

The Society of Teachers of the Alexander Technique

Annual Report

1 January 2015 - 31 December 2015

Office Address:

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

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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
Roger Kidd
Jeannie MacLean
Belinda May
Andy Moorhouse
Charlotte Rolleston-Smith
Don White

Gideon Benari

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

3-4 Wharfside
The Boatyard
Worsley
Manchester
M28 2WN

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 2015 has usefully built on the work of the previous year, especially now that we have settled in to the new office. There has been some tweaking due to staff changes and a new part-time Administrator, complemented with outsourced financial services, replaces our outgoing Financial and Administrative Officer. There are further efficiencies in the way the office carries out its work, particularly taking better advantage of electronic communication. Council has also co-opted members with specialist expertise that can help the Society. This all provides us with a sound bases to take forward the work of STAT as a Professional Association, both in supporting the membership and in promoting the Technique to the wider public. There is an inevitable change in membership, some members are retiring, and keeping their links as Retired members and others are leaving. At the same time new schools bring new horizons, such as the most recent school in Italy.

STAT continues to regularly review our policies and procedures to make sure they are still relevant, and importantly, up-to-date with legal changes. A redrafting of the Code of Conduct and complaints procedure has updated the document for the better, adding in clarification when needed, such as the area of anonymous complaints. This is an important but often forgotten part of STAT's work. Other improvements, passed at the 2015 AGM, were the introduction of postal voting for Council elections, and extending voting to all STAT Teaching members.

The professional standards strategy, aimed to ensure the visibility and continuance of our professionalism in today's contexts, has been expanded to include Continuous Professional Development alongside the area of Curriculum, Timetabling Flexibility and Student Assessment. A useful and well attended AGM discussion session on Student Assessment, with a panel drawing on a range of experience, was followed up by a meeting of Heads of Training alongside representatives from Council and the Training Course Committee as well as resource people. Steps forward include a trialling of final term external assessment in selected schools.

There is more open communication with the membership. This is through direct engagement, such as Council visits to schools, discussions at the AGM, and Forums on the website. It is also increasing transparency of

STAT's decision-making, by making key documents such as our quarterly management accounts, the minutes of the meetings of Council and its sub-committees, and working strategy drafts available on the members section of the website. Summaries of these key documents are written up and put into Statnews.

In looking outwards to the wider public, STAT has encouraged the work of the Research group and the Education group, both of whom hosted discussions at the AGM day. We had a strategy meeting around the area of Health, exploring ways of engaging with the health sector, and continue to cooperate with the Complementary and Natural Healthcare Council. Our partnership with BackCare has meant that STAT Teaching members can be accessed via their website. We are developing marketing strategies more appropriate to the media of today, drawing on the expertise of the new layperson co-opted onto Council. This work includes an initiative on knowing what the public think via a pupil's survey. The wealth of this work is heartening, and is described elsewhere in the annual report.

TREASURER'S REPORT *(Jackie Beim)*

The year ended with STAT in a healthy financial state. Although income was down slightly on 2014, the surplus at year end was significantly higher for 2015. This was due to improved control over expenditure level and continued streamlining.

After a successful year with STAT, the Finance and Administrative Officer Denisa Vackova left the organization. After a brief period with a temporary replacement it was decided that it would more effective to split the two functions of this post. We secured the services of Keith Smith as a financial consultant. Keith has worked closely with STAT over the past few years and is a great asset. He offers a part-time remote service, visiting the office when necessary, and this efficient way of working results in a cost saving. Our new part-time Administrative Officer, Joe Abbott-Gribben took up post in November.

Whilst STAT is building up reserves, we are also investing in projects which promote the Alexander Technique and benefit the majority of members. That said, STAT is not a funding body, and does not provide grants to individual members, rather invests in promising, viable projects. During 2015, seed money was given to enterprising members whose proposals for ventures met the relevant criteria. Hopefully members will have seen the excellent "Alexander in Education" video, a project brought

into fruition by the Education Special Interest Group and jointly funded by the Frederick Matthias Alexander Trust and STAT. Similarly, STAT also funded articles produced by the Sports Special Interest Group.

Part of the Treasurer's role is to maintain strong links with the office, and STAT has a great team, and thanks go to Ilia, Luke, Denisa and Joe for their commitment, diligence and constructive contribution to the organization, and to Keith too, who although self-employed, is very much a team player.

Membership fees remained at the same rate for yet another year, with the possibility of paying annually, quarterly or monthly. Thanks, as always, go to all members who paid their subscriptions promptly and to those who pay by direct debit; this really does have a positive impact on time and expense and is greatly appreciated.

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 2015 AGM Elections, Eileen Armstrong (ex-Chair) completed her time on Council, and Rona Dailey stepped down from her role as Lay Member. We would like to thank them for their invaluable contribution during their term on Council, Eileen for her fair-handed and level headed Chairing, and Rona for the dedication and expertise she brought to the work of Council. Belinda May and Andy Moorhouse were elected as new Ordinary Members. Gideon Benari was co-opted on to Council as a lay person, bringing in valuable experience of marketing, and Roger Kidd, from the Training Course Committee, was co-opted as an Ordinary Member.

STAT stats

At end of 2015 the Society had 767 teaching members in the UK (down 18 from 2014), 283 teaching members living overseas (up 8 from 2014) and 46 retired members (UK and World). At the time of writing the Society has 743 teaching members in the UK, 278 teaching members living overseas and 51 retired members. It also has 144 student members (down 10 from 2014).

Currently the total number of approved training courses in the UK and abroad is 23 . 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)

There have been various membership changes in TCC during the past 12 months. Our lay member, Rona Dailey stepped down from Council and thereby also stepped down from TCC in July. We very much appreciated her expertise and commitment to the Committee.

Following a long membership of TCC, Karen Wentworth stepped down in March 2015. The committee has benefited from many years of Karen's experience and advice and was delighted to be able to share a lunch at her home as a 'thank you' and farewell. Refia Saks and Malcolm Williamson have subsequently joined the Committee.

Our student member Sarah Barfoot stepped down in July 2015 and two new student members, Charlotte Woods from Manchester and Jessamy Harvey from London have joined. We look forward to working with them on the Committee to represent STAT's important student voice.

Three STAT members applied to become a Head of Training this year: -

Alan Philps applied to become a co-head of the Constructive Teaching Centre in London with Ruth Murray.

Maret Tormis applied to run a STAT approved training course in Estonia. Paolo Frigoli applied to run a STAT approved training course in Coccaglio, Italy.

All candidates were interviewed by TCC and subsequently approved to run training courses by STAT Council.

Caroline Dale has chaired the committee for 3 years and has now stepped down. Roger Kidd has taken over. Roger is currently also a Council member, which should help to maintain an open dialogue between the two groups.

We hope all STAT members have a fruitful 2016.

MODERATORS' PANEL REPORT

(Marjorie Hodge, Dorothea Magonet, co-Chairs)

59 Moderations have taken place in 2015.

The Panel meets three times each year and has currently 15 members. Each meeting is preceded with exchange of work by those present before a more formal discussion of training issues pertaining to moderation, as well as the process of moderation itself. In addition we have in-depth discussions of other issues relevant to the Technique. Recently we have discussed issues of qualitative evaluation of practice, and current considerations such as external student assessment.

Peter Ribeaux retired as Co-Chair in November 2015. Marjorie Hodge and Dorothea Magonet share the roles of chairing and recording the panel's meetings.

Members:

Anne Battye
Jean Clark
Ron Colyer
Trish Hemingway
Sharon Higginson

Merran Poplar
Peter Ribeaux (TCC liaison)
Carmen Tarnowski
Lucia Walker
Elisabeth Waterhouse

Marjorie Hodge (co-Chair) Karen Wentworth
Sue Holladay Christina Wilton
Dorothea Magonet (co-Chair)

CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD)

(Pat Brown)

In 2015, I organised six CPD workshops for spring, two of which were cancelled through lack of bookings. I also organised three CPD workshops for the AGM which were well attended.

At the beginning of 2015, I wrote to STAT expressing a wish to step down as CPD coordinator after the AGM. I felt that STAT might consider its role in providing CPD in respect of the following

- The results of the survey I initiated last year. It seems that people don't want CPD in the form we have been providing it
- Many members are organising their own workshops without going through STAT
- It is a lot of work for the CPD Co-ordinator and a sizeable proportion of the workshops I have organised have been cancelled through lack of interest.
- Teachers appear to want work sharing, which can be organised regionally (via local contacts where they exist)

As a result, a meeting was held between the STAT ORC, Stephanie Smith and me to see how we might take CPD forward. Following the meeting the post of the CPD coordinator was advertised and Jacek Kaleta was appointed as the new coordinator. Jacek asked for feedback on the STAT website forum about what kind of workshop teachers would like to attend and also started STAT CPD Events group on Facebook, open to STAT members only.

One of the things I hope will happen will be an event for newly qualified teachers.

I think we have moved into a new era for AT teachers. I hope a way can be found to provide CPD that people need and can afford. What is

important is that teachers reflect on their practice. The feedback forms handed out after CPD workshops can be used to do this, i.e. not just used to give feedback on the workshops.

B. INFORMATION GENERATION AND DISSEMINATION

SCIENTIFIC RESEARCH GROUP (SRG)

(Julia Woodman, Chair)

2015 has been a productive year for the SRG, with several important projects coming to completion.

- Current SRG members are: Julia Woodman (Chair), Kathleen Ballard, Lesley Glover, Erica Donnison and Korina Biggs. The SRG was originally set up by Erica, who has acted as Chair then Co-Chair over the last 5 years – we are all delighted that she is continuing as a core member of the SRG.
- Following the success of the ATEAM trial, a second large randomised controlled trial has demonstrated the effectiveness of AT lessons for people with musculoskeletal pain. The main findings of the ATLAS trial (AT lessons or acupuncture, both compared with usual GP care, for people with chronic neck pain) was published in the leading journal, *Annals of Internal Medicine* in November (MacPherson et al).
 - A range of ATLAS-related materials for teachers has been produced by publication co-authors and study team members, Julia and Kathleen (available on teachers' section of STAT website; summary in *Statnews*).
- Also published this year: an overview of the current state of provision of AT lessons in the UK, carried out in collaboration with York University (Eldred et al. *Complementary Therapies in Medicine*; co-authors: Erica and Julia).
- Stemming from our collaboration with the Head of Research at BackCare, TalkBack magazine published several AT-related articles this year (two were by Lesley, and one by Julia & Kathleen).
- SRG Network member, David Gibbens has brought to fruition, *Alexander Studies Online* a comprehensive resource containing thoughtful and thought-provoking articles, and providing a forum for informed debate for the international AT community.
- On the day of the STAT AGM in June:

- We ran a Discussion session to present some of the work of the SRG and to gain input from members
 - Lesley and SRG Network member Jane Clappison ran a workshop on their completed pilot study of Alexander group teaching for older people with a fear of falling
 - Julia and Kathleen presented an overview of the ATLAS trial and the results.
- We also ran a Panel session on Alexander-related research at the International AT Congress in Limerick in August. A summary of the session was submitted for publication and will appear in the forthcoming Congress Proceedings.
 - Interim findings of the small study on mobility, movement and ageing and AT were presented in Manchester (the study being conducted by researchers from the Universities of Edinburgh & Manchester, in collaboration with the SRG).
 - The design and principal methodology for the training schedule flexibility study has been agreed. Dorothea Magonet will head the Assessment Panel that will conduct the student evaluations.
 - Kathleen attended and reported on the March, October and November 2015 meetings of the All-Parliamentary Group for Integrated Healthcare at the House of Commons.
 - NHS Choices proactively approached the SRG with a request to review NHS Choices updated online entry for the Alexander Technique.
 - The SRG continued to provide information and advice to the office to help answer enquiries from teaching members and the public.
 - Members have been kept up to date via a regular SRG contribution to *Statnews*.
 - The SRG encourages teachers to get in touch if they are interested in our work, or have news of any planned or ongoing AT-related research.

MARKETING AND PUBLIC RELATIONS

(Ilia Daoussi, General & Marketing Manager)

Council had two marketing meetings in 2015, in March and in September, when they discussed the current status, looked at strategy and ways forward, and identified areas where immediate actions could be taken.

One of the actions identified was the need to purchase a url for the STAT website bearing the words "Alexander Technique" and to that effect we managed to acquire the domain name to alexandertechnique.co.uk to replace stat.org.uk. Both urls are live but we are trying to promote the former as it can be easily identified by people searching for the AT online.

We liaised more closely with the Special Interest Groups (SIGs) to jointly help with promoting the AT via the STAT Social Media platforms, with targeted messages and information. The Education SIG had been very constructive in contributing to the STAT Pinterest account. We also agreed to partly cover the cost of a video on AT and education (with the remaining cost covered by the FM Alexander Trust) which has been received very well and is currently used by the Education group to inform educational establishments on the benefits of AT. We also approved a budget for the development of a microsite focusing on this aspect of the AT work and the Education SIG members have been working on the content of that site. We hope to launch this microsite in 2016. (For more information on their activities please see the respective report.)

We also liaised with the Sports SIG and commissioned with their help three articles on AT and running which have both been used as additional content on the STAT website but were also disseminated to various printed and social media. Malcolm Balk additionally offered two videos with tips on running which have now uploaded on the website. Though this exercise we saw an increase in our twitter followers as tweeters interested in running showed interest in the information we were giving out.

Our thanks go to the members of both SIGs for all the work they did during the year.

During the aforementioned strategy meetings, Council agreed to form a smaller working Group to work on some aspects of the marketing strategy and also prepare a survey which teachers could send out to their pupils. The purpose of this survey has been to get some idea on how one becomes a student or client of the AT. The results of the survey will be published in 2016.

Some of the matters also discussed during these meetings were the following:

- To reconsider the annual Marketing budget with the view of increasing it.

- To seek professional advice on the AT brand.
- To look at targeted annual campaign themes which can be promoted via the IAAW and our PR agency.

In 2015 the theme we used was "Get AT it". Although we have not yet managed to link all efforts into a single targeted campaign, we have been closer than in previous years.

Our relationship with BackCare further developed during 2015. We continued contributing articles to their magazine *TalkBack*, with the help of the members of the STAT Research Group (SRG). Just before the end of the year we also agreed with BackCare to make all members teaching details, as they appear on the STAT website, available to include in a register of practitioners who work with patients with back pain. If you have not previously seen our communication about this and do not wish to be included in the register, please contact me (ilia@stat.org.uk) and I will ensure you are removed.

Litmus has continued targeting relevant media to promote the AT and in 2015 they secured 10 articles in the national press. The AT was generally mentioned in a number of publications, including Woman's Weekly, Men's Health, Prima, Daily Mirror, The Guardian, Top Sante, Dancing Times. Reference to the STAT website was given in 15 publications and Litmus PR have liaised on our behalf to follow leads and arrange interviews or case studies.

The online campaign on School Chairs we launched in 2013 continued throughout 2015. The School Furniture Task Group are now part of the Education SIG. Following our intervention, the new European Standard that has recently been published includes new technical specifications which have taken the majority of STAT's concerns into account. Now, a school chair may be manufactured with a seat angle range from a plus seven degree forward tilt to a minus five degree backward tilt. Whilst we still oppose any backward tilt, we consider the outcome a major milestone in our campaign, as we have been instrumental in averting the proposed minus 10 degree backward sloping seat, as well as allowing schools to use forward sloping chairs if they wish.

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 their newsletters along with our offer to their clients of a

free lesson if they booked a series of ten. We also created a specific webpage for the members of DP with information on our offer. If you have been approached by one, we would be grateful if you could let us know.

In October 2015 we were invited by DP to participate in an exhibition for Dentists at the NEC in Birmingham. Our thanks go to Miriam Wohl and Clare Dannatt for making this possible.

From the 12th to the 18th October 2015 we organised the 12th Alexander Awareness Week, and 11th on an international scale. The year's theme was "Get At It". 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.

A dedicated pupil of the AT invited us to share her stand at the Your Horse Live Show on the 14th November 2015 and our teacher Jenny Walsh volunteered to participate at a very short notice, which we are grateful for.

On the Social Media front, I continued sending out regular tweets. We have increased our followers from approximately 1038 this time last year 1357 at the time of writing, with a lot more engagement leading to 738 retweets, 442 likes (previously favourites – up from a total of 123 retweets and favourites in 2014) and 95 mentions.

Our Facebook page dedicated on the Society has reached 8004 people in 2015 and the one our School Chair Campaign 5042. We have also been contributing to our other social media platforms like Google+ and YouTube and we aim to develop them 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*)

In 2015 the office dealt with approximately 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.

Our cooperation with Mitkom developers came to an end at the end of 2015 and we are now in the process of looking for new developers. During the time Mitkom was still maintaining and developing our sites they have dealt with a number of issues during the year to ensure their smooth functionality.

We are looking at a number of improvements and developments to take place in 2016.

STATNEWS

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

Three issues of Statnews have been produced in 2015.

We are pleased that there continues to be a good response from members in submitting a diverse range of interesting articles for publication in Statnews. Writing by members on an impressively wide range of topics continues to be offered for publication. Book reviews and the letters section are being used for further discussion of some topics. Articles and letters are welcome as ever. All submissions benefit from photographs and illustrations.

Teachers are continuing to use full colour display advertisements effectively to announce workshops, publications and courses.

ALEXANDER JOURNAL

(Jamie McDowell & Paul Marsh – co-editors)

Alexander Journal Issue 25 is in production late 2015 and is due for distribution January 2016.

We are assembling material for the Alexander Journal 26 and hope to publish in January 2017 in order to keep momentum between issues. The theme for Alexander Journal 26 will be historical. New articles, suggestions for articles and letters and comments on Journal 25, where the theme was, with hindsight, ideas and interpretations, are welcome.

STAT Archives (*Ilia Daoussi*)

Our new Archivist, Stella Weigel, was appointed in Spring 2015. Due to development work on the new Archive website, the work our new will be able to do has been delayed until the new website is launched.

In 2015 we also received book donations from Louise Herard and expanded our Alexander Technique Library. Although the library is not a lending one, you can always call us and drop by the office to have a look both at the physical archive and the library.

C. MEMBERSHIP INITIATIVES

SPECIAL INTEREST GROUPS

- EDUCATION (*Judith Kleinman*)

The Special Interest Education group had a strong year in 2015. We have expanded as a group and keep regularly in touch with each other and have formed a Google group.

We had a Forum meeting, hosted by Polly Waterfield at Uppingham School, where we shared ideas resources and plans for the future. Marvellous to be at a secondary school, where the work is taken very seriously and understood as part of the wellbeing programme for the pupils. As well as working together we had a talk from 2 of the matrons at the school who think about Alexander ideas having been introduced to the work by Polly and recommend it to the young people in their care.

We made a film, Alexander in Education, with generous funding from the Trust and STAT. The film is now on the main STAT website as well as on many teachers websites and has been seen by thousands of people. We have found it extremely useful in presentations and introducing the work to schools, teachers and parents. The film is about to have subtitles (transcribed first by Kate Fun) in Polish and will be translated into other languages. Thank you to Jeremy Cassidy and Ilia for their help with this translation work.

We created a Pinterest page with the kind help of Hilary King, which is on the STAT website.

We ran a discussion at the AGM, on what our group is all about, heard from people about where they teach, especially about the ongoing work at Educare Primary school and the work in secondary schools. We made plans for the future and had the first showing of the little film. We had a little report from the Performing Self Team on mentoring new Alexander teachers working in the Performing Arts, and the work which might lead to an MA.

We had a large meeting kindly hosted by Hite in November 2015, with a presentation from Clare Rennie on what it is to be a school teacher, the expectations of the national curriculum and how Alexander might be helpful to School teachers. We heard reports from members about where they teach and how we also shared resources and ideas.

We now have another teacher working in the State sector, Kate Fun working at Camden girls school, we hope to build on this work in State schools as currently our main work in schools is in Music departments and mainly in the private sector.

We began the planning of the "Alexander in Education" microsite and that work continues, we are very grateful to the hard working team on this vital initiative.

We also hope to create curricula for schools. That work is now in progress, as well as plans to have Training days for Alexander teachers working with groups, going into Education world at all levels, primary, secondary and tertiary.

Looking forward, we put in another application to the Trust for a film on Alexander in Performing Arts, which will go ahead and be made in 2016.

We plan to have an Education event and ask teachers schools and parents along, to flag up what we have to offer to the world of Education. We also plan once we have the website and more resources, to go along to Education Expos and do talks and workshops and make more connect with the media.

Noel Kingsley kindly introduced the group to the Girls Day School Trust where we have had a meeting and done a presentation for their head teachers. We are building a relationship with them and hope to do some more Inset days, workshops and talks for them and their students.

Rick Brennan, Alice Knight, Esther Miltiadous and Judith Kleinman are in the STAT School Chair campaign. Recent success has been the European Directive has changed and the campaign hopes to publicise this. There is the start of a study in Ireland in a school using chair wedges, we await the results and may extend that study into more schools. Rick regularly gives talks and writes articles on the work of the campaign and it was very well mentioned and publicised at the International Conference in Limerick last year. Esther has spoken to a PR company about how to work with media. Judith is talking to schools and Trusts about the work and has had several articles in the media about the chair campaign, including the Guardian and we hope to build on this interest. The group skypes regularly and works on thinking of ways to help the campaign to grow.

- AT IN THE PUBLIC HEALTH SECTOR (*Julie Barber*)

In Spring 2015 consultant rheumatologist Dr Philip Bull published an article in the HMSA Journal highly recommending the Alexander Technique to people suffering from Hypermobility Syndrome. Following this, STAT Chair Sue Fleming brought Dr Bull together with a group of teachers interested in the health sector, including four already working in the NHS (Louise Hemphrey, Claudia Benson, Dee Fitzgerald and Karen French), Julie Barber (who has a particular interest in hypermobility), and Julia Woodman, Chair of the STAT Research Group. The meeting discussed AT teaching in public health in general, what has been achieved so far and potential ways in which AT work might develop there in the future. One of the aims is to make AT lessons available to people who cannot afford them. It was noted that STAT has already been advocating the work through support organisations such as Backcare, Arthritis UK and, more recently, the Hypermobility Syndromes Association (HMSA). Since then STAT has added a page on Hypermobility to the Benefits and Wellbeing section of its website and an online link to Dr Bull's article in the HMSA Journal.

Alongside the SRG, we are exploring how best to take the AT forward, including continued engagement with the Department of Health, NHS Choices and NICE, collaborating with our 'internal' champions (health professionals linked to the public health sector who advocate AT), educating teachers on HMS to better understand this complex condition, and how to encourage further research on the outcomes of AT lessons on pain, HMS and other medical conditions.

- SPORTS (*Martyn Jones*)

The Sport Special Interest Group had a good year in 2015, starting with commissioning three articles for the STAT website and for dissemination to printed and online media, in conjunction with sporting highlights in the year. The articles were prepared by Andrew Shields who has a lot of experience in the Sports arena. We also used two videos, courtesy of Malcolm Balk.

Running was the highlighted sport and corresponded with the London Marathon, thus making contact with fun-runners of all shapes and sizes to develop a more efficient way to run using the Alexander Technique.

We also followed up with maintaining fitness through the year, with a lot of Alexander Technique tips on how to achieve it. The STAT PR agency was very constructive in our efforts as they managed to get some coverage in health and running media.

Social media was also extensively used, with Ilia's help in the STAT office, and we are learning as we go how to optimize the use of Facebook and Twitter.

D. PROFESSIONAL CONDUCT

PCC CO-ORDINATOR'S REPORT

(Eileen Armstrong, Andrea Walsh)

There are no complaints outstanding and none have been received from members of the public.

A member to member complaint was resolved without recourse to a Preliminary Investigation Committee but it did involve STAT taking legal advice. Partly as a consequence of this but also as a policy decision by STAT Council the Professional Conduct Coordinators will no longer deal with member to member complaints unless it can be demonstrated that STAT is being brought into disrepute by a member's actions.

STAT Council has agreed a form on which complainants will be required to submit their complaint and has also agreed a two year deadline for the bringing of complaints from any source.

After committed and painstaking service Andrea Walsh has decided to stand down as a PCC coordinator and STAT Council has agreed Charlotte Rolleston-Smith as the new coordinator.

E. INTERNATIONAL LIAISON (*Eileen Armstrong*)

The ATAS meeting was held over the weekend of 15th. - 17th. May 2015 in a venue near Frankfurt, Germany.

Representatives from Belgium, USA, France, Spain, Germany, Denmark, Finland, Austria, Netherlands, UK and Switzerland attended the meeting. There were 12 delegates attending in person and one by ZOOM.

Societies not attending but sending reports were Israel, South Africa and Norway.

There were discussions on topics of interest to all AT societies such as assessment, standards and moderation as well as national societies raising matters which were of concern to them.

The role of technology in allowing ATAS representatives from all parts of the world to participate in the meeting was acknowledged and it was agreed to encourage more societies to use this facility.

Brita Forsstrom, previously the STAT representative to ATAS, was elected to the ATAS Secretariat, a three person international grouping with responsibility for coordinating ATAS business.

As it appears that most AT societies model their documentation on STAT's it was agreed in principle that ATAS might, in certain circumstances, pay for professional translation services in order to ensure accuracy.

The 2016 ATAS meeting will be held near Frankfurt over the weekend of 20th/ 22nd May.

Items submitted for the ATAS agenda by STAT Council include updating and clarifying the wording of the ATAS Agreement, looking at ways to encourage international collaboration on matters of common interest e.g. research, advertising and further discussion and updating on assessment.

F. Accountants' report on the unaudited financial statements to the board of Directors of STAT

Year Ended 31 December 2015

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 2015 set on pages 21-30 from the accounting records, 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 Institute of Chartered Accountants in England & Wales and have complied with the ethical guidance laid down by the institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the balance sheet as at 31 December 2015 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 Ltd
Chartered Certified Accountants
3-4 Wharfside, The Boatyard
Worsley, Manchester
M28 2WN

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Income and Expenditure Account Year Ended 31 December 2014

	2015		2014	
	£	£	£	£
Income				
Membership Subscriptions		264,797		266,224
Sales		6,651		9,483
Miscellaneous		6,603		3,222
Total Income		<u>278,051</u>		<u>278,929</u>
Expenditure				
Main salaries and fees		89,384		97,810
Office Infrastructure Costs		32,902		33,345
Office consumables		20,671		21,258
Meeting costs		7,167		9,359
Additional Membership services		58,633		69,915
Miscellaneous		4,756		4,113
Total expenditure		<u>213,514</u>		<u>235,800</u>
Operating surplus	23.21%	64,538	15.46%	43,129
Corporation tax		494		652
		<u>64,044</u>		<u>42,477</u>
Exceptional items				
Compensation for early surrender of office lease	0		12,625	
Moving and re-location costs	0		-5,388	
Depreciation on air conditioning unit	0		-2,355	
Stock write down	-7,500		-3,486	1,396
	<u>-2,146</u>	<u>-9,646</u>		
Net Operating surplus		<u>54,398</u>		<u>43,873</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS

	2015		2014	
	£	£	£	£
Income				
Membership Subscriptions				
UK teachers subscriptions	220,504		228,703	
Overseas teachers subscriptions	28,792		28,951	
Retired members	2,539		0	
Supporters subscriptions	3,771		3,865	
Student registrations	<u>9,191</u>	264,797	<u>4,705</u>	266,224
 Sales				
Leaflet and certificates	1,095		958	
Books	1,148		1,212	
Products	407		493	
CPD, OCN, CoT	1,189		5,182	
Advertising and copyright fees	<u>2,813</u>	6,651	<u>1,638</u>	9,483
 Miscellaneous				
Congress 2015 Directors contribution	2,500		0	
Sundry income	1,635		1,572	
Interest receivable	<u>2,468</u>	6,603	<u>1,650</u>	3,222
		<u>278,051</u>		<u>278,929</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2015		2014	
	£	£	£	£
Expenditure				
<i>Main salaries and fees</i>				
Wages and salaries	71,732		69,706	
Consultants (including staff cover)	8,594		17,210	
Staff recruitment costs	0		3,745	
Temporary work	410		1,029	
Compensation for loss of income	6,000		4,842	
Legal and professional fees	2,120		600	
Accountancy fees	528	89,384	678	97,810
<i>Office Infrastructure Costs</i>				
Rent	29,174		25,389	
Rates	0		4,969	
Insurance	788		787	
Light and heat	1,437		1,194	
Cleaning	192		405	
Repairs and maintenance	242		242	
Staff training	1,068	32,902	359	33,345
<i>Office Consumables</i>				
Printing	230		178	
Postage	541		470	
Stationery	1,433		2,362	
Bulk mailings	11,328		10,140	
Telephone	1,678		1,930	
Computer expenses	270		375	

The Society of Teachers of the Alexander Technique
 Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2015		2014	
	£	£	£	£
Office Consumables (Cont.)				
Archiving costs	722		1,228	
Website and email	<u>4,470</u>	20,671	<u>4,575</u>	21,258
Meeting costs				
Council	2,970		2,871	
Sub-committees	983		603	
Summit	0		1,600	
AGM	900		1,907	
Other	<u>2,314</u>	7,167	<u>2,377</u>	9,359
Additional Membership Services				
Moderation fees	8,109		5,705	
Printing costs - publications	8,807		7,217	
Editors fees	10,171		7,194	
Members insurance	15,137		15,419	
Scientific research	3,335		2,003	
Website development	2,520		3,620	
Marketing and publicity				
- Consultants	14,115		14,573	
- Events	712		2,215	
- Press cuttings	1,114		1,012	
- Other	2,575		2,573	
CPD Workshops	2,013		5,385	
Internal Communications	<u>-9,975</u>	58,633	<u>3,000</u>	69,915

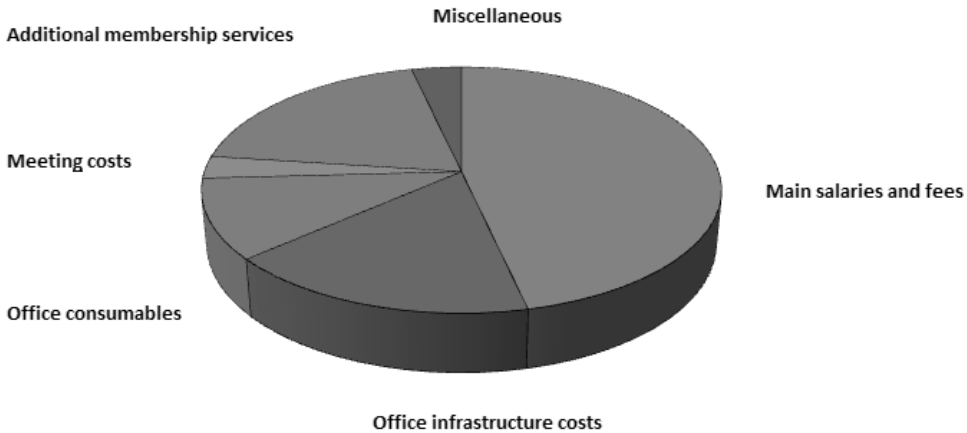
The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2015		2014	
	£	£	£	£
Miscellaneous				
Bank and card payment charges		2,610	2,322	
Sundry expenses		1,023	750	
Depreciation		1,123	1,041	4,113
Total Expenditure		213,514		235,800
Operating Surplus	23.21%	64,538	15.46%	43,129

Summary (pie chart)



The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Balance Sheet as at 31 December 2015

	Notes	2015	2014
		£	£
Fixed assets			
Tangible assets	3	4,371	1,775
Current assets			
Stock of books and publications		2,596	4,742
Course rights		0	7,500
Debtors - members		9,263	5,001
Other debtors		741	741
Property deposit		4,160	4,000
Prepayments		245	12,299
Cash at bank and in hand		258,740	179,239
		275,745	213,522
Current liabilities			
Trade creditors		1,195	5,876
Other creditors		1,231	1,389
Members - payments in advance		20,301	10,816
Taxation		1,839	2,212
Accruals		26,748	20,630
		51,314	40,923
Net current assets		224,431	172,599
Total net assets		228,802	174,374
Capital account			
As at 1st January 2015		174,404	130,501
Net operating surplus for the year		54,398	43,873
		228,802	174,374

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 applicable to companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective January 2015 2008)

These accounts were approved by the board of directors on the 15th April 2016 and signed on their behalf by

.....
Sue Fleming - Director

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Notes to the Financial Statements

Year Ended 31 December 2015

1. Accounting Policies

(a) Accounting convention

These accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Small Entities (effective January 2015).

(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 2015

2. Operating Surplus

Operating surplus is stated after charging:

	2015	2014
	£	£
Depreciation	1,041	<i>1,041</i>

3. Fixed Assets

	Furniture & Equipment
Cost	
As at 1st January 2014	59,822
Additions	3,719
Disposals	<u>0</u>
As at 31st December 2014	<u>63,541</u>

Depreciation

As at 1st January 2014	58,047
Charge for the year	1,123
Disposals	<u>0</u>
As at 31st December 2014	<u>59,170</u>

Net book Value

At 31st December 2014	<u>4,371</u>
At 31st December 2013	<u>1,775</u>

The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

Notes to the Financial Statements (Cont.)

Year Ended 31 December 2015

4. Movement in Funds

	2015	2014
	£	£
Opening Funds	174,374	<i>130,501</i>
Surplus after exceptional items and taxation	<u>54,398</u>	<u><i>43,873</i></u>
	<u>228,772</u>	<u><i>174,374</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 £ nil (2014: £ nil).

