

**Strategic Report, Report of the Directors and  
Unaudited Financial Statements  
for the Year Ended 31 March 2021  
for  
Sustainability West Midlands**

## **Sustainability West Midlands**

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**Sustainability West Midlands**

**Company Information  
for the Year Ended 31 March 2021**

**DIRECTORS:**

A Bassford  
M J Beveridge  
P A Fisher  
D K Kalirai  
T Miller  
N Templeton  
C J Thiery Weetman  
S Thompson  
I Vazaios  
C A Pollard  
H Smith

**REGISTERED OFFICE:**

c/o Locke Williams Associates LLP  
Blackthorn House  
St Pauls Square  
Birmingham  
West Midlands  
B3 1RL

**REGISTERED NUMBER:**

04390508 (England and Wales)

## Sustainability West Midlands

### Strategic Report for the Year Ended 31 March 2021

The directors present their strategic report for the year ended 31 March 2021.

#### PRINCIPAL ACTIVITIES AND BUSINESS REVIEW

##### Our Vision for our Business

To become the first choice in providing sustainability advice to the leaders of the West Midlands.

##### Our Mission

SWM is the first choice in providing sustainability advice to the leaders of the West Midlands. SWM is recognised by leaders in government, businesses, the public sector and third sector as the best organisation to go to for sustainability solutions and inspiration to create new jobs, cut costs and carbon emissions, and improve health and wellbeing.

##### Our Values

Business led and business like - we seek and expect others to maintain personal and professional standards.

Creative and positive - we are always learning and looking for better ways of working with others.

Respectful - we respect nature's limits and the needs of future generations, we respect each other and celebrate our diversity so that everyone can give their best.

##### Our Role

**Innovation:** Using new ideas, technologies, services and processes to make positive changes quicker and more effectively

**Leadership:** Leading by example and promoting the ideas and perspectives of influencers and policymakers who can inspire and make a difference

**Collaboration:** Enabling the identification of partnerships and brokering connections between sectors to develop more powerful, sustainable solutions

**Celebrating success:** Sharing good practice and promoting the achievements of our members and stakeholders and enabling these to be scaled up and applied elsewhere.

## Sustainability West Midlands

### Strategic Report for the Year Ended 31 March 2021

#### REVIEW OF BUSINESS 2019-20

This has been a very challenging year for SWM where we have faced the impact of Covid-19 on our business and small team. For much of the year 50% of our staff were furloughed. However, despite these challenges we have worked hard to maintain our position and have made a healthy surplus of £4,093.

Our communications have gone from strength to strength and are recognised nationally for their content and reach and we continue to use our Sustainability Roadmap to 2030 to provide a framework for our own activities and to support others in defining their priorities.

We have developed a strong pipeline of future projects, working with both existing and new customers. We continue to diversify our customer base working with key organisations both within and outside the West Midlands. We are delivering ongoing support to national organisations including the Climate Change Committee and the Heritage Fund. We continued to support the West Midlands Combined Authority to develop their new West Midlands Net Zero Business Pledged, launched in partnership with the Mayor in March 2021. We are the low carbon lead for the West Midlands Innovation Programme through to 2022. We sit on the Board of the Midlands Energy Hub supporting with engagement across the region and overseeing delivery of the Rural Community Energy Fund across the Midlands. Working in partnership with kMatrix, we delivered a key regional study quantifying the Low Carbon Environmental Goods and Services sector and used our extensive networks to engage with stakeholders and identify real challenges and opportunities. We are supporting many local authorities in the development of their sustainability strategies and action plans including Solihull Metropolitan Borough Council. We are working with key local businesses to refine their approach to operational sustainability including Willmott Dixon and the Binding Site. In collaboration with the Environment Agency we have started work on a West Midlands Climate Change Risk Assessment and Action Plan, and will undertake our sixth annual benchmark of West Midlands local authority sustainability progress and performance. Both will be published in Autumn 2021.

We retained over 85% of our existing members and have attracted a variety of new and exciting members with the greatest rate of growth being private sector. We grew our membership by over 20% to over 70 organisations. These are businesses, public sector and third sector organisations that are committed to supporting us in our vision and mission. They provided case studies, speakers, hosted events, led or funded projects and engaged with senior leaders and executives.

Our achievements this year were recognised when our Chief Executive was shortlisted for the IEMA 'Sustainability Leader' award.

#### FORWARD LOOK FOR 2020-21

We will develop our new Business Plan to 2025 providing focus on our key goals and certainty for our board, staff and volunteers. We will continue to provide support to the Climate Change Committee, Environment Agency, Heritage Fund, West Midlands Combined Authority, and the Innovation Alliance for the West Midlands. We look forward to working with the Leicestershire Business Gateway Growth Hub to deliver a series of webinars for SMEs starting their journey to Net Zero. We will identify other opportunities in our pipeline from a variety of sources and anticipate that COP26 will result in opportunities across the whole sector. We will support and increase our membership. We will continue to coordinate nine good practice networks and grow their membership. We will support young people by providing placement opportunities for students and recent graduates, and the Young Director position on our board.

#### ON BEHALF OF THE BOARD:



.....  
Andrew Pollard, Chairman of the Board of Directors

Date: ..21 October 2021.....

## Sustainability West Midlands

### Report of the Directors for the Year Ended 31 March 2021

The directors present their report with the financial statements of the company for the year ended 31 March 2021.

#### **DIRECTORS**

The directors shown below have held office during the whole of the period from 1 April 2020 to the date of this report.

A Bassford  
M J Beveridge  
P A Fisher  
D K Kalirai  
T Miller  
C J Thiery Weetman  
S Thompson  
I Vazaios

Other changes in directors holding office are as follows:

T P Haywood - resigned 20 November 2020  
N A Liddell-Young - resigned 9 January 2021  
S Palmer - resigned 9 January 2021  
N Templeton - appointed 23 June 2020  
J Willcox - resigned 31 December 2020  
K E Fuller - resigned 16 April 2020  
C A Pollard - appointed 20 November 2020  
H Smith - appointed 25 November 2020

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

#### **ON BEHALF OF THE BOARD:**



.....  
Andrew Pollard, Chairman of the Board of Directors

Date: ..21 October 2021.....

**Sustainability West Midlands**

**Income Statement  
for the Year Ended 31 March 2021**

	Notes	31.3.21 £	31.3.20 £
<b>TURNOVER</b>		<b>148,980</b>	172,666
Cost of sales		<u>31,191</u>	<u>27,023</u>
<b>GROSS SURPLUS</b>		<b>117,789</b>	145,643
Administrative expenses		<u>127,618</u>	<u>145,858</u>
		<b>(9,829)</b>	(215)
Other operating income		<u>13,922</u>	-
<b>OPERATING SURPLUS/(DEFICIT) and SURPLUS/(DEFICIT) BEFORE TAXATION</b>		<b>4,093</b>	(215)
Tax on surplus/(deficit)	4	<u>-</u>	<u>-</u>
<b>SURPLUS/(DEFICIT) FOR THE FINANCIAL YEAR</b>		<u><b>4,093</b></u>	<u>(215)</u>

The notes form part of these financial statements

**Sustainability West Midlands (Registered number: 04390508)**

**Balance Sheet  
31 March 2021**

	Notes	31.3.21 £	£	31.3.20 £	£
<b>FIXED ASSETS</b>					
Tangible assets	5		<b>6,513</b>		6,154
<b>CURRENT ASSETS</b>					
Debtors	6	<b>9,308</b>		31,617	
Cash at bank and in hand		<u><b>140,652</b></u>		<u>47,229</u>	
		<b>149,960</b>		78,846	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u><b>89,008</b></u>		<u>56,325</u>	
<b>NET CURRENT ASSETS</b>			<u><b>60,952</b></u>		<u>22,521</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>67,465</b>		28,675
<b>CREDITORS</b>					
Amounts falling due after more than one year	8		<u><b>34,697</b></u>		-
<b>NET ASSETS</b>			<u><u><b>32,768</b></u></u>		<u><u>28,675</u></u>
<b>RESERVES</b>					
Income and expenditure account	9		<u><b>32,768</b></u>		<u>28,675</u>
			<u><u><b>32,768</b></u></u>		<u><u>28,675</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these financial statements



**Balance Sheet - continued  
31 March 2021**

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Board of Directors and authorised for issue on 21 October 2021 and were signed on its behalf by:



.....  
Andrew Pollard, Chairman of the Board of Directors

Date: ..21 October 2021.....

## Sustainability West Midlands

### Notes to the Financial Statements for the Year Ended 31 March 2021

#### 1. STATUTORY INFORMATION

Sustainability West Midlands is a private company, limited by guarantee, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

#### 2. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Going concern**

These financial statements have been prepared on a going concern basis, the validity of which is dependent upon the future revenue of the company.

The company has now demonstrated its ability to attract the revenue necessary to meet its costs and the directors are confident that the company will continue to attract all of the funding that it requires over the next twelve months or will take the necessary steps to ensure that it can continue to trade with available resources and it is therefore appropriate to prepare financial statements on a going concern basis.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Income recognised as follows:

- a) Funding which is specifically attributable to a project is recognised in the period in which the relevant expenditure relating to that project is incurred.
- b) General core funding, which is not specifically attributable to a project, is recognised in the period in which it is received

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 20% on cost

All assets with a cost of over £500 are capitalised.

##### **Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

## Sustainability West Midlands

### Notes to the Financial Statements - continued for the Year Ended 31 March 2021

#### 2. ACCOUNTING POLICIES - continued

##### Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

##### Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year. The assets of the scheme are held separately from those of the company in independently administered funds.

#### 3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 3 (2020 - 3).

#### 4. TAXATION

##### Analysis of the tax charge

No liability to UK corporation tax arose for the year ended 31 March 2021 nor for the year ended 31 March 2020.

#### 5. TANGIBLE FIXED ASSETS

	<b>Computer equipment £</b>
<b>COST</b>	
At 1 April 2020	6,366
Additions	<u>1,664</u>
At 31 March 2021	<u>8,030</u>
<b>DEPRECIATION</b>	
At 1 April 2020	212
Charge for year	<u>1,305</u>
At 31 March 2021	<u>1,517</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u>6,513</u>
At 31 March 2020	<u>6,154</u>

#### 6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	<b>31.3.21 £</b>	31.3.20 £
Trade debtors	9,308	10,954
Other debtors	-	<u>20,663</u>
	<u>9,308</u>	<u>31,617</u>

## Sustainability West Midlands

### Notes to the Financial Statements - continued for the Year Ended 31 March 2021

7.	<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b>31.3.21</b>	31.3.20
		£	£
	Bank loans and overdrafts	<b>4,303</b>	-
	Trade creditors	<b>6,029</b>	8,213
	Taxation and social security	<b>19,628</b>	8,846
	Other creditors	<b><u>59,048</u></b>	<b><u>39,266</u></b>
		<b><u>89,008</u></b>	<b><u>56,325</u></b>
8.	<b>CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR</b>	<b>31.3.21</b>	31.3.20
		£	£
	Bank loans	<b><u>34,697</u></b>	<u>-</u>
9.	<b>RESERVES</b>		<b>Income and expenditure account £</b>
	At 1 April 2020		<b>28,675</b>
	Surplus for the year		<b><u>4,093</u></b>
	At 31 March 2021		<b><u>32,768</u></b>
10.	<b>LIMITED BY GUARANTEE</b>		
	<p>The company is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation</p>		

## Sustainability West Midlands

### Detailed Income and Expenditure Account for the Year Ended 31 March 2021

	31.3.21		31.3.20	
	£	£	£	£
<b>Sales</b>		<b>148,980</b>		172,666
<b>Cost of sales</b>				
Events costs	-		4,507	
Design, Printing and Website	2,260		640	
Consultancy	<u>28,931</u>		<u>21,876</u>	
		<u><b>31,191</b></u>		<u>27,023</u>
<b>GROSS SURPLUS</b>		<b>117,789</b>		145,643
<b>Other income</b>				
Government grants		<u><b>13,922</b></u>		<u>-</u>
		<b>131,711</b>		145,643
<b>Expenditure</b>				
Rent, rates and water	4,509		10,800	
Insurance	1,124		1,120	
Salaries and social security	95,411		100,715	
Staff pension contributions	6,908		7,848	
Travel and subsistence	-		4,570	
Printing, stationery and postage	31		7	
Other office administrative expenses	4,398		4,850	
Staff training	1,100		105	
Membership fees	634		487	
Sundry expenses	135		103	
Payroll & bookkeeping	891		1,350	
Legal & professional fees	2,752		859	
Finance Director support	7,420		6,780	
Depreciation of tangible fixed assets				
Computer equipment	1,305		212	
Entertainment	-		215	
Bad debts	<u>1,000</u>		<u>5,837</u>	
		<u><b>127,618</b></u>		<u>145,858</u>
<b>NET SURPLUS/(DEFICIT)</b>		<u><b>4,093</b></u>		<u>(215)</u>

This page does not form part of the statutory financial statements