and David Gibbens stepped down from their roles as Ordinary Members/Directors and we would like to thank them for their invaluable contribution during their term on Council. Don White was elected as a new Ordinary Member.

STAT stats

Just before 2015 a new membership category was introduced for teachers who wish to retire, either permanently or temporarily, from teaching the AT. This new category was welcomed by a number of teaching members. It is important to note that the Retired Member Category does NOT apply to teachers who are still teaching as the latter will need to ensure that they are covered by the STAT insurance which is a benefit of the full teaching membership.

At end of 2014 the Society had 785 teaching members in the UK (down 11 from 2013), 275 teaching members living overseas (down 7 from 2013) and 27 retired members (UK and World). At the time of writing the Society has 751 teaching members in the UK, 269 teaching members living overseas and 38 retired members. It also has 154 student members (down 8 from 2013).

Currently the total number of approved training courses in the UK and abroad is 22. There are 17 societies affiliated to STAT.

REVIEW OF ACTIVITIES OF SUB-COMMITTEES AND WORKING GROUPS

The rest of this review, with each sub-committee's and group's report, follows this grouping:

A. STANDARDS AND PROFESSIONAL DEVELOPMENT

TRAINING COURSE COMMITTEE (TCC)

(Caroline Dale, Chair)

The TCC committee continues to meet on a regular basis.

Overseas Assessment Fees:

TCC recommended that the fee for overseas assessments should be increased from £175 to £200, as it has been several years since the amount has increased. Council has approved this.

Applications to become a HOT:

An application to open a training course was received from a teacher in Italy. Because there were no students currently showing interest, the applicant was advised to wait until there is some interest.

Assessment Procedure document:

The committee have been reviewing STAT's Assessment Procedure document, which is applied when teachers wish to join STAT. This was felt necessary in order to clarify certain areas and procedures and generally bring the document up to date. Recommendations have been made to Council.

Training Course Practice document:

TCC have been reviewing this document in order to bring it into line with current practice.

Number of prospective students:

The committee proposed that the number of prospective students required to start a training course be reduced from 5 to 3 as this reflects the reality of most HOT applications.

Minimum number of hours Training Course Experience for potential HOTs:

The committee have been reviewing and discussing the minimum number of hours that applicants, who wish to run training courses, need to spend on an existing training course. The present requirement (one continuous year) is considered impractical for the majority of potential candidates. TCC is drawing up recommendations and a rationale, which will be forwarded to Council as soon as possible.

Application and Reference Forms for HOT applications:

The committee have updated the Application form and Reference forms in order to simplify and clarify these documents. Approval is expected at the next TCC meeting.

Annual Ongoing Approval Form:

The committee are discussing the format for the Annual Ongoing Approval form for training courses, as this is found to be rather inoperable and clumsy in its current form.

Committee productivity:

Because the committee handles a lot of different paperwork, it was agreed at the May meeting that the productivity of the committee was being limited by the fact that not all committee members are able to attend meetings and email is sometimes not the most effective means of communication. The committee agreed to implement clearer procedures for scheduling papers and agreeing on the final outcome of discussions whilst at the meeting. Deadlines for action are also being set in order to keep management of progress under control.

New member:

A HOT expressed an interest in joining the committee but has not yet been able attend an initial visit.

Training Schools:

It was with much regret that TCC were notified of the anticipated closure of the Oxford Alexander Training School due to illness. TCC was also notified that Malcolm Williamson was intending to close the Manchester school when he retires. We are glad to note that the Manchester school is currently still training teachers. TCC have written to Stephen Cooper offering him any appropriate support and sending our best wishes.

Student transfers:

It was noted that some students had transferred to new schools prior to advising the STAT office and TCC. We have requested that HOTs are reminded to implement the correct procedures in due time, so that the office is fully informed of student movement and location.

MODERATORS' PANEL REPORT

(Peter Ribeaux, Co-Chair)

Some eighty moderations (sixth and ninth terms combined) have taken place during the year January 2014 – December 2014.

The Panel meets three times each year and has currently 15 members. Each meeting is preceded by a session where those present exchange work and discuss general issues relating to the Technique. As usual in our meetings we have engaged in a full discussion of training issues in as much as they concern moderation as well as the process of moderation itself.

Jean Clark's absence from meetings during the year has again continued to be greatly felt.

Members:

Anne Battye

Jean Clark (co-Chair)

Ron Colyer

Trish Hemingway

Sharon Higginson

Marjorie Hodge

Sue Holladay

Dorothea Magonet

Merran Poplar

Peter Ribeaux (co-Chair)

Carmen Tarnowski

Lucia Walker

Elisabeth Waterhouse

Karen Wentworth

Christina Wilton

CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD)

(Pat Brown)

One hundred and twenty members submitted the survey on CPD and six others wrote to me individually. For a full report see STATnews May 2014.

A programme of CPD events was arranged but some had to be cancelled for want of numbers booking. However, some were very successful.

Workshops were organised for the 2014 AGM which were positively received.

It would seem that people want different things from CPD than what they once did and STAT must reflect that in its provision.

B. INFORMATION GENERATION AND DISSEMINATION

SCIENTIFIC RESEARCH GROUP (SRG)

(Erica Donnison, Julia Woodman, co-Chairs)

The SRG has continued to be active in promoting research into the Alexander Technique and facilitating communication of it within and outside of STAT. In 2014:

- To reflect the wider range of the work we are doing, including more qualitative research, we agreed to change our name to the STAT Research Group, thereby retaining the acronym to avoid confusion. We also amended the structure to a core group of six members and a wider SRG network of interested individuals. The group met in March 2014 to discuss our work and how we can best function; this was the first face-to-face meeting in a few years as we do most of our work by email, phone and SKYPE.
- The ATLAS trial was completed and is in the process of being written up for publication. The study evaluated AT lessons or acupuncture, both compared with usual GP care, for people with chronic neck pain. York University, Department of Health Sciences managed the trial and 18 STAT-registered teachers delivered the AT lessons in York, Sheffield, Manchester and Leeds. Two SRG members, Julia Woodman and Kathleen Ballard, were active participants in the trial management team, representing STAT and working to ensure appropriate study methodology, implementation and reporting. Both were deeply involved in writing the main academic paper arising from the trial.
- The collaboration with York University, Mapping Alexander (Technique) lessons and teachers [MALT], a survey of current teaching, was also completed and the writing up commenced. Erica and Julia have both contributed to the resulting paper, which has been submitted for publication in a suitable journal.
- SRG members, Lesley Glover and Jane Clappison, set up and ran a small pilot study carried out through the University of Hull where Lesley is a Senior Lecturer in the Department of Psychological Health and Wellbeing, "Fear of falling in older adults: A pilot study

of an Alexander Technique group intervention”, ran during 2014 and will be completed and written up in 2015.

- Progress was made in persuading some organisations to improve their online descriptions of the Alexander Technique. Following detailed discussion, NHS Choices accepted many of our suggested amends. The Committee for Advertising Practice has been less amenable to accept the need for change regarding its online description outlining the claims we can reasonably make about the benefits of AT lessons. Nonetheless some of our points were taken on board following extensive submissions from us. This is still work in progress.
- Development of the website, Alexander Studies Online is on-going and is gaining pace. When up and running, it will be both a resource and a forum for informed debate for the international AT community.
- We are in discussion with the Head of Research and Communication of the charity BackCare with the intention of setting up a collaborative research project.
- The SRG continues to provide information and advice to the office to help answer enquiries from teaching members and the public.
- Networking and fact-finding has continued with Kathleen Ballard joining the All Parliamentary Group for Integrated Healthcare, and attending two meetings held in London in November and December 2014. Julia Woodman attended a CAMSTRAND conference at Christie’s Hospital, Manchester in June.
- Members have been kept up to date via a regular SRG contribution to Statnews.

MARKETING AND PUBLIC RELATIONS **(Ilia Daoussi, General & Marketing Manager)**

Our relationship building continued with BackCare, with the help of Litmus PR. More articles were published throughout the year in their magazine

TalkBack, a contribution of members of the STAT Research Group (SRG) who have since been in close communication with BackCare.

In June 2014 we were approached by the editor of the Osteoporosis News magazine who requested our input for a feature on the benefits of AT for people with Osteoporosis. With the help of SRG we contributed a great article which led to numerous calls by people enquiring about the AT. We are still receiving calls to date. I would like to personally thank Korina Biggs who helped make this article possible. As the article was not available online, should we be granted permission, we will reproduce it on the STAT website.

Litmus has also been in contact with Scoliosis Association UK (SAUK) to further develop our relationship.

The AT was generally mentioned in a number of publications, including Woman, Woman's Weekly, The Daily Telegraph, Prima, Essentials, Stage, At Home, Daily Mirror, Guardian Weekend, Yours. Reference to the STAT website was given in 11 publications and Litmus PR have liaised on our behalf to follow leads and arrange interviews or case studies.

In December 2014 we started with Litmus building a library of case studies. A big thank you to all of you who responded to our invitation. Litmus are still in the process of interviewing those who agreed to be contacted and if your pupil has yet to hear from them, rest assured that they will in due course.

The online campaign on School Chairs we launched in 2013 continued throughout 2014. On the 27th of February the School Furniture Task Group of STAT and Litmus visited the Alder Grange Community & Technology School & Sixth Form in Rawtenstall, Lancashire, a forwarding looking school that agreed to be filmed by STAT for a video about our campaign. SKY news had also expressed an interest and a crew came to do their own filming. To our disappointment, this was not broadcast. The video, however, gave us the opportunity to promote our campaign better and we managed to acquire (as at the time of writing) 1,269 signatures. On the 30th October we sent an email to the European Standards Association (CEN) and the British Standards Institute (BSI) which outlined our concerns and our request for a change in the guidelines and for further research. The decision for the CEN directive is expected to be made in summer 2015, so please visit j.mp/SchoolChairsPetition to sign the petition if you have yet to do so, and ensure that you share it with as many people

as possible. The task group of experts that was formed joined the Special Interest Group on Education and you can read their report further below.

Our close cooperation with Dentists' Provident continued this year through our affiliate marketing efforts. Sarah Bradbury, Head of Marketing and Communications at Dentists' Provident, ensured that reference to the AT was included in all their newsletters along with our offer to their clients of a free lesson if they booked a series of ten. During the course of the year, four dentists approached us to take up our offer.

If you have been approached by one, we would be grateful if you could let us know.

Sarah also invited us to contribute to an educational video on self-care that they produced for their members. Antonella Cavallone agreed to participate on our behalf and I am grateful for her help and her time. Unfortunately the video is copyright protected and we were not permitted to use it on our website or make it otherwise available, but we consider this a very important step in raising awareness among dentists.

From the 6th to the 12th October 2014 we organised the 11th Alexander Awareness Week, and 10th on an international scale. The year's theme was "Stop, Think, Restore and Energise in Semi-Supine" and was focused on managing stress. As with every year, we made available posters, vouchers, a template press release and tips on how to approach the media to all our teaching members that Litmus PR drafted and issued for us. The press release was issued to nationals and main magazine titles. I am grateful to the STAT IAAW liaison, Angela East, for her continuous support. Angela has now stepped down from her role as IAAW liaison due to personal commitments.

During the year we participated in the Your Horse Live Show (8-9 November 2014) where we did a lot of networking and promoted the AT and STAT. Harriet Saunders organised it again this year with the help of other volunteering teachers. We are really grateful of their time and effort. Our presence would not have been possible in this event without their generous support.

We were also invited to a health and wellbeing day by the University of East London on the 18th November where, with the help of volunteering teachers, we talked to students and staff about the AT and gave them quick tasters.

On the Social Media front, I continued sending out regular tweets. We have increased our followers from approximately 800 at the beginning of 2014 to 1038 at the time of writing, with more engagement leading to 123 retweets and favourites.

We also have profile pages on Facebook, LinkedIn, Pinterest, Google+, YouTube which we aim to develop more in the future.

I always rely on your experience and wonderful support for a lot of aspects around the promotion of STAT and the AT. Please contact me if you would like to find out how you could help at ilia@stat.org.uk

PUBLICATIONS

STAT WEBSITE (*Ilia Daoussi; David Gibbens*)

Following the launch of the new STAT website, in 2014 the office dealt with at least 600 email requests regarding website information changes and uploads. We have also received a significant number of calls. All requests have been actioned. Please note that it may take up to 5 working days for a change you have requested to be implemented, depending on our workload.

We have continued our cooperation with Mitkom developers who have responded to various requests in a timely manner. They have dealt with a number of issues during the year to ensure the smooth functionality of the STAT website. In 2014 they also started working on a STAT new project; Alexander Studies Online (read the SRG report for more information).

There was a major upgrade in the members' section of the website in November 2014 with a new set of menu buttons which allowed for a better organisation of information. We also implemented two "heat maps": one for teachers' courses and group events and the other for STAT-approved teacher training courses. We improved the user-friendliness of the geographical search facility to respond to a number of points that had been made by teachers.

STATNEWS

(Jamie McDowell – editor, Paul Marsh – Production Editor)

Another three issues of *Statnews* have been produced since the last Annual Report, and the editorial team has been delighted with the ongoing submission of articles from STAT members on a wide range of topics. This has included everything from opinion pieces about aspects of the AT like inhibition, to introductory articles on application-focused developments like the Shaw Method. The Letters section has continued to be a lively forum for discussion on important issues such as the required length of STAT-approved training courses.

The editor is keen to encourage more of the membership to submit workshop reports, with supporting photography particularly appreciated.

There is also an ongoing interest in using display advertising to promote workshops, books and courses.

ALEXANDER JOURNAL

(Jamie McDowell & Paul Marsh – co-editors)

Alexander Journal issue 24 was produced and distributed to the membership in September 2014, with the same editorial team of Jamie McDowell and Paul Marsh, who are acting as co-editors.

We are currently assembling material for the next edition of the Journal, which we hope to publish in 2015, maintaining a publication schedule in which a new Journal appears every year. Articles, article ideas and letters for the next one are gratefully received, as are any comments about Journal 24.

STAT Archives *(Ilia Daoussi)*

Following our last Archivist's resignation in July 2014, STAT has yet to appoint a new archivist. We are currently in the process of going through an interview process and we expect that a new archivist will be appointed in Spring 2015.

C. MEMBERSHIP INITIATIVES

SPECIAL INTEREST GROUPS

- EDUCATION (*Judith Kleinman*)

The group had a very strong first year in 2014 with Guidelines for working with children being confirmed and distributed, constructive meetings held with other groups e.g. Philosophy for Kids and a very informative talk being given by Julie Barber on Hypermobility.

Wording for STAT web site on Education Page for teachers has now begun and is being worked on. Information includes where the work is being taught, by whom, resources, quotes from children etc.

Liaison going on with the School Chair Campaign holding regular Skype meetings with them. Helping with plans for research and media. Rosie Ferguson and Judith Kleinman are in touch with Rick Brennan and the Chair SIG, working on articles and ideas for promoting better seating in schools.

We have had several articles informing the public about Alexander in Education, particularly in the Music press, i.e. The Strad.

We have been keeping each other informed about jobs that have come up in the Educational world, and hope to continue to do this.

We applied for funding for a short film on Alexander in Education, from STAT and The Alexander Trust; they have both generously agreed to fund this film project which was planned over the Autumn term 2014 with the filming taking place over the Spring term 2015. We have had several film script and ideas meetings, and continue with the flow of emails to work on the approach for the film, how to include quotes, interviews and examples of AT work in Educational settings. The idea is to promote and to celebrate the fact that Alexander is now being taught in many schools and colleges and university settings all over Britain and beyond.

The Performing Self team have run a very successful CPD course over the Spring term, with workshops, placements at Arts Ed, RCM and Rose Bruford, giving participants a way to develop their skills of teaching in Performing Arts Educational settings.

Some news of some of our members below :

Alice Olsher is assisting Maria Carrera In USA at the University of San Diego (USD), on two graduate programs that grant an MFA in acting.

In both, Alexander is part of the core curriculum of professional training, not an elective; they are teaching the actors a skill to improve performance. For text, the first chapters of 'The Use of the Self' are used. The actors learn to recognize the signals that tell them when they block their expression by physical strain and distraction from character. They learn to manage that moment of blockage by applying inhibition and direction to reinvest in character.

Carolyn Simon will be running an introductory workshop called 'Alexander Technique for Teenagers, <http://www.carolynsimon.com/workshops.html>

Angela East is teaching young ones Alexander work, alongside cello lessons.

An Alexander approach to education is going as strongly as ever at Educare primary school, the work was set up in the school by Sue Merry and currently Esther Miltiadous is teaching there and in future a small team of teachers will keep the Alexander flag flying at Educare.

Currently we know of Alexander teaching being part of at least 15 Secondary Public Schools, mainly as part of the Music departments. It is taught in many of the Easter and Summer Music schools for young people including Elisabeth Waterhouse's course NCMC and the National Choirs courses.

Alexander is taught in nearly every Music and Drama school in Britain.

As a group we are keen to hear from anyone interested in Education or teaching in an Educational setting.

- STAT SCHOOL FURNITURE GROUP REPORT (*Judith Kleinman*)

This group has been actively engaged in finding ways of raising awareness about the importance of good design in school furniture and lobbying to ensure that the European standard for school chairs, which is currently under review, does not recommend that chair seats slope backwards. There has been much research and discussion in recent years about the deleterious effect of poor seating not only on children's long term health,

but also on their ability to pay attention and learn effectively. It is estimated that 21% of children in the UK under the age of 16 suffer from back pain.

We are seeking ways of attracting media attention to this issue. We have had 2 articles in the Irish national press (the Irish Independent and the Irish Mail) recently and we currently have 2 articles in London papers (The Camden Journal and The Islington Gazette) and we have been in touch with an independent journalist who is pitching ideas to a number of publications. We have also tried to approach Woman's Hour and various other radio programmes, and will keep up our efforts in this respect. We have asked the STAT office about gaining help with this from the publicity team and Ilia has been in touch with how we might make use of that resource. Over the next few meetings we are planning to keep in touch with each other through our regular Skype meetings and plan more publicity and ways forward.

We plan to keep the Alexander community informed and involved through STAT news (this has been done recently in last education report to STAT news). The group and the chair campaign will be part of the Education discussion at the next STAT AGM on June 27th, where we hope to promote interest in the campaign. There will be an announcement about the promotion of good school furniture at the 10th International Congress in Limerick in August where the Irish Minister for Education for will be opening the Congress and we hope there will be an opportunity for discussions with her before then.

We had a Skype meeting in early February with Liz Steinthal, the Head of Educare Small School in Kingston. Alexander Technique principles are deeply rooted in the ethos of this school and a great deal of care is taken to ensure that each child is seated on a chair which is not backward sloping and is suitable for their size. Liz had already overcome the problem of heavy school bags by deciding not to give any homework to the children in her school!

We wanted to learn as much as we could about how the school was set up and how it works in practice. This will inform our dialogue with other schools/ parents/ education authorities etc. It would also be interesting to interview past pupils about the effect that being at the school has had on them. Educare and other examples of good practice in schools and the approach to seating in education will be part of the film the Education group are making over the Spring term 2015.

We are keeping in touch with Plymouth School of Creative Arts, who recently invested in 120 Aalborg chairs for their intake of 11 and 12 year olds following the advice of this committee. These chairs promote good posture by encouraging an 'open' seating position. This is known to ease pressure on the lower back and reduces the propensity for spinal curvature. We have done some informal interviews with pupils who said things like 'I think they're awesome' 'they are so much more comfy than the chairs at my old school' and 'they make me sit up properly'. They did look good, although there were still some kids who in spite of the chairs managed some pretty spectacular slumping! This emphasises the point that we do need Alexander Technique teaching in schools to go hand in hand with well-designed furniture if we are really serious about improving children's wellbeing. Better chairs are a help, but are not, in themselves, the complete solution to improving the way children use themselves while at school. The group will be looking at other issues such as using sloping desk which also need to be considered.

The Plymouth school are keen to work with the group to monitor and report on how things are going with the new chairs and we will in due course do more comprehensive follow up interviews and questionnaires.

The STAT school furniture group are keen to hear from any STAT members if they have links in education and are supportive of promoting the cause of better seating in schools.

D. PROFESSIONAL CONDUCT

PCC CO-ORDINATOR'S REPORT

(Eileen Armstrong, Andrea Walsh)

Andrea Walsh and Eileen Armstrong took over the Professional Conduct Coordinators' (PCC) role from Graham Crewe and Jackie Beim in June 2014 and a hand-over period of a month was given.

There were two complaints outstanding at that time. The first was given over to the affiliated society which had jurisdiction over the complaint raised. The second was resolved without the involvement of a Preliminary Investigation Committee (PIC).

One further complaint was received in December 2014 which was dealt with by the PCC coordinators without recourse to a PIC.

None of the complaints received were from the general public.

The PCC coordinators recommended that the Training Course Committee (TCC) inform HoTs on the advisability of having explicit contracts with students and also of having an internal complaints procedure so that training schools have the opportunity of resolving complaints at an early stage.

STAT Council has instituted a time limit of two years for bringing a complaint.

E. INTERNATIONAL LIAISON (*Brita Forsstrom*)

There has been no new application for affiliation since 2013. The Finnish society, Finstat, has now completed all the documentation required to take over the responsibility for training courses in Finland.

ATAS meeting 2014 took place in France 9-11th May, hosted by The French representative Catherine de Chevilly and her husband in their house in Vétraz-Monthoux near the Swiss border. Representatives from 10 affiliated societies attended in person. For the first time representatives of two societies, AmSAT (USA) and APTAE (Spain) attended via video conferencing. This worked well and will be used in the future. Brita Forsstrom and Eileen Armstrong attended on behalf of STAT.

Annual reports were received from 16 societies. Based on these, and assuming that the two societies that did not forward a report have not changed their membership statistics, the overall teaching membership was down by 11 worldwide. The number of training courses was up by 4 at a total of 97 worldwide, and the number of students down by 6 to 447.

Topics discussed at the meeting included moderation and assessment of training. Several societies wanted help with how to best implement moderation. We explained the STAT model and it was compared with the German model which is a moderation of training courses rather than of students.

Spain had some major problems both financially and institutionally with regards to the board and continuing approval of a training course and sought the help of STAT and the ATAS meeting in resolving the situation.

The Danish Society (DFLAT) requested easier access to news from STAT or other affiliated societies, particularly reports on research results. We drew attention to the STAT website which carries comprehensive information on scientific research, and referred to the STAT *Science and Research Group (SRG)*. It was agreed that STAT would the STAT office would send relevant information to the Affiliated Societies' reps via the e-newsletter that goes out to members.

Other topics included a difficulty shared among the Affiliated Societies in finding members willing to serve on Council in; flexibility of training – a topic which has been on the agenda at previous years as well; and an idea of looking for an international branding of the Alexander Technique via ATAS. There was a general feeling that the ATAS meetings were very useful in keeping standards and maintaining a cohesive representation of our work on a worldwide level. The smaller societies were grateful for the advice and help from STAT and the other larger societies. The 2015 meeting will take place at Martin-Niemöller-Haus near Frankfurt, May 15th -17th, 2015.

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

F. Accountants' report

Year Ended 31 December 2014

In order to assist you to fulfil your duties under the Companies Act 2006 we have compiled the financial statements of The Society of Teachers of the Alexander Technique for the year ended 31 December 2014 set out on pages 22-32 from the accounting records and information and explanations you have given to us.

This report is made to the company's Board of Directors, as a body, in accordance with the terms of engagement. Our work has been undertaken so that we might compile the financial statements that we have been engaged to compile, report to the company's Board of Directors that we have done so and state those matters we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's Board of Directors as a body for our work or for this report.

We have carried out this engagement in accordance with technical guidance issued by the Association of Chartered Certified Accountants and have complied with the ethical guidance laid down by the Association relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet as at 31 December 2014 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Northline Business Consultants
Chartered Certified Accountants
The Clarendon Centre
38 Clarendon Road, Eccles
Manchester, M30 9ES

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Income and Expenditure Account Year Ended 31 December 2014

	2014		2013	
	£	£	£	£
Income				
Membership Subscriptions		266,224		273,156
Sales		9,483		9,258
Miscellaneous		3,222		3,377
Total Income		<u>278,929</u>		<u>285,791</u>
Expenditure				
Main salaries and fees		97,810		91,555
Office Infrastructure Costs		33,345		35,754
Office consumables		21,258		29,026
Meeting costs		9,359		10,222
Additional Membership services		69,915		81,028
Miscellaneous		4,113		6,132
Total expenditure		<u>235,801</u>		<u>253,717</u>
Operating surplus	15.46%	43,129	11.22%	32,074
Corporation tax		652		96
		<u>42,477</u>		<u>31,978</u>
Exceptional items				
Compensation for early surrender of office lease	12,625		0	
Moving and re-location costs	-5,388		0	
Depreciation on air conditioning unit	-2,355		-2,355	
Stock write down	-3,486	1,396	-24,745	-27,100
Net Operating surplus		<u>43,873</u>		<u>4,878</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS

	2014		2013	
	£	£	£	£
Income				
<i>Membership Subscriptions</i>				
UK teachers subscriptions	228,703		233,197	
Overseas teachers subscriptions	28,951		28,871	
Friends subscriptions	3,865		4,015	
Student registrations	<u>4,705</u>	266,224	<u>7,073</u>	273,156
<i>Sales</i>				
Leaflet and certificates	958		1,092	
Books	1,212		1,442	
Products	493		172	
CPD, OCN, CoT	5,182		5,309	
Advertising and copyright fees	<u>1,638</u>	9,483	<u>1,243</u>	9,258
<i>Miscellaneous</i>				
Sundry income	1,572		1,769	
Interest receivable	<u>1,650</u>	3,222	<u>1,608</u>	3,377
		<u>278,929</u>		<u>285,791</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2014		2013	
	£	£	£	£
Expenditure				
<i>Main salaries and fees</i>				
Wages and salaries	69,706		78,125	
Consultants (including staff cover)	17,211		0	
Staff recruitment costs	3,745		0	
Temporary work	1,029		2,196	
Compensation for loss of income	4,842		7,500	
Legal and professional fees	600		2,630	
Accountancy fees	678	97,810	1,104	91,555
<i>Office Infrastructure Costs</i>				
Rent	25,389		23,246	
Rates	4,969		7,062	
Insurance	787		782	
Light and heat	1,194		1,106	
Cleaning	405		430	
Repairs and maintenance	242		800	
Staff training	359	33,345	2,328	35,754
<i>Office Consumables</i>				
Printing	178		140	
Postage	470		370	
Stationery	2,362		1,732	
Bulk mailings	10,141		10,008	
Telephone	1,930		1,944	
Computer expenses	375		0	

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	<i>2014</i>		<i>2013</i>	
	£	£	£	£
<i>Office Consumables</i>				
<i>(Cont.)</i>				
Archiving costs	1,228		2,535	
Website and email	<u>4,575</u>	21,258	<u>12,297</u>	29,026
<i>Meeting costs</i>				
Council	2,871		2,701	
Sub-committees	603		1,172	
Summit	1,600		1,506	
AGM	1,907		2,568	
Other	<u>2,377</u>	9,359	<u>2,275</u>	10,222
<i>Additional Membership Services</i>				
Moderation fees	5,705		9,085	
Printing costs - publications	7,217		6,600	
Editors fees	7,194		2,908	
Members insurance	15,419		12,085	
Scientific research	2,003		3,984	
Website development	3,620		7,816	
Marketing and publicity				
- Consultants	14,573		23,131	
- Events	2,215		1,054	
- Press cuttings	1,012		935	
- Other	2,573		989	
CPD Workshops	5,385		5,021	
Internal Communications	<u>3,000</u>	69,915	<u>7,420</u>	81,028

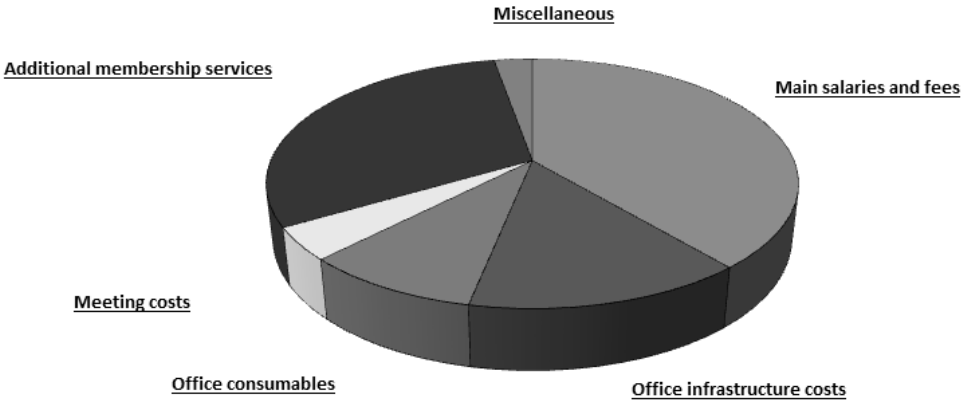
The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2014		2013	
	£	£	£	£
Miscellaneous				
Bank and card payment charges		2,322		2,517
Sundry expenses		750		323
Depreciation		1,041		4,113
		4,113		6,132
Total Expenditure		235,801		253,717
Operating Surplus	15.46%	43,129	11.22%	32,074

Summary (pie chart)



The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Balance Sheet as at 31 December 2014

	Notes	2014	2013
		£	£
Fixed assets			
Tangible assets	3	1,775	6,251
Current assets			
Stock of books and publications		4,742	6,686
Course rights		7,500	7,500
Debtors - members		5,001	7,834
Other debtors		741	332
Property deposit		4,000	0
Prepayments		12,299	7,936
Cash at bank and in hand		179,239	128,448
		213,522	158,736
Current liabilities			
Trade creditors		5,876	5,638
Other creditors		1,389	1,803
Members - payments in advance		10,816	8,929
Taxation		2,212	0
Accruals		20,630	18,116
		40,923	34,486
Net current assets		172,599	124,250
Total net assets		174,374	130,501
Capital account			
As at 1st January 2014		130,501	125,623
Net operating surplus for the year		43,873	4,878
		174,374	130,501

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Directors report to the members

These annual accounts have not been audited because the company is entitled to the exemption provided by s477 Companies Act 2006 and its members have not required the company to obtain an audit of these accounts in accordance with s476. The directors acknowledge their responsibilities for ensuring that the company keeps accounting records that comply with ss386 and 387 Companies Act 2006. The directors also acknowledge their responsibilities for preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with ss394 and 395 Companies Act 2006, and which otherwise comply with the requirements of that Act relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Signed on behalf of the board of directors

.....
Sue Fleming - Director

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Notes to the Financial Statements

Year Ended 31 December 2014

1. Accounting Policies

(a) Accounting convention

These accounts have been prepared under the historical cost convention and include the results of the society's operations, all of which are continuing.

(b) Tangible fixed assets

Tangible fixed assets are estimated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life as follows:

Plant and machinery	10% straight line
Fixtures, fittings and equipment	20% straight line

(c) Going concern

These financial statements have been prepared on the going concern basis.

(d) Investments

Fixed asset investments are stated at market value.

(e) Stock

Stock of books and publications are valued at the lower of cost and net realisable value.

(f) Income

Income comprises of annual subscriptions from members and students, sales of books, publications, leaflets and products, CPD Workshops receivable in the year.

(g) Taxation

The company is exempt from taxation on the basis that it is a non-profit making organisation and any surplus is not distributed. Corporation tax is payable at the current rate of 20% applied to all bank interest earned on any cash balances.

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Notes to the Financial Statements (Cont.)

Year Ended 31 December 2014

2. Operating Surplus

Operating surplus is stated after charging:

	2014	2013
	£	£
Depreciation	1,041	3,292

3. Fixed Assets

	Furniture & Equipment
Cost	
As at 1st January 2014	60,902
Additions	0
Disposals	<u>-1,080</u>
As at 31st December 2014	<u>59,822</u>

Depreciation

As at 1st January 2014	54,651
Charge for the year	3,396
Disposals	<u>0</u>
As at 31st December 2014	<u>58,047</u>

Net book Value

At 31st December 2014	<u>1,775</u>
At 31st December 2013	<u>6,251</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Notes to the Financial Statements (Cont.)

Year Ended 31 December 2014

4. Movement in Funds

	2014	2013
	£	£
Opening Funds	130,501	<i>125,623</i>
Surplus after exceptional items and taxation	<u>43,873</u>	<u><i>4,878</i></u>
	<u>174,374</u>	<u><i>130,501</i></u>

5. Related Parties

The company has funded the expenses of the Charity for the F Matthias Alexander Technique Limited, a company limited by guarantee, controlled by the directors. During the year this amount was adjusted by £408 (2013: £ nil). At the yearend £740 (2013 £332) was owed to the Society.

