

# **The Society of Teachers of the Alexander Technique**

## **Annual Report**

**1 January 2016 - 31 December 2016**

***Office Address:***

Grove Business Centre  
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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  
Anna Cooper  
Roger Kidd  
Belinda May  
Andy Moorhouse  
Peter Tamplin

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 2016 has renewed, strengthened and maintained the good practice and strategic direction of the previous year. This is particularly helped by the quality and team working of our Office Staff, and the contracting out of specific services to make sure we have a professional and well run organisation. This year sees additional improvements in our procedures and use of electronic communication, which meant greater efficiency and saving in costs. This has freed up staff time for more strategic work of STAT as a Professional Association, particularly around improving communication within the members of the organisation, and to the public.

We aim to better understand any change in the teaching membership through exit interviews. Many of those leaving because they are retiring from teaching have chosen to retain links to STAT as retired members. The most cited reason for leaving was the cost of membership, with over half saying they would re-join if their situation changed. More of a concern is the reduction in student members. The question of access to study without compromising standards is an issue within the professional standards strategy, and will in part be addressed through a serious consideration of the timetabling of schools once the study of the Bristol Alexander School is complete.

STAT continues to regularly review our policies and procedures to make sure they are still relevant, and importantly, up-to-date with legal changes. Those updated are the Children & Vulnerable Adult Protection, Bullying and Whistleblowing policies. Other improvements, passed at the 2016 AGM, included a widening of democracy through providing members with qualified rights to bring resolutions to an AGM, providing 2% of the membership were in agreement, and it fulfilled the criteria for Members Motions. Thanks to the working group on democratic procedures for their contribution to this and other motions.

The professional standards strategy, which covers Continuous Professional Development, Curriculum, Timetabling Flexibility and Student Assessment progressed slowly. A motion on Continuous Professional Development was rejected at the AGM, with 45 for, 67 against and 15 abstentions. Council decided, on a straw poll taken at the end of that meeting, that there was

sufficient interest to resubmit a reworked motion. This motion has been sent to the Student Network for their comments. In terms of timetabling flexibility, the study of the Bristol Alexander School shows that the first three graduates were of a quality to gain STAT certification. These are initial findings, and the study continues. Regarding Student Assessment, two members of Council attended the Moderation Panel meeting to discuss the moderation process and the guidelines that are currently being revised and updated. A copy of the professional standards strategy was requested by and has been shared with the Affiliated Societies.

The marketing strategy has been further discussed and elaborated, drawing on small group discussions, and that of the 2016 AGM on Attracting Attention. To summarise, this includes joint work between marketing work and that of the STAT Research Group - expanding links with the research network and establishing a fact file of research and studies, consideration of the development of advocacy teams linked to collaborations with other institutions, drawing the link between public health, Alexander Technique and preventative health care, as well as a focus on stress management and performance, and investing in branding and marketing. The unification of the different STAT websites is a move towards establishing a clearer STAT/AT identity. More detail on these ideas and developments can be found in the relevant sections of this report.

Improving communication both with public and with the membership remains important, the latter gave rise to the idea of a 'thesaurus' type document which will act as a resource for teachers to draw on when looking to tailor their explanation of AT to specific contexts and individuals. The consultation with the membership continues, as do the Council visits to schools, discussions at the AGM, and the posting of key Council documents on the STAT website, and use of a teachers' CPD Enewsletter. STAT continued to support of the excellent work of the STAT Research Group, and the AT in Education group, which are described elsewhere in the annual report.

## **TREASURER'S REPORT** (*Jackie Beim*)

Like last year, STAT remains in a healthy financial state, maintaining a significant surplus.

Broadly, the functions of STAT can be divided into two areas, one, which is inward looking is to maintain high standards of teacher training and the professional practice of teaching the Alexander Technique.

The other, which is more outward looking, is to promote public awareness and understanding of the Alexander Technique. Some years ago, Council decided to ensure its energies and funds are engaged in both these arenas. Time has been spent strategically thinking and planning, choosing the wisest ways to invest both time and money in promoting the Alexander Technique in a way to benefit the majority of members, and this continued throughout 2016.

However, we have limited resources, and the office team reported spending a lot of time on credit control; that is chasing a minority of members for their membership fee, long after the due date. Whilst they did not log the hours spent, it was a significant number of days rather than hours, eating up time that could have been spent promoting the Alexander Technique. It is a matter of concern, and Council continues to monitor the situation.

Thanks, as always, go to members who paid their fees promptly and to those who pay by direct debit; it really does save considerable time and expense. The membership fees have remained at the same level since 2013 (£298), and they become due on 1<sup>st</sup> January each year, the deadline for renewal being the last day of February. Members can pay the full amount online via the STAT website, these payments are very secure, administered by Paypoint, a large provider of online payment services. Members can also pay by Direct Debit, annually, quarterly or monthly. These are the preferred methods of payment as they keep administrative time and costs to a minimum. If you need to take a year off teaching, it is possible to have a temporary retired status.

It remains to thank our office team for their dedication, effective work and continued championing of the Alexander Technique, so thanks to Ilia, Luke, Joe, and our accounting consultant Keith Smith of Anchora Services.

## **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 2016 AGM Charlotte Rolleston-Smith completed her time on Council, and was thanked for all the sterling work during her time on Council. At the 2016 AGM Council Elections, Anna Cooper was elected as a new Ordinary Member, Peter Tamplin and Roger Kidd were affirmed as Ordinary Members, and Gideon Benari affirmed as a Lay Member of Council. Gideon brings in valuable experience of marketing. Kim Cant, the Secretary, has been on sabbatical from the end November 2016 (to end April 2017), and Belinda May has been the Acting Secretary in her absence.

### **STAT stats**

At the end of 2016 the Society had 783 teaching members in the UK (up 16 from 2015), 286 world teaching members (3 up from last year). There is a greater number of retired members: 54 (up 8 from 2015); and 134 students in training (down 11 from 2015). The total number of approved training courses in the UK and abroad remains at 23 (nine of which are overseas).

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)**

*(Roger Kidd, Chair)*

There have been no new training course applications.

TCC have put forward to Council the proposed AGM resolution for training course experience requirements for Named Assistants. This was to bring such experience into line with the training course experience requirements for new HoTs.

## **MODERATORS' PANEL REPORT**

*(Marjorie Hodge, Dorothea Magonet, co-Chairs)*

81 Moderations have taken place in 2016.

The Panel meets three times each year and has currently 14 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. During this year we have carried forward the revision and update of the Student Moderation Guide, and met with members of Council and TCC to further clarify issues concerning the Moderation process and its role within STAT.

## **CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD)**

*(Joe Abbott-Gribben)*

In October 2016, STAT organised 'Teaching AT in the NHS' a CPD workshop with two teachers who worked in different NHS contexts. The workshop aimed to give an insight into what it was like working as an AT teacher in an NHS context. There were 17 attendees.

Following a survey, out of 14 responses, the workshop received 6 'Good' and 6 'Very Good' ratings as a learning experience.



## **B. INFORMATION GENERATION AND DISSEMINATION**

### **SCIENTIFIC RESEARCH GROUP (SRG)**

*(Julia Woodman, Chair)*

The SRG continued to be busy with several projects ongoing or completed in 2016.

- The Advertising Standards Authority's Committee of Advertising Practice accepted our submission related to the ATLAS clinical trial, and amended their copy advice accordingly. Teachers can now make reasonable claims in their marketing materials about the effectiveness of AT lessons for people with chronic neck pain. Similarly, liaison with NHS Choices resulted in updating of their online entry about the AT. It now includes a statement that evidence exists that AT lessons may lead to reduced neck pain and associated disability for up to a year or more.
- We made several submissions to the National Institute for Health and Care Excellence (NICE):
  - Low Back Pain and Sciatica Guidelines update: Extensive efforts were made to persuade NICE to review and accept the available evidence on the effectiveness of AT lessons for people with chronic back pain. The updated guidelines were published in November 2016. Although no recommendation has been made for AT lessons, the Full Guidelines do say that the research evidence is promising and that further research is warranted.
  - Parkinson's Guidelines update: Our submission made several points, the most important was contesting their removal of the current recommendation for AT lessons as an option for people with Parkinson's. The new guidelines are due out in 2017.
  - Quality Standards on Falls Prevention in Older Adults: Our submission was a general one aimed at raising awareness of STAT and the AT, not a claim about evidence.
- At the Society for Back Pain Research annual meeting in November we presented a summary of evidence for the effectiveness of AT lessons for people with musculoskeletal conditions.

- Alexander Studies Online (an initiative of the SRG and administered by the Editor David Gibbens) continues to expand its content and its reach.
- The training flexibility study is underway and the first assessments of students took place in July. Dorothea Magonet heads the Assessment Panel. The study is expected to be complete in 2018/19 when the SRG will report the findings to Council and members.
- We attended two meetings of the All-Parliamentary Group for Integrated Healthcare at the House of Commons.
- Further AT-related articles written by SRG members have been published in TalkBack, the magazine of the charity BackCare.
- We 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*.
- We encourage teachers to get in touch if they are interested in the work of the SRG, or have news of any planned or ongoing AT-related research.
- SRG members in 2016: Julia Woodman (Chair), Kathleen Ballard, Lesley Glover, Erica Donnison and Korina Biggs.

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

Council had one marketing meeting in June 2016, when they discussed the current status, looked at strategy and ways forward, and identified areas where immediate actions could be taken. A previously drafted marketing strategy document was updated to include current actions and plans. This is identified as a working document which is updated as and when. The document was updated at this stage to include Appendices relating to the STAT projects underway.

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 has been working on the development of a microsite focusing on this aspect of the AT work which is expected to go live in 2017. (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 golfing which have both been used as additional content on the STAT website but were also disseminated to various printed and social media. We also commissioned a video on how to Golf with the AT which appears both on the respective page of our website and on our YouTube Channel. Through this exercise we saw an increase in our twitter followers as tweeters interested in golfing 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.

The smaller Working Group, appointed by Council to work on some aspects of the marketing strategy, also prepared a survey which teachers could send out to their pupils. The purpose of this survey was to get some idea on how one becomes a student or client of the AT. The results of the survey were published in full in the January 2017 issue of STATnews.

Gideon Benari, Lay Council member and part of the Marketing Working Group, approached Scoliosis Association UK on our behalf and secured a contribution to their magazine which we expect to be published in 2017.

We also continued our established cooperation with BackCare and as previously agreed, we made all our members' teaching details, as they appear on the STAT website, available to BackCare 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](mailto:ilia@stat.org.uk)) and I will ensure you are removed.

Litmus has continued targeting relevant media to promote the AT and in 2016 they secured 8 articles in the national press. The AT was generally mentioned in a number of publications, including The Weekly News, Your Healthy Living, We Heart Living, The Health Store, Woman's Own, Natural

Health and Woman & Home. Reference to the STAT website was given in at least 17 publications and Litmus PR have liaised on our behalf to follow leads and arrange interviews or case studies.

Our close cooperation with Dentists' Provident (DP) 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.

We were invited by DP to participate in different events throughout the year. Our thanks to Antonella Cavallone, Clare Dannatt and Belinda May for making this possible. We envisage continuing liaising with DP to participate in future events to promote the AT to Dentists.

From the 10<sup>th</sup> to the 16<sup>th</sup> October 2016 we organised the 13<sup>th</sup> Alexander Awareness Week, and 12<sup>th</sup> on an international scale. The year's theme was "Smart Phone! Smart Posture?". 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. We also commissioned the creation of a video that we promoted before and during the IAAW, focusing on the theme of the Week. The video now features on our YouTube Channel and on our website.

On the Social Media front, I continued sending out regular tweets. We have increased our followers from approximately 1357 this time last year to 1597 at the time of writing, with a lot of engagement leading to 501 retweets, 325 likes and 109 mentions.

Our Facebook page dedicated to the Technique is also frequently populated with news and information of interest either from STAT, AT teachers or third parties who have relevant posts. We have also been contributing to our other social media platforms like Google+, and have been expanding our YouTube Channel with the help of our member David Hudson, who we thank for his generous help.

Towards the end of 2016 STAT Council agreed that the 2017 budget should also be increased to include:

- additional Marketing budget around PR
- professional advice on the AT brand

The Marketing Working Group started discussions on branding in 2016 and prepared a Request for Proposal which will be sent to branding agencies to invite them to pitch for this project in 2017.

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](mailto:ilia@stat.org.uk).

## **PUBLICATIONS**

### **STAT WEBSITE** (*Ilia Daoussi*)

In 2016 the office dealt with approximately 350 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 would like to always encourage our members to try and upload their own information and get accustomed with the way the website works. This creates an additional testing level as we rely on you to let us know if there things that seem not to be working or don't work as they use to.

In June we employed new Developers for our work on the website, Peat Fire Studios, who initially undertook the upgrade of the main STAT website [alexandertechnique.co.uk](http://alexandertechnique.co.uk). This upgrade is expected to be completed early in 2017 and involves upgrading the site to Drupal 8 (from 7 currently), upgrading the STAT shop from Drupal 6 to 8, and introducing appropriated modules that can improve the functionality.

## **STATNEWS**

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

Three issues of *Statnews* have been produced in 2016, featuring writing on a broad spectrum of topics.

Joint Hypermobility Syndrome was the focus of a dedicated section in the January edition, and thanks to Dr Phillip Bull, Julie Barber and others, our awareness of this condition has been improved. Our call for book reviews appears to have drawn in many new contributors, and this is currently a rich section of the newsletter, putting the spotlight on the diversity of material being published, including books on specialist applications such as walking, singing (2), Dart, Yoga, in addition to personal accounts of Alexander journeys and a treatise on the mechanisms involved in psychophysical action. The letters section has been lively and continues to prove its mettle as a forum for reasonable debate. Articles and letters are welcomed as always. All submissions will benefit from photographs and illustrations.

Teachers are continuing to use full-colour display advertisements and this seems to be an effective way to announce workshops, publications and courses.

## **ALEXANDER JOURNAL**

*(Jamie McDowell & Paul Marsh – co-editors)*

Alexander Journal Issue 25 was published in January 2016. The slant of this edition was towards finding contemporary ways of thinking about the Technique, and placing it in a context where it can be delivered via mainstream education provision. There were also articles on the performing arts, including a report on a study on the effectiveness of Alexander Technique in this area, pointing the way to others who might be looking to assemble experimental studies. Transcripts of two recent F M Alexander Annual Memorial lectures were also included.

## **STAT Archives** *(Ilia Daoussi)*

As we changed developers in 2016, the work on the Archives website has been put on hold and priority we given to upgrading the main website. We expect the work to resume in 2017.

I would like to thank David Gibbens for his continuous support on this project and for his extraordinary work in dealing with the data extracted from the current archives website.

In 2016 we also received book offers and donations from Claire Neal Brown, Penny Spawforth, Mary Rawson, 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*)

2016 has been a very productive year for the Education Special Interest group.

We now have a Facebook Page up, "Alexander in Education", (Please share this with friends and colleagues) it is for the public as well as for the Alexander community. We have put up relevant articles and flagged up where the work is being taught and # tag their community in. This seems to be a very good way of spreading the word about the work in Education settings. The site seems to be very popular; the average post varies but has built up to being between 400 to 2000 people and building.

We have also created a closed Alexander in Education Forum group for those of us in the Education world to communicate via Facebook as well as a website group. This has already proved very helpful for sharing ideas, concerns and thoughts on how to approach Alexander in Educational settings, as well as flagging up jobs and work ideas. We also have a Twitter account; @AlexTechEdu

This year some of the SIG group made, "The Performing Self" Alexander in performing arts education film, with funding kindly given by the FM Alexander charity. This included footage from Drama Centre, RCM, Arts Ed, with the aim of promoting the work in institutions rather than just individual teachers. The film has been popular and widely viewed on STAT

website and Direction Magazine used it for their launch. Many teachers have downloaded it onto their website too.

We have been working on material for a website through 2016 and are aiming to have a satellite Website, Alexander in Education, connected to the main STAT website up there in 2017. We are collaborating with the STAT office on this. The power of having a collective Education website, will be, for schools and colleges parents and teachers and educators, to see just how many establishments already have Alexander in them. This we have found makes it more likely they will take up having lessons and courses in their schools, see what we have to offer and how it can connect to the national curriculum, and put Alexander in Education for people of all ages, on the Educational agenda.

We have established a Training for those A.T teachers interested to teach in schools, with Sue Merry and Judith Kleinman covering primary and secondary education. The first weekend took place in November 2016. It was terrific as we had 20 people, some from Europe and USA attending. We looked into how we can share curriculums for group work for schools, handouts and resources, share our experience and ideas of what has worked and also all come up with new ideas and strategies. Polly Waterfield talked about her Alexander teaching at Uppingham School and Esther Miltiadous about her work at Educare. We aim to have the follow up weekend in February 2017. We will collaborate with the FM Alexander Charity on this. Our aim is for Alexander teachers to feel confident and equipped, as well as having support, to take our work in to schools and colleges.

There is also a mirroring in London planned of the Chair campaign's current research in Ireland, which is exploring the idea of having good seating for primary age children to State schools. This study will hopefully take place in a State Primary School, where the teachers had experienced an Alexander Technique workshop as part of their Wellness INSET day.

A talk was given at RIBA, about Alexander in Education and the implication that bad school chairs have on health and wellbeing.

Since starting this group we have given inset days and workshops. A recent success was at "The London School of Musical Theatre", workshops in November, where they are now interested in having some regular Alexander profile. Several Schools and Colleges e.g. Blackheath Music School, have had inset days and workshops and Blackheath has taken on



a regular teacher. We are all finding it very helpful and supportive to have a group of Alexander Teachers, connected with taking the work to the more general Educational world.

This year, City of London Girls School music scholars have experienced termly workshops. Recent schools that are taking on workshops or regular teaching are Rugby, Mill Hill school, Blackheath Saturday Music school. The Education film and the performing film have helped people with approaching schools.

The Girls Day School Trust had a series of workshops for their office staff in 2016 with Judith Kleinman and team of younger teachers, GDST also had workshops for teaching staff and Head teachers in 2016, Noel Kingsley was our contact here.

There are now, we think, at least 60 Alexander teachers teaching in schools or colleges. We know that there are least 18 tertiary colleges with Alexander teaching, mostly in the music or drama departments. 27 schools have Alexander in them and currently 2 State schools offer Alexander in the music department. There is 1 primary school (the wonderful Educare). Over 10 Junior Music departments have AT on Saturdays and we know there are about 11 to 15 summer schools that have Alexander teaching.

This has increased in the last few years and we are really hoping to further raise the profile of the work in the Education world. We hope that by collaborating and connecting with schools and colleges as a group, the value of the work will be seen and established. We are also keeping in touch with teachers around the world to see what they are doing in Education, and some have come to visit the mentoring schemes we have available at RCM, Educare, Uppingham and Oundle.

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

In the January 2016 edition of Statnews Dr Philip Bull wrote an introductory article on Hypermobility Syndrome accompanied by contributions from several hypermobile AT teachers. He has been having Alexander lessons himself since the 1980s and strongly recommends it as part of a recovery programme for 'this poorly managed group of patients with an invisible illness'. (Bull)

In February 2016 Dr Bull and the Hypermobility Syndromes Association (HMSA) ran a Hypermobility Syndrome one-day masterclass for healthcare professionals at the William Harvey Hospital in Kent. Specialist rheumatologists and physiotherapists presented the latest research findings on this complex condition, best medical practice and many case histories to more than 70 people, including GPs, physiotherapists, podiatrists, and Alexander teachers. We learned that hypermobility affects between 10 and 30% of UK adults and statistics show that 30% - 55% of physiotherapy patients have hypermobility combined with Chronic Widespread Pain. The day ended with Dr Bull strongly advocating a psychophysical approach - the Alexander Technique and Mindfulness - to enable patients to self-manage their condition more effectively, and three teachers (Julie Barber, Louise Hemphrey and Maddy Paxman) each said a few words about the AT overall and their particular experiences working with hypermobility and pain.

Julie Barber continues to give workshops on how to recognise hypermobility in pupils, how this may affect them, and how to work with the disabling Hypermobility Syndrome. So far workshops have been in London, but she is happy to travel further.

- *SPORTS (Martyn Jones)*

This year we decided to do a video for GOLF, highlighting the main points of the Alexander Technique while swinging the golf club.

Martyn Jones took on the assignment, and found quite a lot of problems as he progressed, due to the language and tone of the audio for STAT to endorse. After two more takes the result was something we all seemed to be pleased with. The video is now showing in the Sports Section, under "Golf" on the STAT website and also on YouTube.

A lot of knowledge was gained in the process which can be shared with all groups for video production at reasonable cost.

- *AT and the Interpersonal (Richard Casebow)*

A short article was published in STATNews about objectives and aims of the SIG.

The group met five times on SKYPE and themes discussed entailed theoretical and case material. Skype proves sometimes to be difficult for organic exchange of thoughts and the conversation cannot include any physical demonstration, explanation or exchange. The membership has reduced.

## **D. PROFESSIONAL CONDUCT**

### **PCC CO-ORDINATOR'S REPORT**

*(Eileen Armstrong, Charlotte Rolleston-Smith)*

The PCC coordinators have received no official complaints during the last year.

## **E. INTERNATIONAL LIAISON** *(Sue Fleming)*

The 2016 Alexander Technique Affiliated Societies (ATAS) took place in Schmittgen, Germany over the weekend 20-22nd. May. Representatives from Belgium, USA, Canada, France, Spain, Germany, Denmark, Finland, Austria, the Netherlands, Switzerland and the UK attended. Attending by ZOOM video conferencing were Frances Robertson (secretariat) and, on Friday only, Renaldo Renso (Brazil).

The ATAS meeting agreed to create a Dropbox account as a resource for ATAS from which affiliated societies documents could be accessed.

In response to a question from the USA (AmSAT) the ATAS meeting recommended that Heads of Training (HoTs) keep a daily record of student attendance which could be accessed by the affiliated societies. This would allow, if required, tracking of individuals who may need to interrupt their training or who switch schools.

The current secretariat, Brita Forsstrom (STAT), Frances Robertson (AmSAT), and Paulina Lievonen (NeVLAT) were unanimously voted in for a further year and Christina Stahlberger (SBAT) was co-opted with a view to replacing Paulina in 2017.

The complete minutes of the ATAS meeting can be got from Luke Chatterton in the STAT office ([luke@stat.org.uk](mailto:luke@stat.org.uk))

STAT has been contacted directly by members of two affiliated societies, regarding STAT opinion on changes in training practice in their Affiliated Societies, and how these changes may or may not affect ATAS membership. STAT clarified that it cannot interfere with the internal matters of another society, and that ATAS itself has no special powers. To quote the ATAS Secretariat *"Affiliation is not with ATAS but with STAT and the other Societies. If one society changes its rules in ways that changes the agreed affiliation standards then it is up to any one society to choose to not be affiliated to them anymore. There is no membership with ATAS, it is a group that comes together for mutual interest"*.

Anna Cooper took over the role of ATAS Representative in October 2016, Sue Fleming was Acting in this position from May 2016, prior to this Eileen Armstrong was the ATAS Representative.

# **The Society of Teachers of the Alexander Technique**

Company Registration No: 05533966

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

### **Year Ended 31 December 2016**

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 2016 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 2016 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.

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# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## Income and Expenditure Account Year Ended 31 December 2016

	2016		2015	
	£	£	£	£
<b>Income</b>				
Membership Subscriptions		250,607		264,797
Sales		9,967		6,651
Miscellaneous		4,542		6,603
Total Income		<u>265,116</u>		<u>278,051</u>
<b>Expenditure</b>				
Main salaries and fees		86,180		89,384
Office Infrastructure Costs		33,969		32,902
Office consumables		18,474		20,671
Meeting costs		7,657		7,167
Additional Membership services		61,405		58,633
Miscellaneous		5,221		4,756
Total expenditure		<u>212,906</u>		<u>213,514</u>
<b>Operating surplus</b>	<b>19.69%</b>	<b>52,210</b>	<b>23.21%</b>	<b>64,538</b>
Corporation tax		521		494
		<u>51,689</u>		<u>64,044</u>
<b>Exceptional items</b>				
Write off OCN course	0		-7,500	
Stock write down	-1,999	<u>-1,999</u>	<u>-2,146</u>	<u>-9,646</u>
<b>Net Operating surplus</b>		<u>49,689</u>		<u>54,398</u>

# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## DETAILED INCOME AND EXPENDITURE ACCOUNTS

	2016		2015	
	£	£	£	£
<b>Income</b>				
<b>Membership Subscriptions</b>				
UK teachers subscriptions	208,670		220,504	
Overseas teachers subscriptions	28,856		28,792	
Retired members	2,160		2,539	
Supporters subscriptions	3,151		3,771	
Student registrations	<u>7,770</u>	<b>250,607</b>	<u>9,191</u>	<b>264,797</b>
<b>Sales</b>				
Leaflet and certificates	700		1,095	
Books	5,326		1,148	
Products	397		407	
CPD, OCN, CoT	1,010		1,189	
Advertising and copyright fees	<u>2,534</u>	<b>9,967</b>	<u>2,813</u>	<b>6,651</b>
<b>Miscellaneous</b>				
Congress 2015 Directors contribution	0		2,500	
Sundry income	1,937		1,635	
Interest receivable	<u>2,605</u>	<b>4,542</b>	<u>2,468</u>	<b>6,603</b>
		<u><b>265,116</b></u>		<u><b>278,051</b></u>

# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2016		2015	
	£	£	£	£
<b>Expenditure</b>				
<b><i>Main salaries and fees</i></b>				
Wages and salaries	65,852		71,732	
Staff Pensions	466		0	
Consultants (including staff cover)	13,058		8,594	
Staff recruitment costs	0		0	
Temporary work	185		410	
Compensation for loss of income	6,000		6,000	
Legal and professional fees	360		2,120	
Accountancy fees	259	<b>86,180</b>	528	<b>89,384</b>
<b><i>Office Infrastructure Costs</i></b>				
Rent	29,952		29,174	
Insurance	833		788	
Light and heat	1,465		1,437	
Cleaning	608		192	
Repairs and maintenance	1		242	
Staff training	1,110	<b>33,969</b>	1,068	<b>32,902</b>
<b><i>Office Consumables</i></b>				
Printing	465		230	
Postage	320		541	
Stationery	2,958		1,433	
Bulk mailings	8,594		11,328	
Telephone	1,690		1,678	
Computer expenses	94		270	



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

***DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)***

	<i>2016</i>		<i>2015</i>	
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b><i>Office Consumables (Cont.)</i></b>				
Archiving costs	1,584		722	
Website and email	<u>2,770</u>	<b>18,474</b>	<u>4,470</u>	<b>20,671</b>
 <b><i>Meeting costs</i></b>				
Council	3,102		2,970	
Sub-committees	280		983	
Summit	0		0	
AGM	2,203		900	
Other	<u>2,072</u>	<b>7,657</b>	<u>2,314</u>	<b>7,167</b>
 <b><i>Additional Membership Services</i></b>				
Moderation fees	8,267		8,109	
Printing costs - publications	9,245		8,807	
Editors fees	4,037		10,171	
Members insurance	5,868		15,137	
Scientific research	1,779		3,335	
Website development	13,000		2,520	
Marketing and publicity				
- Consultants	14,400		14,115	
- Events	950		712	
- Press cuttings	1,037		1,114	
- Other	1,709		2,575	
CPD Workshops	1,114		2,013	
Internal Communications	<u>0</u>	<b>61,405</b>	<u>-9,975</u>	<b>58,633</b>

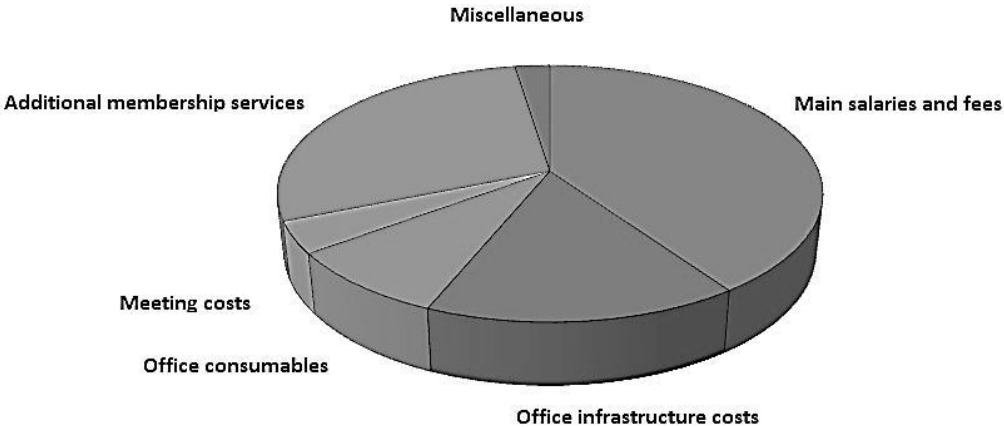
# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## DETAILED INCOME AND EXPENDITURE ACCOUNTS (cont.)

	2016		2015	
	£	£	£	£
<b>Miscellaneous</b>				
Bank and card payment charges		2,703		2,610
Sundry expenses		1,472		1,023
Depreciation		1,045		1,123
<b>Total Expenditure</b>		<b>5,221</b>		<b>4,756</b>
<b>Operating Surplus</b>	<b>19.69%</b>	<b>52,210</b>	<b>23.21%</b>	<b>64,538</b>

### Summary (pie chart)



# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## Balance Sheet as at 31 December 2016

	Notes	2016 £	2015 £
<b>Fixed assets</b>			
Tangible assets	3	3,848	4,371
<b>Current assets</b>			
Stock of books and publications		1,436	2,596
Course rights		0	0
Debtors - members		19,579	9,263
Other debtors		741	741
Property deposit		4,160	4,160
Prepayments		5,633	245
Cash at bank and in hand		311,344	258,740
		<b>342,893</b>	<b>275,745</b>
<b>Current liabilities</b>			
Trade creditors		1,512	1,195
Other creditors		1,156	1,231
Members - payments in advance		22,872	20,301
Taxation		3,031	1,839
Accruals		39,679	26,748
		<b>68,250</b>	<b>51,314</b>
<b>Net current assets</b>		<b>274,643</b>	<b>224,431</b>
<b>Total net assets</b>		<b>278,491</b>	<b>228,802</b>
<b>Capital account</b>			
As at 1st January 2016		228,802	174,404
Net operating surplus for the year		49,689	54,398
		<b>278,491</b>	<b>228,802</b>

# **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)

These accounts were approved by the board of directors on the 10<sup>th</sup> May 2017 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 2016**

#### **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 2016

#### 2. Operating Surplus

Operating surplus is stated after charging:

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Depreciation	1,045	<i>1,123</i>

#### 3. Fixed Assets

	Furniture & Equipment
<b>Cost</b>	
As at 1st January 2014	63,541
Additions	523
Disposals	<u>0</u>
As at 31st December 2014	<u>64,064</u>

#### Depreciation

As at 1st January 2014	59,170
Charge for the year	1,045
Disposals	<u>0</u>
As at 31st December 2014	<u>60,215</u>

#### Net book Value

At 31st December 2016	<u>3,849</u>
At 31st December 2015	<u>4,371</u>

# The Society of Teachers of the Alexander Technique

Company Registration No: 05533966

## Notes to the Financial Statements (Cont.)

### Year Ended 31 December 2016

#### 4. Movement in Funds

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Opening Funds	228,772	<i>174,374</i>
Surplus after exceptional items and taxation	<u>49,689</u>	<u><i>54,398</i></u>
	<u>278,461</u>	<u><i>228,772</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 (2015: £ nil).

