

**RURAL ENGLAND C.I.C.
DIRECTORS' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021**

**Rural England C.I.C.
Unaudited Financial Statements
For The Year Ended 31 March 2021**

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**Rural England C.I.C.
Company Information
For The Year Ended 31 March 2021**

Directors

Mr David Inman
Professor Janet Dwyer
Dr Steven Emery
Dr Jane Hart
Mr Brian Wilson
Mr Christopher Cowcher
Mr Andrew Parker

Secretary

Mr Graham Biggs

Company Number

09023202

Registered Office

1 Aldon View
Craven Arms
Shropshire
SY7 9EQ

Business

1 Aldon View
Craven Arms
Shropshire
SY7 9EQ

Accountants

TaxAssist Accountants
114b Corve Street
Ludlow
SY8 1DJ

The directors present their report and the financial statements for the year ended 31 March 2021 .

Statement of Directors' Responsibilities

INTRODUCTION

2020/21 saw the sixth anniversary of Rural England Community Interest Company becoming active although it had been incorporated before that on 2nd May 2014 under Company Number: 9023202. The Company has two "Core Supporters" in Calor Ltd and First Group Buses. Without their on - going support - which meets the running costs of the business and contributes to research activities - the Company would be unable to operate. The Core Supporters hold no sway over the work the Company undertakes and there are no conditions attached to their support.

PURPOSE

As a CIC it is a not for dividend organisation with any surpluses re-invested in meeting the Company's Objectives. It is registered with Companies House and is VAT Registered.

Our mission is to build the strength and resilience of rural England by helping to inform and engender better rural policy making. We will do this by encouraging informed debate, providing independent research and evidence, supporting informed information exchange and building a network that draws together all those who seek to sustain and improve the social, economic and environmental well-being of rural England.

The prime focus of the company is on research to further the understanding of issues affecting people, businesses and communities in rural areas of England that will provide objective evidence to inform and influence policy and policymakers.

Our key target audiences include government departments and agencies, MPs and Peers, the Rural Coalition, Rural Interest Groups, Opinion formers and policy makers and the extensive networks of our stakeholders.

GOVERNANCE

(a) The Board of Directors

The Board of Rural England C.I.C. for 2020/21 was made up of the following individuals:

- David Inman
- Brian Wilson (Chairman)
- Jane Hart
- Dr Steve Emery
- Professor Janet Dwyer
- Chris Cowcher
- Andy Parker

The Company Secretary is Graham Biggs, MBE, FCIS, FRSA.

The Board is responsible for ensuring the company meets its objectives, operates within its available budget, seeking additional financial contributions, stakeholder liaison and organising all relevant meetings.

The Directors communicate by e mail and telephone, but three Directors' Meetings were held (virtually) during the year on 29th June 2020; 1st October 2020 and 28th January 2021

(b) The Stakeholder Group

The Board is advised by a wide-ranging Stakeholder Group consisting of the following 46 organisations/individuals (as at 31/03/21):

- Action with Communities in Rural England (ACRE)
- Age UK
- Association of Convenience Stores (ACS)
- Arthur Rank Centre (Germinate)
- Big Lottery Fund
- British Youth Council
- Calor Gas Ltd
- Campaign to Protect Rural England - (the Countryside Charity)
- Child Poverty Action Group
- Citizen's Advice Bureau - Rural Issues Group
- Countryside Alliance
- Countryside and Community Research Institute, University of Gloucestershire
- Country Land and Business Association
- Farming Community Network
- Federation of Small Businesses
- First Group plc
- Local Enterprise Partnerships
- Local Government Information Unit
- Locality
- National Association of Areas of Outstanding Natural Beauty
- National Association for Voluntary and Community Action

Statement of Directors' Responsibilities – continued

- National Association of Local Councils
- National Farmers' Union
- National Federation of Women's Institutes
- National Federation of Young Farmers' Clubs
- National Parks England
- National Trust
- Plunkett Foundation
- Prince's Countryside Fund
- Royal Institution of Chartered Surveyors
- Rural Services Network
- National Rural Touring Forum
- Town and Country Planning Association
- University of Cumbria
- University of Plymouth
- UK Youth
- Women in Rural Enterprise
- Lord Cameron of Dillington
- Former commissioners / officers from the Commission for Rural Communities:
 - Margaret Clark CBE
 - Alison McLean OBE
 - Professor Mark Shucksmith OBE
 - Professor Michael Winter OBE
 - Professor Sheena Asthana
 - Sue Prince OBE DL
 - Rachel Purchase

DEFRA attend meetings as observers

One member of the Stakeholder Group is elected as chair each year (currently Margaret Clark CBE) and another as vice chair (currently Richard Quallington, Executive Director of ACRE).

Having previously canvassed the views of Stakeholder Group members the Group agreed new working arrangements from 1st April 2019. The Group agreed to meet three times a year – an annual meeting in June and a meeting specific to on-going projects in the Autumn and a meeting around December with the U.K. Rural Policy Practitioner and Research Group.

In addition, willing members of the Group are engaged in Task & Finish Groups to help advise on the major pieces of RE Research.

THE MAIN ACTIVITIES IN 2020/21

The following activities took place in 2020/21:

- Work (commenced in November 2019) on producing a Rural Proofing for Health Toolkit, to help those commissioning and delivering health and care services at a local level to take better account of rural needs was completed and launched on 9th December 2020. This project is part-funded by the National Centre for Rural Health & Care (NCRHC) and part-funded from Rural England's supporter funds. The Toolkit was circulated to relevant government departments. Arrangements have been agreed with NCRHC and Cirican LLP (a group of ACRE Network Members) to offer to support (for an agreed fee to be shared between the partners to the initiative) training and facilitation in the applied use of the Toolkit. It is hoped that a number of pilots can take place, starting in 2021. There is a wish to ensure these prove successful and a desire to capture learning to inform the future of the training and support offer. This could be achieved by using an Action Learning Set approach.
- The State of Rural Services (SORS) Research Report was commenced towards the end of the financial year for publication in early 2022. This includes a survey of the Rural Panel to understand rural residents' use of local services during the pandemic.
- Research Projects were undertaken into the following subjects:
 1. Net Zero Carbon and Rural Areas (Phase 1 funded by Calor Ltd Core Support, National Housing Federation and English Rural Housing Association). This will form part of the agenda for Rural Vulnerability Day on 11th May 2021.
 2. Utility Providers and Vulnerable Rural Customers (funded by the Utility Providers Research Panel]. This work was delayed due to COVID-19 and is now anticipated to be completed by the end of June 2021.
 3. Community Benefits from Rural Touring Arts Schemes (for the National Rural Touring Forum). This work was to produce a summary document based on earlier research by Coventry University
- Representatives of Rural England participated in the Supporters Vulnerability Panels as contracted.
- A website was maintained (www.ruralengland.org). This includes a Section for relevant work and events undertaken by the Stakeholder Group bodies and a Section relevant to the Supporters' Group.
- The Annual Supporters' Meeting was due to be held in April 2020 but was affected by the COVID-19 'lockdown'. It was held as an online meeting on 20th July 2020.

Statement of Directors' Responsibilities - continued

PLANNED ACTIVITIES FOR 2021/22

- The State of Rural Services (SORS) Research Report will be completed towards the end of the calendar year for publication in early 2022
- Research Projects will be undertaken on behalf of the Utility Providers Panel (detail to be agreed)
- There will be a Rural Vulnerability Day in Parliament to launch the State of Rural Services Report
- Representatives of Rural England will participate in the Supporters Vulnerability Panels as contracted
- There will be a Supporters Day event in late March/early April 2022.

FINANCES

The company has identified three key sources of income to finance its operations:

1. Sponsorship – grants from a small number of commercial and other organisations who share the objectives of the CIC (typically a minimum of £5000).
2. Contributions – small financial contributions from a wider range of commercial and other organisations (typically £520).
3. Research Opportunities/Commissions – individual projects will be sought as specific opportunities arise. Members of the Stakeholder Group will be encouraged to consider the potential utilisation of the networks of member organisations when drawing up research proposals of relevance to the company. For example, the 25,000 strong network of individuals across rural England accessible through the Rural Services Network could add significant value to evidence gathering and results dissemination.

The Company will keep under review the possibility, when finances permit, of periodically employing someone part time to secure additional research capacity

Directors at their meeting on 19th April 2021 will review the Business Plan and Risk Register for 2021/24.

Due to COVID 19 restrictions all meeting in 2020/21 were held virtually and that reduced the Company's expenditure considerably. The Business Plan review on 19th April will determine future meeting arrangements

Additional in-kind support is received via the Stakeholder Group.

The Directors would like to express their gratitude to the Supporters Group members which provided financial support in 2020/21 and without whose support we could not have made the progress we have and continue to make, namely:

Water

Anglian Water
SES Water
Severn Trent Water
South East Water
Southern Water
South West Water
Thames Water
United Utilities
Wessex Water
Yorkshire Water

Fuel Providers

EDF Energy
Green Energy
Scottish Power Plc

Fuel Distribution Networks

Cadent Gas Ltd
Electricity North West
Northern Gas Networks
Northern Powergrid (North East)
Scotia Gas Networks
Scottish Power Energy Networks
Scottish & Southern Electricity Networks
Wales & West Utilities
Western Power Distribution

Land Owners

Crown Estate
Clinton Devon Estate

Land Agents

Strutt Parker LLP

**Rural England C.I.C.
Directors' Report (continued)
For The Year Ended 31 March 2021**

Statement of Directors' Responsibilities - continued

Other

Note Machine
Forum of Private Business

Professional Services

Houldsworth Solicitors

Statement of Directors Responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Directors

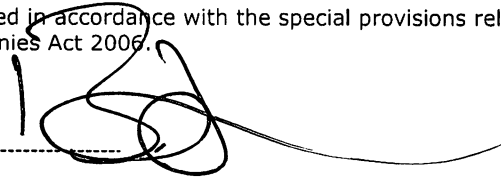
The directors who held office during the year were as follows:

Mr David Inman
Professor Janet Dwyer
Dr Steven Emery
Dr Jane Hart
Mr Brian Wilson
Mr Christopher Cowcher
Mr Andrew Parker

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.
On behalf of the board

Mr Brian Wilson
Director
Date


4/8/21

**Rural England C.I.C.
Accountant's Report
For The Year Ended 31 March 2021**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Rural England C.I.C. for the year ended 31st March 2021 which comprise the Profit and Loss Account, the Balance Sheet, and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Chartered Institute of Management Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://www.cimaglobal.com>.

This report is made solely to the directors of Rural England C.I.C. in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Rural England C.I.C. and state those matters that we have agreed to state to the directors of Rural England C.I.C. in this report in accordance with the requirements of the Chartered Institute of Management Accountants as detailed at <http://www.cimaglobal.com>. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its director for our work or for this report.

It is your duty to ensure that Rural England C.I.C. has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Rural England C.I.C. . You consider that Rural England C.I.C. is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Rural England C.I.C. . 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 statutory financial statements.

Date
TaxAssist Accountants
114b Corve Street
Ludlow
SY8 1DJ

**Rural England C.I.C.
Profit and Loss Account
For The Year Ended 31 March 2021**

	2021	2020
	£	£
TURNOVER	48,266	46,788
Project Expenditure	(30,390)	(1,847)
Depreciation and other amounts written off assets	-	(500)
Overheads	(14,906)	(40,363)
	<hr/>	<hr/>
SURPLUS / (DEFICIT) BEFORE TAXATION	2,970	4,078
Tax	(564)	(870)
	<hr/>	<hr/>
SURPLUS / (DEFICIT)	2,406	3,208
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**Rural England C.I.C.
Balance Sheet
As at 31 March 2021**

	2021	2020
	£	£
Current assets	32,941	19,070
Prepayments and accrued income	-	5,655
Creditors: Amounts Falling Due Within One Year	(25,047)	(19,257)
NET CURRENT ASSETS	7,894	5,468
TOTAL ASSETS LESS CURRENT LIABILITIES	7,894	5,468
Accruals and deferred income	(600)	(580)
NET ASSETS	7,294	4,888
CAPITAL AND RESERVES	7,294	4,888

Notes

1. Average Number of Employees

Average number of employees, including directors, during the year was as follows:

Directors & Employees

	2021	2020
	9	9
	9	9
	9	9

2. General Information

Rural England C.I.C. is a private company, limited by shares, incorporated in England & Wales, registered number 09023202 . The registered office is 1 Aldon View, Craven Arms, Shropshire, SY7 9EQ.

3. Company Limited by Guarantee

The Company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

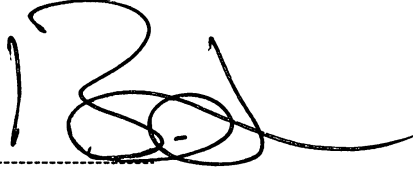
**Rural England C.I.C.
Balance Sheet (continued)
As at 31 March 2021**

For the year ending 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the micro-entity provisions.

On behalf of the board



Mr Brian Wilson
Director
Date

4/8/21

**Rural England C.I.C.
Trading Profit and Loss Account
For The Year Ended 31 March 2021**

	2021		2020	
	£	£	£	£
TURNOVER				
Core support	10,881		16,363	
Supporters group contributions	4,025		15,000	
Contributions for extended services	2,740		350	
Project income	30,220		15,000	
Sundry income	400		75	
		48,266		46,788
PROJECT EXPENDITURE				
Project expenditure	30,390		1,847	
		(30,390)		(1,847)
Administration:				
DEPRECIATION AND OTHER AMOUNTS WRITTEN OFF ASSETS				
Amortisation	-		500	
		-		(500)
OVERHEADS				
Research costs	2,225		4,173	
Vulnerability day and report launch costs	-		6,322	
Secondment costs	-		7,077	
Supporters website maintenance	2,350		2,502	
Utility panel fees to RSN / RHCA	2,100		-	
Rural vulnerability service	-		4,613	
Support costs	5,862		5,776	
Insurance	983		680	
Printing, postage and stationery	37		120	
Travel and subsistence	-		8,198	
Website costs	421		-	
Accountancy fees	900		876	
Sundry expenses	28		26	
	14,906		40,363	
		(14,906)		(40,363)
SURPLUS / (DEFICIT) BEFORE TAXATION		2,970		4,078
TAX ON SURPLUS / (DEFICIT)				
Corporation tax charge	564		870	
		(564)		(870)
SURPLUS / (DEFICIT)		2,406		3,208