



Annual report & financial statements

for the year ended 31 December 2010

Society of Genealogists

14 Charterhouse Buildings, Goswell Road, London EC1M 7BA.
Registered charity no. 233701. Company no. 115703. Limited by guarantee.



Contents

2 Chairman's overview

Administrative details

3 Staff

Structure, governance & management

3 Constitution and organisation of the Society

4 Governance

4 Directors & Trustees

5 Trustee recruitment, induction & training

5 Operations, Library & Education committees

6 Society of Genealogists Enterprises Limited

Future plans

6 Strategic overview

Objectives & activities / Achievements & performance

7 Objects & aims of the Society

7 Achievements & performance

8 The Library

10 Membership

10 Publications

10 Electronic publishing

11 Communication

11 Education, Lectures, courses & fairs

12 External liaison & media coverage

12 Premises

12 Fellowships & awards

13 Volunteers

14 Fundraising

14 Finance

Chairman's overview

The past year has been steady but, nonetheless, at the end of a year which has seen economic challenges we are able to show a small surplus. This has, in the main, been due to efficiencies and to fundraising donations and legacies. As ever the Society is grateful to the Members who donated via the Society's Centenary appeals and Friends scheme.

There have been changes at the Society of Genealogists. Towards the end of the year our Librarian Sue Gibbons retired. We wish her well. Sue was Librarian for almost twenty years and during that period her duties have changed considerably. This was reflected in the change of role for the post of Head of Library Services in the latter part of the year. So much more material is now available through the Internet and hence it is vital that the Society's unique collections be digitised and accessed remotely by more people. The appointment of former Deputy Librarian Tim Lawrence to the new post ensures that the Society will be able to concentrate on these aspects of the Library services.

The digitisation programme continues apace with the purchase of two book scanners; one generously donated by a member and the other by way of a grant. Both scanners are being used by an increasing number of volunteers. We are increasing the amount of Library material available for transcription and thus for inclusion in the data we publish on-line. Grateful thanks are owed to those volunteers who copy, transcribe or donate their databases for use within the MySoG area. Further improvements to the Members' area will be made during our Centenary year.

Significant work has been done throughout the year in anticipation of the Society's Centenary celebrations in 2011 and preparations are well in hand for the Society's Gala Dinner, Conference and other events and activities.

As reported at last year's AGM improvements to the Society's website continue to be made and it remains well visited. To enhance our presence on the web we now have our own blogs and are represented on Twitter and in other social media.

The Society of Genealogists' Family History Show, an integral part of the *Who Do You Think You Are? Live* show at Olympia, was again very successful. Staff and volunteers manned our stand as well as the Library's secondhand bookstall and the Ask the Experts area. The SoG Workshops at the event were again very busy. We thank all those who volunteer as an expert or speaker and to all our staff for all of their efforts. The Society's presence at the largest event in the genealogical community remains significant for our profile and membership campaign.

The varied lectures and courses in the Society's own education programme together with the online course run in partnership with 'Pharos' continue to be successful.

The open access area continues to attract users and our Community Officer maintains relationships with local organisations.

Our trading company 'SoG Enterprises' continues to commission and publish new titles in our *My Ancestor* series, and it is hoped to continue the series of *How to get the best from ...* following last year's success when the Society was named Genealogical Publisher of the Year. A number of new books have been commissioned for publication during our Centenary year including, of course, the Centenary book itself.

It remains for me to thank my fellow Trustees, our staff and all volunteers for their hard work and help throughout the past year.

Colin Ernest Allen FSG

Chairman of the Board of Trustees

Staff

Management team

Chief Executive:	June Perrin
Librarian:	Sue Gibbons, BA (Hons), MCLIP until September 2010
Head of Library Services:	Tim Lawrence, BA from October 2010
Genealogist:	Else Churchill, BA (Hons), Dip Lib

Administration

Finance Manager:	Tim Hillyer FCMA
Membership Officer:	Jacki Ellis
Events Co-ordinator:	Lori Weinstein
Accounting Assistant:	Elizabeth Little

Library

Deputy Librarian:	Tim Lawrence, BA to September 2010
Library Assistant:	Claire Bullen, BA
Library Assistant:	Nick Fogg, MA, Dip Lib
Cataloguer (part-time):	Angela Thomson, BA, MCLIP

Community Officer Ashley Young

Fundraising Assistant Alisa O'Malley

Society of Genealogists Enterprises Limited

Chief Executive:	June Perrin
Bookshop Manager:	Anthony Mortimer
Graphic Designer:	Graham Collett
Accounting Assistant:	Natalia Dzvelaia
Saturday Assistant:	Catherine Martin

Constitution & organisation

Constitution

The Society of Genealogists is a company limited by guarantee and a registered charity governed by its Memorandum and Articles of Association. Charity number 233701. Company number 115703.

The Board of Trustees

For the purposes of charity law, a Board of Trustees are directors of and administer the charitable company. The Board consists of up to 12 trustees who receive no emoluments for their service. As set out in the Articles of Association, the trustees are elected by the charity's Members, serving for a term of three years and for a maximum of two successive terms. These trustees have the power to appoint an honorary treasurer and an honorary solicitor, who *ex-officio* serve as members of the Board. No honorary solicitor has been appointed for many years. The trustees also have the power to elect any eligible member of the Society to the Board to fill any casual vacancy arising between one Annual General Meeting and the next; any person so elected shall retire at the AGM next following their election but shall be eligible for re-election. The trustees serving during the year 2009-2010 are listed on page 4

Committees

The Board of Trustees appoints other committees and working parties as it considers expedient from time to time. There are currently three committees: Operations, Library and Education. A full list of members of committees for the year 2009-2010 is given on pages 5 and 6.

A Chief Executive Officer is appointed by the Trustees to manage the day-to-day activities of the charity.

Reference and administrative details and advisors of the group.

Registered office: 14 Charterhouse Buildings, Goswell Road, London EC1M 7BA.

Auditors: Kingston Smith LLP, Devonshire House, 60 Goswell Road, London EC1M 7AD.

Bankers: HSBC, 74 Goswell Road, London EC1V 7DA.

Solicitors: Field Fisher Waterhouse, 5 Vine Street, London EC3N 2AA.

Governance

Patron

His Royal Highness Prince Michael of Kent, GCVO

President

Patric Dickinson, LVO, MA, FSG, Clarenceux King of Arms

Vice-Presidents

The Rt Rev John Kingsmill Cavell, MA

President Boyd Packer, BS, MS, Ed D, Quorum of the Twelve
Fergus Gillespie, MA

Dr Peter Spufford, MA, Ph D, Litt D, FR Hist S, FSA, FSG, FBA

Dr Elizabeth Hallam Smith, FSA, FRSA, FR Hist S

David Sellar, Lord Lyon King of Arms

Directors and Trustees

Profiles of the Board of Trustees as at 31 December 2010

Colin Allen, FSG, 70, member since 1988. Elected to the Board of Trustees in 2006. Previously a power station engineer for some 37 years before retirement in 1992. He is Vice-Chairman of the Kent Family History Society. An active volunteer for the Society. He was made a Fellow of the Society in 2002. *Attended 4 out of 5 Board of Trustees Meetings held since the last Annual Report.*

William Bortrick, 38, member since 2003, elected to the Board in July 2007. William is the Executive and Royal Editor of Burke's Peerage. He was educated at the University of Oxford and the University of Cambridge, where he served as a Member of the Council. He has a particular interest in the genealogy of historical families, and is the author of Burke's *Royal Families of Europe*. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Chris Broomfield, CEng, MIET, FSG, 69, member since 1996, re-elected to the Board in June 2009. (Board Member 2001-2007). Researching family since 1992 including One-Name and One-Place Studies. Employed in the telecommunications industry for over 35 years on the development of computer communication networks for business. Chris is part of the team which looks after the Society web-site and all the internal IT requirements. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Dr Hugh Guilford, 68, member since 1991, elected to the Board in November 2007. He is a management consultant dealing with business strategy with a background as a chemist

and is a member of the Monumental Brass Society. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

John Hanson, FSG, 63, member since 1993, elected to the Board in June 2007. A retired systems specialist. Lecturer on family history and also a member of the Guild of One-Name Studies. John works extensively on the SoG outreach programme attending many fairs across the country. He is one of the Society's IT volunteers. *Attended 4 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Dr Michael Isherwood, 65, member since 1985, elected to the Board in June 2010. Dr Isherwood trained as a Physicist at Exeter and Belfast gaining a PhD in 1972. He has been a University Lecturer in Physics and worked with London Fire Brigade in emergency planning. He has taught in sixth form colleges and tutored courses in the Open University. He has served on the Society Library and Education Committees as well as working as a volunteer. *Attended 3 out of 3 Board of Trustees Meetings held since the last Annual Report.*

Ian Marson, 54, member since 2004, elected to the Board in June 2010. Ian has been involved in researching family history since 1980 and is currently Chairman of the Rotherham Family History Society and Chairman of the Association of Genealogists and Researchers in Archives (AGRA). Having spent time in the Banking, Finance and Transport industry he has been a full time Genealogist since 2001. Ian was elected as Chairman of the AGRA council in 2008. *Attended 2 out of 3 Board of Trustees Meetings held since the last Annual Report.*

Norman Meadows, 82, member since 1999. Elected to the Board in 2006. Norman retired from a career in marketing, media and PR. He has been a Managing Director of three organisations. He is marketing consultant to the Families in British India Society and sat on the Society's Marketing Working Group. *Attended 0 out of 0 Board of Trustees Meetings held since the last Annual Report. Resigned March 2010*

Tim Powys-Lybbe, 72, member since 1998, elected to the Board in June 2007. Tim was in the manufacturing industry for 35 years on the production side and is now running a small property company. He is the current practitioner in a family of genealogists of whom the first lived around 1750. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Roy Stockdill, 70, originally became a member in the Harrington Gardens days and then since 1991. Elected to the Board in 2009, having served two terms previously, followed by a requisite year

out. He was formerly on the Executive Committee of the Guild of One-Name Studies and was Editor of the Journal of One-Name Studies. He is a former national newspaper journalist and writes for the genealogical press. He is commissioning editor of the 'My Ancestors...' series and Chairman of the Society's Publications working party. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Geoffrey Stone, FSG, 69, member since 1997, re-elected to the Board in June 2010 and Hon. Treasurer of the Society, (Board member 2000-2008). Formerly a Computer Projects Manager in the financial services industry. He is running three one-name studies and has organised the two Society e-mail lists since their inception in 1998. Geoffrey Stone (Trustee) also has a relationship (Trustee) with the Halsted Trust. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report.*

Dr Richard Sturt, OBE, 71, joined the Society in the 1960s before resigning and rejoining in 2004, elected to the Board in June 2010. Dr Sturt after qualifying as a solicitor became a partner, senior partner and is now a consultant with a law firm. He was H.M. Coroner for Kent from 1979 to 2001, during which time he conducted over 3,000 inquests. He served as a board member of the Civil Aviation Authority from 1990 to 1996. He was Registrar of the Canterbury Diocese and legal secretary to the Bishop in Canterbury from 1996 to 2009. *Attended 2 out of 3 Board of Trustees Meetings held since the last Annual Report.*

William Michael Wood, FSG, F Inst SMM, 73, member since 1999 and member of several other family history societies. Previously Chairman for five years and re-elected to the Board in 2009. Mike has over 30 years' senior management experience in sales and marketing. Mike is also Chairman of the Society of Genealogists Enterprises Limited. *Attended 5 out of 5 Board of Trustees Meetings held since the last Annual Report*

Trustee recruitment, induction & training

The Society's Governing Documents require all Trustees to have been a Member for one full year before being able to apply as a Trustee. This point was discussed at some length when the Governing Documents were changed. This condition was left standing; it was felt because of the unique nature of the Charity it is very important for Trustees to be able to relate to the field they are taking responsibility for. This does not preclude the Society from seeking expert external help when required but it does ensure the Trustees are able to do justice to the Members they serve.

Due to the one year's membership condition recruitment takes place via the main instruments of communications with Members i.e. the *Genealogists' Magazine*, the Website and on the Notice Boards in the Society. Applicants wishing to put themselves forward fill in a form to ensure they satisfy the criteria of Trustee along with a 200 word CV. Formal election takes place at the Annual General Meeting where all Members have a right to vote.

The Society accepts it requires a good cross section of skills on its board of Trustees to cover all the areas the Charity encompasses. Previously this has been carried out informally but in 2006 attention was paid to formalising processes to ensure there are no major gaps and that all Trustees are aware of their responsibilities. Formal interviews were held with all Trustees to assess their knowledge of the Society, the Charity Sector, the Companies Sector (all Trustees are also Directors as the Society is a Company Limited by Guarantee) and to assess their skill sets. A checklist was produced of documents to be issued and discussed as well as a skills audit to be completed. New Job Profiles were agreed and issued for the Chairman, Vice-Chairman, Treasurer and Trustees and issued to all.

The outcome was positive and the Society has all the skill sets it requires; with an acknowledgement of professional help required in its continued fundraising areas.

To assist ongoing awareness Trustees receive a monthly Governance Magazine along with any updates received from the Charity Commission etc. The Trustees employ a full-time Chief Executive whose job it is to ensure any arising issues are highlighted to the Trustees. Training is continual as needs arise.

A checklist has been produced to be used for new Trustees to ensure induction is carried out thoroughly on all areas of operations and to assess the new skill sets being added to the Society. The whole process is another useful tool to aid focusing on the well being of the Society.

Operations, Library & Education Committees

Membership of committees

Operations Committee: Colin Allen FSG, Chris Broomfield FSG, Else Churchill (Genealogist), Sue Gibbons (Librarian until September 2010), Tim Lawrence (Head of Library Services from October 2010), June Perrin (Chairman & Chief Executive), Geoffrey Stone FSG, and William Michael Wood FSG.

Library and Records Committee: Colin Allen FSG (*ex-officio*), Kathy Elam, John Hanson FSG (Chairman), Frank Hardy FSG, David Horwill FSG, Nicholas Newington-Irving FSG, Teresa Pask (until August), Tim Powys-Lybbe, Nicholas Spence, Roy Stockdill, Geoffrey Stone FSG (*ex-officio*) and William Michael Wood FSG

Education Committee: Colin Allen FSG (*ex-officio*), Dr Nick Barratt, William Bortrick (Chairman), Michael Gandy (*ex-officio*), Ian Marson, Geoffrey Stone FSG (*ex-officio*), Stephen Talbot and William Michael Wood FSG

Society of Genealogists Enterprises Limited

Directors of SoG Enterprises Limited

Colin Allen FSG (*ex-officio*), Elaine McGregor, Norman Meadows (until March 2010), Nicholas Newington-Irving FSG, Nicholas Spence, Dr Richard Sturt OBE (from November 2010) and William Michael Wood FSG (Chairman).

Company Secretary: June M. Perrin

Strategic review

Present

During 2010 the Strategic Plan and Business Plan have been followed in line with the heavy emphasis on the need for increased revenue. Membership fees no longer cover all the expenditure and other sources of income are being explored.

In 2009 expenditure was pared to a minimum so 2010 concentrated on increasing income. The Society's online data contract with Origins was due for renewal, so a process was carried out to enable all relevant parties to put forward their proposals. The contract was successfully awarded to Findmypast. It is expected this will bring in valuable additional income to the Society at the same time as making the records more widely available.

Fundraising was continued with vigour. The Friends initiative continued to attract loyal supporters and the Centenary Appeal was significantly added to. Legacies played no small part in success in this area.

Digitisation continued with the addition of two new scanners and a new film scanner printer (brought into use in March 2011). These items were obtained with the help of kind benefactors and a successful grant bid by the fundraiser.

In 2010 the Society has:

- ❖ Continued the Friends of the Society initiative
- ❖ Added substantial data online to the Members' area
- ❖ Looked to increase income from digitised material
- ❖ Added new equipment to help with digitisation
- ❖ Continued installation of a new Contact Management System that will allow online access to Members' accounts etc., (brought into service Feb 2011)
- ❖ Commenced a new certificated education project partnered with Pharos
- ❖ Continued its own extensive education programme
- ❖ Worked on the planning of Centenary activities for 2011
- ❖ Secured a main sponsor for the Centenary year (Findmypast.co.uk)
- ❖ Continued to add to the vast array of resources in the Library with new special collections arriving almost weekly
- ❖ Monitored its activities via its Key Performance Indicators and monthly management accounts

Future

2011 is an important year for the Society as it celebrates its 100th Anniversary. Everything will be done with a view to raising the profile of and securing the Society's future.

Fundraising initiatives will continue and in 2011 we will be revisiting the legacy information pack in particular. Current initiatives will be continued and a new appeal will be discussed after the Centenary Appeal ends in 2011.

Membership is key to most activities and a working group is looking at retention methods. A key piece of marketing is being undertaken to produce a special issue of the Genealogists' Magazine highlighting our collections. This will be distributed free with *Your Family Tree* magazine along with a membership application form.

Organisation of the Centenary events on 6 and 7 May 2011 are well in hand. Other items will be planned all year so hopefully everyone will have the chance to celebrate and enjoy our 100th year.

The distance learning partnership with Pharos will be further developed in 2011 and discussions have already begun.

The Findmypast.co.uk hosting of Society data will begin and the same records will be added to the Society's own website. This will give all Members 24/7 access to the records, a move welcomed by many.

The Society will continue to prepare itself to embrace any opportunity to widen its delivery of genealogical knowledge and material.

Objects & aims of the Society

The objects and aims of the charity are to promote, encourage and foster the study, science and knowledge of genealogy. The Society's principal activities in achieving this aim continue to relate to education:

- ❖ maintains the foremost specialist library in the country
- ❖ provides a comprehensive programme of lectures, tutorials and courses
- ❖ publishes textbooks and indexes of genealogical material
- ❖ maintains co-operative relationships with allied organisations
- ❖ lobbies government and other relevant organisations on behalf of the genealogical community

The objectives we set ourselves for the year were to maintain membership numbers, to increase lecture delivery, to increase

accessibility to material by increasing data on-line, to increase the numbers of day visitors, to continue providing excellent customer service, to improve accessibility by ensuring prompt cataloguing of library material and to follow a strategic plan with income generation as its major component.

Achievements & performance

Detailed descriptions of the different departments' performance are made throughout this Annual Report. However, the Trustees recognise the need to have some Key Performance Indicators to assess whether the Society is achieving its objectives.

The following Key Performance Indicators were approved and instigated in 2010. An assessment is made each year on the continuing suitability of the Indicators and the trustees monitor them on a quarterly basis.

The economy has played a big part in the KPI results this year. It is clear people are being very careful on expenditure. The changes to economy will have hit the over 60s particularly and this group is a large part of our market.

An net loss of 433 Members during the year has obviously had an impact on our finances. Plans have already started for increased marketing and advertorial. With our Centenary year aimed at raising our profile we are anticipating that we can reverse this during 2011.

Key Performance Indicators:

Department	Objective	2009	2010	Target	Variance
Membership	To maintain numbers	11,447	11,014	11,447	-3.78%
Lectures	To achieve £22,000	£22,701	£20,342	£22,000	-7.5%
Lectures	To increase numbers	1631	1539	1900	-19%
Data On-line	To add at least ten sets per annum	153	101	10	+91%
Paid Day Visitors	To increase on 2009	£8,544	£6,533	£10,000	-34.7%
Society Research	To increase on 2009	£407	£561	£1,000	-43.9%
Customer Care	To achieve 92% satisfaction rate	93.8%	94.5%	92%	+2.5%
Cataloguing 1	To reduce the backlog on CD/Fiche and 'other' materials to end of 2007	Jan 2006	Dec 2006	Dec 2007	-12 months
Cataloguing 2	To ensure rest of material is catalogued within 3 months of receipt	Nov 2009	Dec 2010	Sep 2010	+3 months

Lectures have actually done well despite not achieving the targets. No large group bookings were received this year and the online courses planned only started at the end of the year (hence the reason for not achieving target). The online course has gone particularly well and should prove positive for 2011.

2010 was a good year for our data online. Record sets were added regularly to enhance Members' access at home. There will be a considerable increase in this in 2011 when all the data previously on Origins.net is added to the site.

Paid day visitors are still falling. This could be caused by a combination of reasons; e.g. the economy, our free area at the front of house or our promotions which included a free access visit. In 2011 we will be carrying out a couple of marketing initiatives and with the new Contact Management System will be able to analyse data collected.

Society research has remained steady since we lost the person who administered this task. Although not reaching target it did increase on last year. This is not one of our key tasks as outlined in the Society's Vision and Mission Statement as we should be encouraging people to research themselves. It will, however, be discussed at the next review of KPI's.

Customer Care surveys continued and useful feedback comes from them to enable us to improve services. All comments are passed on to relevant parties.

Library cataloguing is going well and good progress has been made during the year. The task the Society has not achieved was with cataloguing CDs and non-urgent material. Although not quite reaching target due to a large backlog of CDs for one particular year, we are pleased with the progress in general. The Society's extra volunteer during the year was able to continue to help make inroads into the backlog and Sue Gibbons kindly stepped in while the cataloguer was away on sick leave.

As the Society is now reliant on fundraising income it may be appropriate to add a fundraising KPI and again this will be discussed at the next review of KPI's.

The KPI's continue to add focus to our work and are a useful exercise.

Public Benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit.

The purpose of the Charity is encapsulated in its objects to make available its resources to as wide an audience as possible, to encourage the study of Family History. One excellent example is the free Open Access area facilitated by our Community Officer who assists all newcomers in starting their educational journey. By reading this report it will be clear what wide services the Society offers to ensure all the public can benefit from its services.

The Library

In September Sue Gibbons retired as the Society's Librarian after nearly 20 years at the helm. Amongst the many notable advances during her tenure was the introduction of the online catalogue. She has subsequently helped as a volunteer, writing the chapter on the library for the Centenary book and an in depth description of the library holdings for the *Genealogists' Magazine*.

Following Sue's retirement Tim Lawrence was appointed as the new Head of Library Services. Tim carried out his professional library training at the University of Brighton, where he was awarded a first class honours degree in Information and library studies. He has already worked at the Society for 13 years, the last 7 as Deputy Librarian, and has gained a good knowledge of the Society's unique collections during that time.

Accessions

For the 9th year running the acquisitions budget was set in maintenance mode. However the income from the 2nd hand book stall at *Who Do You Think You Are? Live* was a record and this enabled a number of new purchases to be made.

Amongst the 1,810 new items added to the collection this year were:

A Statistical account of Scotland
Irish parish registers for Cork & Limerick
International Vital Records Handbook
Tracing your Air Force Ancestors
My Ancestor was an Apprentice
My Ancestors were Gypsies
My Ancestors were Londoners
My Ancestor was an Agricultural Labourer.
My forebears were members of the Ancient Order of Foresters
Tracing your railway ancestors
Tracing your 20th century family history
Passenger and Immigration Lists supplements
Burnley parish registers

Northamptonshire and Somerset parish registers on microfiche (acquired in previous years but now fully catalogued)
Oxfordshire Monumental Inscriptions (including images)
Pike's publications containing details of local businesses
Family & Local History Handbook (12th ed)
Warwickshire Hearth Tax Returns 1670
Index to divorces 1858-1932 (film donated by the National Archives)
RG4 nonconformist registers (film donated by the National Archives)
Trafalgar – list of officers, seamen & marines who fought
Cambridgeshire christening, marriage and burials indexes on CD
The Royal Household 1837-1897
GRO overseas marriage & death registration (film)
National Burial Index (3rd edition)
Middlesex parish registers transcribed by Cliff Webb
Wills transcribed by Dave Woolven
Somerset & Dorset monumental inscriptions transcribed by Sir Mervyn Medlycott
Coastguards index.

Grateful thanks are due to all those individuals and organisations that have donated material to the library in the past year.

4,316 sets of microfiche, 984 CDs and 510 books on closed access were consulted during 2010, in addition to 325 documents, 112 special collections, 59 roll pedigrees and 49 maps. Numbers of people consulting the main book collection are not monitored as they are on open access.

129 items were borrowed from the premises by 65 Members, in addition to 29 postal loans. Digital camera/USB usage remains popular with 210 people taking advantage of this facility.

Binding and conservation

A total of 88 items were bound during the year at a cost of £1935. Items that were too brittle to be rebound due to the acid content in their pages were transferred to closed access

Work has continued on packing new incoming collections, together with relisting and rekeying existing collection descriptions to give a standard consistency. The existing Special Collections are also being repackaged in acid free wallets. Good progress has been made on listing the Small Collections, many of which have appeared in the *Genealogists' Magazine*, and the Topographical Document Collection. Thanks are due to Sue Lumas FSG and her team of volunteers who worked in very trying conditions.

Digitisation

The Canon card scanner continued to be used to scan the Society's Great Card Index, which should be complete in early 2011.

Fresh data continued to be added to the Members' area of the website throughout the year, as expressed elsewhere.

Society volunteers have continued to transcribe data remotely with the aid of the Online Transcription Tool provided by Findmypast, and the first of this should be made available in 2011.

A number of digitisation initiatives were implemented in 2010 including:

Civil Service Evidence of Age project – linking images to the database.

Apprentices of Great Britain – including extending the index forward in time.

British Wills Index – indexing of wills within the Society's collection.

Kent Marriage Index – keying of Michael Gandy's Kent Marriage Index cards.

Great Card Index - scanning of the cards.

Great Western Railway probate registers - images added to Findmypast.

Coleman's Catalogues – extending the index beyond Volume 100.

Library catalogue

Usage of the Library catalogue (SOGCAT) via the Internet, has continued to grow and enables potential users of Library material, either in person or via our fee-paying search and copy service, to precisely identify items they are seeking.

Open Access area

The Society's Open Access Area continued with its third year of support from the City of London Corporations' City Bridge Trust. This enabled the SoG's Community Officer to give personal help and guidance to new family historians and to promote the Society of Genealogists and its resources through local libraries and community groups around London. Outreach activities and workshops took place in partnership with Age Concern Camden; Mayfair, Wandsworth and Surbiton Library services.

Membership

Membership at the end of 2010 was 11,014 (11,447 – 2009). The net loss of 433 Members was to be expected in a continuing economic downturn. During the year extra measures were taken to encourage Membership, with free gifts and discounting the one off joining fee. A marketing campaign is planned for early 2011.

In addition to new joiners the Society is still working hard on adding value for existing Members. The main area is the digitisation programme. The more data we can add to the Members online area the more this assists Members in accessing our material without the need for a Library visit. This continued to go well in 2010 and 2011 will see a huge increase in material available.

A lot of work was put into the new Contact Management System and early in 2011 Members will be able to see the first phase of an online account. Thanks go to the Membership Officer, Jacki Ellis and Chris Broomfield for all the work undertaken to bring this to fruition.

Membership fees yet again were not increased in 2010 and remain at £45 with a discount if paying by direct debit. Day entry fees remained the same too at £4 for one hour, £10 for four hours and £18 for a day.

Publications

2010 got off to a terrific start with the Society being named best genealogical book publisher of 2009 by *Your Family Tree* magazine.

2010 saw the publication of one new title (bringing the Society's list to 187) and several revised or new editions of existing works. Work continued on preparation of the Society's Centennial History publication in preparation for the Centenary in 2011 and the Society's guide to registers which is also expected to be published in 2011. Thanks go to our designer Graham Collett and the SoG Enterprises Retail Manager Anthony Mortimer. Else Churchill continues to act as genealogical content editor in support of the Publications Committee and Roy Stockdill continues as Commissioning Editor. New titles were worked on with authors.

New Publications

My Ancestor was an Apprentice by Stuart Raymond

New or Revised Editions

My Ancestor was an Agricultural Labourer by Ian Waller
(revised edition)

My Ancestor was a Coalminer by David Tonks (2nd edition)

My Ancestors were Gypsies by Sharon Sillers-Floate

(3rd edition)

My Ancestors were Londoners by Cliff Webb (6th edition)

Electronic publishing

No new data sets were added in 2010 to either of the Society's commercial host partnerships British Origins or Findmypast. However, much work went on in the background in preparation of the retendering of the SoG data contract as the Origins partnership drew close to the end of the contract in 2010 (as is reported elsewhere). Scanned images were edited and prepared for loading on to Findmypast. Hard copy search and printout services for records indexed on both Origins and Findmypast continued. Members received free access sessions to SoG data on British Origins and discounts on Findmypast. Both websites remained free in the Library

The Members' area

The Society continued to add data sets to the Members' area of its own website and thanks must go to Tim Lawrence and John Hanson for work in this area and for the work of a considerable number of volunteer indexers. By the end of 2010 the Members' area contained 280 datasets; more than doubling the amount of information available to some 786,616 names. Major additions in 2010 included:

English parish registers and monumental inscriptions

Army biographies in the SoG Library

Poll Books for Hereford and Northampton

Crisps Original Marriage Licences

St Martin in the Fields Settlement Examinations

Various probate datasets including PCC Administrations Index for 1750-1800, PCY wills, Devon Peculiars, Bristol wills, West Sussex inventories and name indexes to various abstracts and copies of wills in the SoG documents collections.

Considerable work went on in the background throughout the year to prepare the existing and potential new data on the Members' area for the launch of MySoG in 2011. This facility will consolidate access to the Society's online data and provide enhanced personal functionality for Members to renew subscriptions online and undertake other activities. Thanks are due to Geoff Stone, Chris Broomfield and of course Tim Lawrence and Sue Gibbons for work on the consolidation of the Members' area and preparation of the transfer of SoG online genealogical data into the website and onto Findmypast.

Communication

On the web-site the trend of previous years continues with usage levels maintained over a quarter of a million unique visitors accessing the site during 2010.

The homepage has continued to be updated to promote lectures and events throughout the year, and was very successfully used to highlight a number of membership campaigns in 2010. It also providing a portal to 'News & Blog' (see details below), library collections and new on-line sources.

The Society's Blogs continue to supplement and increase the SoG web presence and thanks are due to Alec Tritton who has now designed and maintains 3 SoG Blogs.

SoG and family history news can be found on www.SocietyofGenealogists.com which saw 102 news stories from or about the Society during 2010. These headlines were also integrated into the main sog.org.uk webpages and both were syndicated by RSS feeds.

Updates and information about the 2011 Centenary conference and celebrations were published at www.familyhistoryconference.net

2010 saw a third Blog added as an online exhibition of the Treasures in the Society of Genealogists Library on www.familyhistorytreasures.org.uk. This was useful to provide support and supplementary information on the Society's collections to assist the fundraiser and also acts as a digital exhibition as part of genealogical resources within the Society's forthcoming Centenary celebrations. The Society of Genealogists having held exhibitions as part of its Silver and Golden Jubilees it was felt fitting to bring the exhibitions into the digital age.

In 2010 The Society of Genealogists increased its presence on social networks - notably gaining many more followers on Twitter where news announcements and other items are circulated under SoGGenealogist.

The Members' email list has remained active, though the number of messages has dropped since the previous year. Membership of the list has remained steady at around 455. A variety of topics were discussed, or advice given, ranging from British Library Admission, BMD certificates for Adelaide in Australia, and Wills and Probate requests. This list is not an official line of communication with staff or officers of the Society, although some post to the list in a private capacity. Contact details are shown in the back of *Genealogists' Magazine*.

The News email list is used for giving details of Society lectures and courses, but other news now goes to the Society Blog.

To improve streamlining of internal functions such as accounts, bookshop, events, gate operation, membership etc the new Contact Management System has continued to be implemented as mentioned in previous reports. This system will when fully installed aid the Membership experience by giving Members access to their accounts online and a more efficient online presence. The Members' access portal - MySoG - planned for the end of 2010 was successfully launched in February 2011 providing for subscription renewal online and access to SoG Data Online (previously 'the Members' area'). Additional features will be added during 2011.

Education, Lectures, Courses and Fairs

The education programme, overseen by the Education Committee, remains integral to the Society's activities. The partnership with Pharos Tutors continued to develop distance-learning projects, which saw the introduction in September of the joint Pharos/SoG Family History Skills and Strategies (intermediate) Distance Learning Course with Certificate. The project team has established a joint editorial and assessment board and the course was well attended and received and is to repeat into 2011 and 2012. No other external courses or grant-funded courses were held in 2010. The implementation of a new Contact Management System and events management tool has proved rather challenging during 2010 with further training and updates to be implemented. Feedback on the Society's program of lectures, full and half day courses, tutorials and evening classes remains positive and the Society of Genealogists continues to present perhaps the largest range of genealogical courses and events in the country. The final attendance figure is 1539 (1631 in 2009) generating income of £20,342. The Society is very grateful to all those who continue to speak or support the Society's programme, especially Lori Weinstein who administers the programme and the Events Working Party comprised of Else Churchill, John Hanson and Alec Tritton.

The Society's bi-weekly library tours were well attended, as were the 2 New Member Orientation Days and 2 Open Days. 12 Group visits, including an orientation day at the Society for TNA staff, brought the Society new Members whilst the 23 Saturday advice sessions helped people break through their genealogical brick walls. A work experience student spent 2 weeks with the Society in the summer helping with indexing. The Society volunteers continue to provide free genealogical help through the twice-weekly telephone advice line. Details of

all the SoG help and advice can be found on the education pages of the website along with free information leaflets.

The SoG experts were in attendance helping at the fourth *Who Do You Think You Are? Live* event at Olympia on 26-28 February 2010 which saw attendance figures increase and created record sales and memberships for the SoG. The Society of Genealogists arranges over 100 workshop presentations by some 60 or so speakers for the show, which proved extremely popular and saw many talks reaching capacity. Lori Weinstein coordinates all of the SoG volunteer Experts who give advice at the show and Else Churchill organises the workshops and speakers.

Three talks about the SoG library and collections were given to external groups by the Librarian. We were also represented at the Nunhead Cemetery Open Day.

External liaison, media coverage and outreach

The Society continues to be very active in the genealogical community. It represents family historians wherever it can with close relationships with fellow members of the British Genealogical Record Users Committee which the SoG convenes and by interacting with the General Register Office and other record holders whenever it can. The Society works closely with TNA and attends various representative TNA user bodies. The SoG is a member of Archives for London and the Committee of London Research Libraries in History. The Genealogist serves on the Advisory Council on National Archives and Records, the council of the British Records Society and is a Trustee of the Halsted Trust.

The Society liaised with and gave interviews and advice to the 2011 census outreach team from the Office of National Statistics with regard to the genealogical and historical use of census records. The Genealogist attended a meeting with the GRO in Southport concerning its services for family historians. The Society responded to the Ministry of Defence Public Consultation on the transfer of historic (WW2) personnel records to The National Archives.

Media Coverage

Various press and media interviews were given throughout the year. The Society was asked to comment on the release of the probate indexes by Ancestry and there was increasing interest by the genealogical press in the latter part of the year in

preparation for the SoG launch of online data and our Centenary celebrations which bodes well for 2011. Feature articles about the Society appeared in *Practical Family History* and overseas websites and newsletters.

The Genealogist continues to write a column for *Your Family Tree* and to contribute to Questions and Answers in other genealogical magazines. The Genealogist started a new column for the Australian genealogical magazine *Inside History* which was introduced in 2010.

Outreach activities

The Genealogist went out to give presentations to some 23 Societies or groups during the year including a visit to Vancouver Island in Canada to speak at the Nanaimo Family History Society Conference. She spoke at the Guild of One Name Studies Conference in Oxfordshire, for the Cleveland FHS in Durham and at the Archives for London Conference.

Due to the retirement or indisposition of certain volunteers the Society attended slightly fewer fairs and events around the country. However the Census Detectives went where they could and staff and volunteers attended major northern fairs at York and Newcastle.

Premises

During the year the front of the building had a much-needed mini makeover. The lower half of the frontage was repainted and essential fascia repairs carried out.

Health and Safety Assessments and fire risks have been undertaken during the year and thanks go to Frank Hardy for his assistance. Regular maintenance continues for all standard items e.g. lift, air conditioning, fire extinguishers, fire alarms, burglar alarm etc

The building does continue to need maintenance and consideration has been made in this year's accounts for a major repair fund for items such as windows, roof etc

Fellowship & awards

Fellows

The Articles of Association of the Society prescribes three 'classes' of Members. They are Ordinary Members, Fellows and Honorary Fellows. The constitution sets a maximum of 100

Fellows and just 10 Honorary Fellows. Those put forward for Fellowship must have been Members for at least five consecutive years, but those proposed for Honorary Fellowship do not need to be Members of the Society at the time of their nomination. Candidates for either honour must be proposed by not fewer than six Fellows and a secret ballot is then held among all the Fellows. Successful nominees must secure a two-thirds majority. In weighing their vote, Fellows must judge whether those proposed for Fellowship have rendered 'distinguished services to the Society or to genealogy' and whether they wish to honour those proposed for Honorary Fellowship for their 'very distinguished services to genealogy'.

The election of one new Fellow, Mr Geoffrey Stone, was announced at the Annual General Meeting in 2010.

At 31 December 2010 there were two Honorary Fellows.

Anthony Camp, MBE, 1982,
Jeremy Gibson, Fellow 1963, Hon 1999

There were 75 Fellows:

John Addis-Smith, 1999	John Hamden, 1999
Colin Allen, 2002	Duncan Wilson Harrington, 2007
Mrs Norma Allum, 1993	David Hawgood, 1987
Michael Armstrong, 1994	Mark David Herber, 2007
Dr Morris Bierbrier, 1993	Ian Jeffery Hilder, 2003
Paul Blake, 1994	David Mervyn Horwill, 2007
Brian Brooks, 1978	Cecil Humphery-Smith, 1970
Christopher Broomfield, 2007	Kingsley Ireland, 1973
Robert Michael Bunting, 2007	Keith Johnson, AM, 1992
Mrs Yvonne Jean Bunting, 2002	Dr Anthony Joseph, 1970
Michael Burchall, 1975	Charles Kidd, 2000
Dr Colin Chapman, 1990	Miss Patricia Kirkland, 1991
Peter Christian, 2000	J M Kitzmiller II, 1993
Peter Wilson Coldham, 1999	Brian Loomes, 1993
Miss Stella Colwell, 1975	Mrs Susan Lumas, 1997
Harold Culling, 1996	Miss Hilary Marshall, 2000
Alan Dell, 1990	Sir Mervyn Medlycott, Bt, 1990
Patric Dickinson, 2000	Richard Moore, 1989
Dr Andrea Duncan, 1998	Mrs Joy Wade Moulton, 1992
Vic Gale, 1991	Nicholas Newington-Irving, 1999
Michael Gandy, 1987	Peter Nutt, 2004
Paul Gorry, 1999	Derek Palgrave, 1982
Stephen Hale, 1989	Mrs Pamela Palgrave, 2005
John Hanson, 2005	Peter Park, 1989
Frank Hardy, 1998	

Eric Probert, 1994	Miss Monnica Stevens, 1998
Mrs Doris E Pullen, 1992	Geoffrey Stone, 2010
Prof Brian Randell, 2000	Neville Taylor, 1995
Richard Ratcliffe, 2001	Dr Stephen Taylor, 2006
Dr Colin Rogers, 1986	Rt Hon the Lord Teviot, 1975
John Rowlands, 1995	Dr Neil Thompson, 1982
Mrs Sheila Rowlands, 1995	John Titford, 2004
Malcolm Sainty, AM, 1996	Mrs Jean Tooke, 1992
Mrs Beryl Schumer, 2008	Dr Chris Watts, 1982
Dr Michael Siddons, 1998	Cliff Webb, 1981
Paul Floyd Smart, 1988	James Willerton, 2002
Dr Peter Spufford, 1969	William Michael Wood, 2008
David Squire, 1998	Dr David Wright, 2009

We announce, with regret, the death of the following Fellow:

Donald Whyte, Member from 1979

Awards

The Board of Trustees is able to recognise the contribution of Members, non-members and appropriate organisations through the award of a Certificate of Appreciation. His Royal Highness Prince Michael of Kent has graciously agreed that a special award may be made from time to time bearing his name. In 2010, the Prince Michael of Kent Award was not awarded.

In 2010, Certificates of Appreciation were awarded to Kate Campbell, Meryl Catty, Derek Cookson, David Froud, George Harding, Chris Jacob, Ann Jenkinson, Joyce McLellan, Joanna Newland, Judi Panter-Brick, Doug Parrock, Consuelo Phelan, Pamela Ann Scoular, Antonina Spittal, Mary Timmins, Alec Tritton, Bonnie Ure and Jeremy Wilkes.

Vice-Presidents

It was with great pleasure David Sellar, Lord Lyon King of Arms was elected unanimously as a new Vice-President of the Society in 2010.

Volunteers

Projects mentioned in the Library digitisation section would not have been possible without the Society's dedicated army of volunteers, co-ordinated by Mary Timmins and supervised by Tim Lawrence. Mary, Tim and Mike Wood form the Volunteers Working Party.

Finance

Grateful thanks are due to Phil Marris who acted as project co-ordinator for the Business Index, and to Chris Broomfield and John Hanson who have maintained and improved the Society's computer systems during the year. Thanks also go to Alec Tritton who has put a lot of work into the Society's blog and professional sections of the website.

It is not always possible to name all our volunteers but a big thank you goes to everyone who helps. Without the help of volunteers the Society would not be able to function half as well as it does.

Fundraising

2010 saw a good continuation of our fund-raising campaigns and the Society would like to say a huge thank you to the Members for showing their financial support of the Society's aims and purposes.

In 2010 we applied for many grants from trusts and saw success with one of our applications. We received a grant to fund a large A2 scanner which is now installed in the lower library and is a huge help with digitisation.

The Friends of the Society initiative launched in May 2009 continued and in 2010 raised £33,644 (2009: £34,611) Friend benefits such as visits and lectures have all been well reviewed and we are optimistic that our Gold, Silver and Bronze Friends will continue to support the Society by renewing their Friend subscriptions each year.

Donations for our Centenary Appeal continued to flow steadily throughout 2010 and raised £10,915 (2009: £13,422) thanks to advertising in the *Genealogists' Magazine*. We have kept Members updated on our progress through the 'make a donation' page on our website.

In previous years many of our larger donations came in the form of legacies. In 2011 we will be revisiting the legacy leaflet and updating it accordingly.

Fundraising will be a key component of Society income for the foreseeable future. As such, our fundraising activity will continue to be pro-active.

The Trustees are pleased to present the financial summary for the Charity for the year ended 31 December 2010.

Treasurer's Report

The Society finances showed a reasonable surplus in 2010 partly due to the ongoing fundraising efforts of staff and trustees. The 'Friends' Scheme has continued to be successful, bringing in £33,644, again including six Platinum Friends. The City Bridge Trust has donated £20,000 for the third time which has allowed us to pursue local out-reach activities and operate an Open Access Area where computers with access to on-line data, tuition and advice has been freely available.

Generous donations from a grant and a member have allowed us to purchase additional scanners to enable us to digitise more of our material. This has a threefold benefit; data to go in the on-line Members' Area, possible income generation and freeing valuable space in the Library. Three legacies totalling over £67,000 were received and our thanks go posthumously to Mrs Ashby-Fortey, Mrs Eldridge and Mr Lawson Stewart. Our Centenary Appeal raised £10,915 and other donations totalling £29,183 have contributed to our funds.

The Society has now become dependent on grants and donations since we can't simply raise the subscriptions to meet our needs. The Board of Trustees thank the many donors for their generous support, especially those who join our 'Friends' scheme. This allows us to benefit not only from their contributions, but also from the associated gift-aid tax refund.

Investment powers

Under the memorandum and articles of association, the charity has the power to make any investment, which the trustees see fit.

Trading Subsidiary

The charity's wholly owned trading subsidiary, Society of Genealogists Enterprises Limited, undertook its eleventh year of operating the commercial trading activities of the Society. The subsidiary giftaids any profits to the charity, and these additional funds are generated to meet our charitable objectives.

During the year the trading subsidiary continued to work hard on performance, but it has to be said that the economy did not help trading during the year. Income from data online still did not pick up and the new data was longer in preparation than

expected. Book sales dropped significantly during 2010 due to both the economy and production problems with new titles. New titles were forthcoming by the end of the year so we are hoping for an improvement in 2011. Income continued to take a fall in day admissions. With the uncertainty of the economy it is obvious people are having to monitor their expenditure more closely. The final gift aid to the Charity will still be £30,000, which is of significant help to the Charity.

Strategic review, reserves policy and risk management

As part of the strategic review, the trustees continued the risk management strategy, which comprises an annual review of the risks which the charity may face the establishment of systems and procedures to mitigate those risks identified in the plan, and the implementation of procedures designed to minimise any potential impact on the charity should any of those risks materialise.

This exercise as well as being beneficial also complies with the requirements of the Statement of Recommended Practice Accounting and Reporting by Charities, 2005, by which the Charity abides. Many of the risks identified are standard risks such as financial and property loss which can be covered by insurance. However key risks identified were intellectual property theft and the erosion of the value of our assets by the continual growth of material online. The Society is addressing this seriously and has set up a vital Digitisation Working Group to deal with it. Another key risk is that of reducing income under the current economic climate and this also is being dealt with under the Strategic Plan and the fundraising initiatives. In addition expenditure has been looked at to minimise outgoings.

The trustees have forecast the level of free reserves (that is those funds not tied up in fixed assets, and designated and restricted funds) the charity will require to sustain its operations and make appropriate adjustments should there be a material reduction in the charity's income. The trustees consider that the most appropriate level of free reserves is a sum equivalent to six months of the charity's running costs estimated at £200,000, the current level is £288,081. It is the trustees' view that the balance of income and expenditure should be managed to maintain the appropriate level of free reserves to the appropriate level. It was decided during 2009 to release the designated development reserve to assist in achieving the free reserves sum required.

Trustees' responsibilities in relation to financial statements

The trustees (who are also directors of The Society of Genealogists for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice.) Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- ❖ select suitable accounting policies and then apply them consistently; observe the methods and principles in the Charities SORP
- ❖ make judgments and estimates that are reasonable and prudent;
- ❖ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- ❖ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Audit information

So far as each of the trustees at the time the trustees' report is approved is aware:

a) there is no relevant information of which the auditors are unaware; and

b) they have taken all relevant steps they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Small Company Rules

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

This report was approved by the Board of Trustees on 19 April 2011 and signed on its behalf by:

Colin Allen

Colin Allen, FSG, Chairman

19 April 2011

Geoffrey Stone

Geoffrey Stone, FSG, Treasurer

19 April 2011

Company Number: 115703

Independent Auditors' Report

to the Members of Society of Genealogists

We have audited the consolidated and parent charitable company's financial statements of The Society of Genealogists for the year ended 31 December 2010 which comprise the Consolidated Statement of Financial Activities [Incorporating the Consolidated Summary Income and Expenditure Account], the Consolidated and Charity Balance Sheets and the related notes. These financial statements have been prepared in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

This report is made solely to the company's Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's Members those matters we are required to state to them in an auditor's 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 Members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective Responsibilities of Trustees and Auditors

The trustees' (who are also the directors of the charitable company for the purposes of company law) responsibilities for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice and have been prepared in accordance with the Companies Act 2006. We also report to you whether, in our opinion, the information given in the Trustees' Annual Report is consistent with the financial statements.

In addition, we report to you if, in our opinion, the charitable company has not kept adequate accounting records, if the charitable company's financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implication for our report if we become aware of any apparent misstatements within it.

Basis of Audit Opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the group's and charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion:

- ❖ the financial statements give a true and fair view of the state of the group's and parent charitable company's affairs as at 31 December 2010 and of the group's incoming resources and application of resources, including the income and expenditure for the year then ended;
- ❖ the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- ❖ the financial statements have been properly prepared in accordance with the Companies Act 2006; and
- ❖ the information provided in the Trustees' Annual Report is consistent with the financial statements.

.....
Neil Finlayson, Senior Statutory Auditor
For and on behalf of Kingston Smith
LLP, Statutory Auditors

Devonshire House
60 Goswell Road
London
EC1M 7AD
Date:

Society of Genealogists
Consolidated Statement of Financial Activities
(Incorporating the Income and Expenditure Account)
For the year ended 31st December

	Note	Unrestricted Funds £	Restricted Funds £	Total 2010 £	2009 £
Incoming Resources					
Voluntary income					
Legacies		67,099	-	67,099	71,741
Grants and donations received		88,676	35,037	123,713	96,515
Interest receivable		2,263	-	2,263	4,260
Incoming resources from charitable activities					
Membership income	2	388,604	-	388,604	407,134
Library income		-	8,304	8,304	7,839
Event income		38,257	-	38,257	38,820
Genealogy income		1,651	-	1,651	1,670
Other income from charitable activities		3,544	-	3,544	5,648
Magazine		8,699	-	8,699	7,886
Book shop		91,219	-	91,219	105,412
Other income		-	-	-	-
Total Incoming Resources		<u>690,012</u>	<u>43,341</u>	<u>733,353</u>	<u>746,925</u>
Resources Expended					
Charitable Activities					
Membership expenditure		127,263	-	127,263	113,915
Library expenditure		218,491	23,742	242,233	280,538
Event expenditure		88,360	-	88,360	86,679
Genealogy expenditure		13,784	-	13,784	16,222
Bookshop, magazine & publications expenditure		133,004	-	133,004	156,810
Fundraising costs		31,828	-	31,828	36,131
Governance		44,022	-	44,022	40,391
Total Resources Expended	4	<u>656,752</u>	<u>23,742</u>	<u>680,494</u>	<u>730,686</u>
Net Incoming resources for the year before transfers		33,260	19,599	52,859	16,239
Transfers between funds	11a	<u>8,653</u>	<u>(8,653)</u>	-	-
		41,913	10,946	52,859	16,239
Fund balances brought forward at 1st January 2010		<u>1,233,781</u>	<u>27,689</u>	<u>1,261,470</u>	<u>1,245,231</u>
Fund balances carried forward at 31st December 2010		<u><u>1,275,694</u></u>	<u><u>38,635</u></u>	<u><u>1,314,329</u></u>	<u><u>1,261,470</u></u>

All gains and losses arising in the year are included in the Statement of Financial Activities and arise from continuing activities.

The net incoming resources of the charity, for the year is £52,859

The notes on pages 14 to 16 form part of the financial statements.
will be done when incorporated into full report

Society of Genealogists

Balance Sheets as at 31st December 2010

	Note	Group		Charity	
		2010 £	2009 £	2010 £	2009 £
Fixed Assets					
Tangible assets	6	952,812	932,324	952,071	932,394
Investments	7	-	-	20,000	20,000
		<u>952,812</u>	<u>932,324</u>	<u>972,071</u>	<u>952,394</u>
Current Assets					
Stock of goods for resale		27,078	28,198	-	-
Debtors	8	53,064	45,547	76,381	64,216
Cash at bank and in hand		421,658	377,898	377,628	366,752
		<u>501,800</u>	<u>451,643</u>	<u>454,009</u>	<u>430,968</u>
Creditors: Amounts falling due within one year	9	<u>(140,283)</u>	<u>(122,497)</u>	<u>(117,291)</u>	<u>(126,260)</u>
Net Current Assets		<u>361,517</u>	<u>329,146</u>	<u>336,718</u>	<u>304,708</u>
Total Assets less Current Liabilities		<u>1,314,329</u>	<u>1,261,470</u>	<u>1,308,789</u>	<u>1,257,102</u>
Summary of Funds					
Restricted funds	10	38,635	27,689	38,635	27,689
Unrestricted funds	11	1,275,694	1,233,781	1,270,154	1,229,413
Total Funds		<u>1,314,329</u>	<u>1,261,470</u>	<u>1,308,789</u>	<u>1,257,102</u>

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved, and authorised for distribution by the Board of Trustees on

Colin Allen

.....

Colin Allen, FSG

Chairman of Board of Trustees

Geoffrey Stone

.....

Geoffrey Stone

Trustee

The notes on pages 14 to 16 form part of the financial statements.

Society of Genealogists

Notes to the Financial Statements

For the year ended 31st December 2010

Accounting Policies

Basis of Accounting

The financial statements are prepared under the historical cost convention and in accordance with the Statement of Recommended Practice for Charities (2005) (SORP) "Accounting and Reporting by Charities", the Companies Act 2006 and the Financial Reporting Standard for Smaller Entities (effective April 2008).

Basis of Consolidation

The group accounts consolidate the accounts of the Society of Genealogists and its subsidiary undertaking drawn up to 31st December. As permitted by Section 480 of the Companies Act 2006, no separate statement of financial activities for the Society of Genealogists is presented.

Incoming Resources

Income is recognised in the period in which the charitable group is entitled to receipt and the amount can be measured with reasonable certainty. Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

Donations and legacies

Donations are accounted for gross when receivable, so long as they are capable of financial measurement. The Society recognises legacies when there is adequate certainty and reliability of receipt and their value can be accurately measured.

Grants

Grants receivable are recognised when there is reasonable assurance of their receipt, whether capital or revenue in nature. Grants are not recognised until the conditions for their receipt have been complied with.

Resources Expenses and Basis of Allocation of Cost

Expenditure is included when incurred. Wherever possible costs are allocated directly to activities. Costs common to a number of activities are allocated on a basis appropriate to the cost, this includes proportion of space occupied or of time spent.

Governance costs

These represent costs attributable to the strategic direction of the charity and compliance with constitutional and statutory requirements.

Depreciation

No depreciation is provided on freehold land or on books, manuscripts, and typescripts, since it is the Society's practice to maintain these in a continual state of sound repair and any depreciation involved would not be material. Provision will be made should any permanent diminution in the value of these documents occur. Other fixed assets are depreciated over their estimated useful lives as follows:

Freehold building	2% straight line per annum
Plant and machinery	5% straight line per annum
Furniture, fixtures, fittings and equipment	20% or 25% on book value per annum
Microfilm	10% on book value per annum
Library retrospective catalogue project	over the life of the project

Pensions

The charity operates a defined contribution scheme. The pension costs charged to the SOFA represent the amount of the contributions payable to the scheme in respect of the accounting period.

Society of Genealogists
Notes to the Financial Statements
For the year ended 31st December 2010 (Continued)

1 Accounting Policies (Continued)

Irrecoverable VAT

Irrecoverable VAT is included in Resources Expended within administration costs.

Operating Leases

Rental applicable to operating leases, where substantially all of the benefits and risks of ownership remains with lessor, are charged to the SOFA on a straight line basis over the lease term.

Stocks

Stocks of publications and other items for sale are stated at the lower of cost and net realisable value, after providing for slow moving items.

Investments

The investment in the subsidiary is stated at cost.

Taxation

The Society is a registered charity and avails itself of the exemptions available under the Income and Corporation Taxes Act 1988.

Fund Accounting

The Unrestricted Fund consists of funds to be used for the purposes of the Charity at its discretion. Designated Funds are unrestricted funds which have been set aside by the trustees for particular purposes. The Restricted Fund consists of funds to be used for specific purposes determined by the donor.

2 Membership Fees

	2010	2009
	£	£
These comprise:		
Subscriptions	385,295	402,971
Entrance fees and lost cards	3,309	4,163
	388,604	407,134

3 Staff Costs

	2010	2009
	£	£
Wages and salaries	316,913	340,988
Social security cost	29,068	30,670
Pension cost	19,717	27,224
	365,698	398,882

The average number of full time equivalent employees during the year was made up as follows:

	2010	2009
	Number	Number
Direct charitable activities	9	10
Fundraising	1	1
Governance	2	3
	12	14

Society of Genealogists
Notes to the Financial Statements
For the year ended 31st December 2010 (Continued)

4 Resources expended

	Direct Staff Costs £	Direct Other Costs £	Support Costs £	2010 Total £	2009 Total £
Charitable activities					
Membership expenditure	39,296	50,272	37,695	127,263	113,915
Library expenditure	96,884	31,963	113,386	242,233	280,538
Event expenditure	40,440	19,356	28,564	88,360	86,679
Genealogy expenditure	13,690	94	-	13,784	16,222
Bookshop, magazine & publications expenditure	53,132	62,985	16,887	133,004	156,810
Fundraising costs	29,859	1,969	-	31,828	36,131
Governance	-	16,351	27,671	44,022	40,391
31 December 2010	<u>273,301</u>	<u>182,990</u>	<u>224,203</u>	<u>680,494</u>	
31 December 2009	<u>309,406</u>	<u>201,752</u>	<u>219,528</u>		<u>730,686</u>

Support costs include:

	Staff Costs £	Depreciation £	Premises Costs £	Administration Costs £	2010 Total £	2009 Total £
Charitable activities						
Membership expenditure	23,730	2,786	3,893	7,286	37,695	36,224
Library expenditure	20,863	37,151	51,911	3,461	113,386	112,216
Event expenditure	18,446	2,786	3,893	3,439	28,564	27,366
Bookshop, magazine & publications expenditure	11,548	118	1,298	3,923	16,887	17,346
Governance	17,810	158	3,893	5,810	27,671	26,376
31 December 2010	<u>92,397</u>	<u>42,999</u>	<u>64,888</u>	<u>23,919</u>	<u>224,203</u>	
31 December 2009	<u>89,476</u>	<u>40,299</u>	<u>67,006</u>	<u>22,747</u>		<u>219,528</u>

Included within the direct costs for managing and administering the charity are:

	2010 £	2009 £
Auditors' remuneration - current year	6,190	5,975
Auditors' remuneration - non-audit services	200	-
Annual report and meeting	<u>3,745</u>	<u>2,993</u>

5 Trustees expenses

The directors of the company, being the members of the Board of Trustees, received no emoluments during the year (2009: Nil). However, travel expenses to the amount of £4,161 (2009: £4,264) were reimbursed to 11 (2009: 8) Committee members for travel to Society related activities.

No employee had emoluments in excess of £60,000 in the year (2009: none).

Notes to the Financial Statements

For the year ended 31st December 2010 (Continued)

6 Tangible Fixed Assets

Group	Freehold Land and Buildings £	Plant and Machinery £	Books, Manuscripts & Typescripts £	Furniture, Fixtures and Fittings £	Microforms £	Total £
Cost or Valuation						
At 1st January 2010	932,715	60,133	178,408	356,579	154,711	1,682,546
Additions	-	-	24,711	36,812	3,146	64,669
At 31st December 2010	<u>932,715</u>	<u>60,133</u>	<u>203,119</u>	<u>393,391</u>	<u>157,857</u>	<u>1,747,215</u>
Depreciation						
At 1st January 2010	289,950	59,022	-	291,823	109,427	750,222
Charge for the year	18,654	370	-	20,314	4,843	44,181
At 31st December 2010	<u>308,604</u>	<u>59,392</u>	<u>-</u>	<u>312,137</u>	<u>114,270</u>	<u>794,403</u>
Net Book Value						
At 31st December 2010	<u>624,111</u>	<u>741</u>	<u>203,119</u>	<u>81,254</u>	<u>43,587</u>	<u>952,812</u>
At 31st December 2009	<u>642,765</u>	<u>1,111</u>	<u>179,589</u>	<u>64,756</u>	<u>45,284</u>	<u>933,505</u>
Charity						
Charity	Freehold Land and Buildings £	Plant and Machinery £	Books, Manuscripts & Typescripts £	Furniture, Fixtures and Fittings £	Microforms £	Total £
Cost or Valuation						
At 1st January 2010	932,715	52,154	179,589	356,579	154,711	1,675,748
Additions	-	-	23,530	36,812	3,146	63,488
At 31st December 2010	<u>932,715</u>	<u>52,154</u>	<u>203,119</u>	<u>393,391</u>	<u>157,857</u>	<u>1,739,236</u>
Depreciation						
At 1st January 2010	289,950	52,154	-	291,823	109,427	743,354
Charge for the year	18,654	-	-	20,314	4,843	43,811
At 31st December 2010	<u>308,604</u>	<u>52,154</u>	<u>-</u>	<u>312,137</u>	<u>114,270</u>	<u>787,165</u>
Net Book Value						
At 31st December 2010	<u>624,111</u>	<u>-</u>	<u>203,119</u>	<u>81,254</u>	<u>43,587</u>	<u>952,071</u>
At 31st December 2009	<u>642,765</u>	<u>-</u>	<u>179,589</u>	<u>64,756</u>	<u>45,284</u>	<u>932,394</u>

The valuation of books, manuscripts and typescripts is a 1952 professional valuation amounting to £8,195. Additions since then have been included at cost. The freehold land and buildings were purchased in 1984 and based upon advice from a professional surveyor, £40,000 was ascribed to the cost of the freehold land, no depreciation is provided on this amount. The insured value of books, manuscripts, typescripts, microform, plant and machinery, fixtures and fittings is £2,571,975.

The majority of fixed assets of the society are used for direct charitable activities. The assets used for non-charitable activities are of immaterial value and therefore have not been disclosed separately in the financial statements.

The freehold property is the subject of a legal charge dated 12th October 2001 in respect of all bank borrowings. Currently there are no such borrowings.

Society of Genealogists
Notes to the Financial Statements
For the year ended 31st December 2010 (Continued)

7 Investments

At 31st December 2010, the charity owned all of the issued ordinary share capital, consisting of 20 ordinary shares of £1,000 each, of the Society of Genealogists Enterprises Limited, a company registered in the UK, which operates the trading activities of the group.

The trading results of the subsidiary company are set out as follows:

	2010	2009
	£	£
Turnover	162,418	177,048
Donation	-	-
Interest receivable	-	14
	<u>162,418</u>	<u>177,062</u>
Total income	162,418	177,062
Cost of sales	51,712	56,440
Distribution cost	2,762	3,192
Administrative expenses	77,858	87,786
Corporation Tax	96	-
Donation to Society	30,000	29,600
	<u>162,428</u>	<u>177,018</u>
Total expenditure	162,428	177,018
Net income from trading	<u>(10)</u>	<u>44</u>

At 31st December 2010, the aggregate amount of this company's assets, liabilities, share capital and reserves was:

	2010	2009
	£	£
Fixed assets	741	1,112
Current assets	85,281	73,014
Creditors: amounts falling due within one year	<u>(60,480)</u>	<u>(48,574)</u>
	<u>25,542</u>	<u>25,552</u>
This represented		
Share capital	20,000	20,000
Reserves	<u>5,542</u>	<u>5,552</u>
	<u>25,542</u>	<u>25,552</u>

The remuneration of the auditors of the subsidiary was £3,430 (2009: £3,315)

8 Debtors: Amounts falling due within one year

	Group		Charity	
	2010	2009	2010	2009
	£	£	£	£
Trade debtors	7,040	10,020	1,289	362
Amount owed by subsidiary undertakings	-	-	30,000	29,600
Other debtors	16,330	10,660	15,398	9,387
Prepayments and accrued income	<u>29,694</u>	<u>24,867</u>	<u>29,694</u>	<u>24,867</u>
	<u>53,064</u>	<u>45,547</u>	<u>76,381</u>	<u>64,216</u>

Society of Genealogists
Notes to the Financial Statements
For the year ended 31st December 2010 (Continued)

9 Creditors: Amounts falling due within one year

	Group		Charity	
	2010	2009	2010	2009
	£	£	£	£
Trade creditors	64,073	22,768	40,460	13,630
Amounts due to subsidiary	-	-	7,489	22,737
Taxation and social security	7,789	12,859	6,837	9,397
Other creditors	-	5,930	-	5,930
Accruals and deferred income	68,421	80,940	62,505	74,566
	<u>140,283</u>	<u>122,497</u>	<u>117,291</u>	<u>126,260</u>

Included in other creditors is an amount of nil (2009: £2,024) relating to pensions payable.

9a Deferred Income

	Group		Charity	
	2010	2009	2010	2009
	£	£	£	£
Deferred Income brought forward	57,132	54,299	56,772	53,548
Released to income in the year	(57,132)	(54,299)	(56,772)	(53,548)
Income deferred in the year	54,010	57,132	53,418	56,772
	<u>54,010</u>	<u>57,132</u>	<u>53,418</u>	<u>56,772</u>
Deferred Income carried forward	54,010	57,132	53,418	56,772

**10 Restricted Funds
Group and charity**

	Brought Forward	Incoming Resources	Resources Expended	Transfers £	Carried Forward
	£	£	£		£
Fellows Fund	226	-	-	-	226
Library Funds	17,646	20,071	(1,807)	(8,653)	27,257
Binding Funds	9,817	3,270	(1,935)	-	11,152
City Bridge Trust	-	20,000	(20,000)	-	-
	<u>27,689</u>	<u>43,341</u>	<u>(23,742)</u>	<u>(8,653)</u>	<u>38,635</u>

The *Fellows Fund* is to be used by the Fellows for any purpose deemed appropriate.

The *Library Funds* are to be used specifically for library purchases. The transfer to unrestricted funds represents capital expenditure incurred in the year.

The *Binding Funds* are to be used towards the cost of binding records.

The *City Bridge Trust Fund* is a specific grant for the salary of a Community Officer.

Society of Genealogists
Notes to the Financial Statements
For the year ended 31st December 2010 (Continued)

11 Unrestricted Funds

	Brought Forward	Incoming Resources	Resources Expended	Transfers	Carried Forward
	£	£	£	£	£
Unrestricted charitable funds					
Designated development fund	-	-	-	30,000	30,000
General funds	1,229,414	590,093	(558,008)	(21,347)	1,240,152
	<u>1,229,414</u>	<u>590,093</u>	<u>(558,008)</u>	<u>8,653</u>	<u>1,270,152</u>
Total unrestricted charitable funds	1,229,414	590,093	(558,008)	8,653	1,270,152
Non charitable funds (Subsidiary)*	4,367	99,919	(98,744)	-	5,542
	<u>4,367</u>	<u>99,919</u>	<u>(98,744)</u>	<u>-</u>	<u>5,542</u>
	<u>1,233,781</u>	<u>690,012</u>	<u>(656,752)</u>	<u>8,653</u>	<u>1,275,694</u>

*Non charitable funds include an adjustment to eliminate the profit element on the sale of books to the Charity which

11a Transfers

A transfer took place of £8,653 representing items bought from the Library Fund that are not stated in the SOFA due to their purchase being capitalised. £30,000 was designated for major repairs and maintenance

12 Allocation of Group Net Assets

The group's net assets belong to the various funds as follows:

	Tangible Fixed Assets	Net Current Assets	Fund Balance
	£	£	£
Restricted Funds	-	38,635	38,635
Unrestricted Funds			
Designated Fund	-	30,000	30,000
General Fund	952,071	288,081	1,240,152
	<u>952,071</u>	<u>356,716</u>	<u>1,308,787</u>
Chrity Only	741	4,801	5,542
	<u>741</u>	<u>4,801</u>	<u>5,542</u>
Group	<u>952,812</u>	<u>361,517</u>	<u>1,314,329</u>

13 Status of the Society

The Society is a company limited by guarantee and does not have a share capital. The liability of members is limited to £2 each.

14 Commitments under Operating Leases

At 31st December 2010 the group has an annual commitment under non-cancellable operating leases of land and buildings of £8,500 (2009 - £8,500).

15 Related Party Transactions

John Hanson (Trustee) has professional relationships with Findmypast.com and the Halsted Trust. He played no part in decisions made by them to contribute to the Society. John Hanson received £700 (2009: £1,212) and Michael Isherwood £76 (2009: £nil) for lectures in their professional capacity.

Geoff Stone (Trustee) also has a professional relationship with the Halsted Trust and he too played no part in their contribution to the Society of £250, which was awarded as a grant for specific lectures.

Prior permission by the Charity Commission has been given for Trustees to receive lecture fees and any authors royalties. Hugh Guilford (Trustee) acted as a consultant in the year but no remuneration was paid for his services.

At the balance sheet date, the company owed £30,000 (2008: £29,600) to the Society of Genealogists, its parent company.

At the balance sheet date the Parent company owed the company £7,489 (2009: £22,737).

Included in the turnover of the company are sales of magazines to the sum of £62,500 (2009 - £63,750) to the parent company. During the year the company was also invoiced £14,083 from its parent company for management charges (2009: £15,486).

16 Capital Commitments

The Society is currently installing a new Contact Management System and is contracted to pay the final £5,000 in 2011 on completion of the project.