



ALARM

embrace risk

ANNUAL REPORT AND ACCOUNTS 2024



Alarm, the public risk management association
(Registration number: 05279328)

Company information

Directors

- | | |
|-------------------------|-------------------|
| ■ Jane Cooper | President Elect |
| ■ Mandy Knowlton-Rayner | Company Secretary |
| ■ Karen Locke | President |
| ■ Wayne Rigby | |
| ■ Chris Walker | Finance Director |

Team

- | | |
|------------------------|---|
| ■ Adele Cherreson Cole | Editor & Communications Consultant |
| ■ Julie Gray | Office Manager |
| ■ Ciara Holway | Marketing & Communications Co-ordinator |
| ■ Keith Southwell | General Manager |
| ■ Ash Taylor | Events & Membership Co-ordinator |

Registered office

- Unit B, Ulysses Park, Heron Road, Exeter, Devon EX2 7PH

Bankers

- Aldermore Savings
- HSBC
- National Westminster Bank plc
- Saffron Building Society
- Virgin Money

Auditors

- Thompson Jenner LLP
1 Colleton Crescent, Exeter, Devon EX2 4DG

Directors' report

for the year ended 31 December 2024

The directors present their report and the financial statements for the year ended 31 December 2024.

Directors of the company

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

- | | |
|-------------------------|---|
| ■ Peter Andrews | Company Secretary (resigned 17 June 2024) |
| ■ Annah Buseri | (resigned 1 March 2024) |
| ■ Jane Cooper | President Elect |
| ■ Mandy Knowlton-Rayner | Company Secretary |
| ■ Karen Locke | President |
| ■ Wayne Rigby | |
| ■ Chris Walker | Finance Director |

Principal activities

The principal activity of the company is to assist, advise, and represent public service organisations in the promotion, development, and delivery of integrated risk management.

Disclosure of information to the auditors

Each director has taken steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. The directors confirm that there is no relevant information that they know of and of which they know the auditors are unaware.

Small companies provision statement

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

Approved by the Board on 25 April 2025 and signed on its behalf by:

Karen Locke
ALARM President

Statement of directors' responsibilities

The directors acknowledge their responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law).

Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

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

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the *Companies Act 2006* and in accordance with *United Kingdom Generally Accepted Accounting Practice* (United Kingdom Accounting Standards and applicable law). They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Independent auditor's report to the Members of Alarm, the public risk management association

Opinion

We have audited the financial statements of Alarm, the public risk management association (the 'company') for the year ended 31 December 2024, which comprise the Profit and Loss Account, Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and *United Kingdom Accounting Standards*, including *FRS 102 Section 1A 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2024 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the *Companies Act 2006*.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the director's use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue. Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the *Companies Act 2006*

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.
- The directors' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of our knowledge and understanding of the company and its environment obtained in the course of this audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters where the *Companies Act 2006* requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records or returns; or
- Certain disclosures of directors' remuneration specified by law are not made; or
- We have not received all the information and explanation we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of directors

As explained more fully in the statement of directors' responsibilities (set out on page 4) the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of the financial statements that are free from material misstatements, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with *ISAs (UK)* will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The extent to which the audit was considered capable of detecting irregularities including fraud

Our approach to identifying and assessing the risks of material misstatements in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- The engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations.
- We identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the sector.
- We focused on specific laws and regulations which we considered may have a direct

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material effect on the financial statements or the operations of the company, including the *Companies Act 2006*, taxation legislation, data protection and health and safety legislation.

- We assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence.
- Identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- Making enquiries of management as where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud.
- Considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- Performed analytical procedures to identify any unusual or unexpected relationships.
- Tested journal entries to identify unusual transactions.
- Assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias.
- Investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- Agreeing financial statement disclosures to underlying supporting documentation.
- Reading the minutes of meetings of those charged with governance.
- Enquiring of management as to actual and potential litigation and claims.
- Reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

There are inherent limitations in our audit procedures as described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

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Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: frc.org.uk/auditorsresponsibilities This description forms part of our auditor's report.

Use of our report

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.

Mr David Tucker (Senior Statutory Auditor)
For and on behalf of Thompson Jenner LLP (Statutory Auditor)

Date: 28 April 2025

1 Colleton Crescent
Exeter
Devon
EX2 4DG

Profit and loss

for the year ended 31 December 2024

	Note	2024 £	2023 £
Turnover		690,798	614,561
Administrative expenses		(543,195)	(516,314)
Operating surplus		147,603	98,247
(Loss)/gain on financial assets at fair value through profit and loss account		16,094	22,939
Other interest receivable and similar income		24,947	19,094
(Deficit)/surplus before tax		188,644	140,280
Taxation		(44,403)	(79,728)
Surplus for the financial year		144,241	60,552

The above results were derived from continuing operations. The company has no recognised gains or losses from the year other than the results above.

Statement of comprehensive income

for the year ended 31 December 2024

	2024 £	2023 £
Surplus for the year	144,241	60,552
Total comprehensive income for the year	144,241	60,552

Balance sheet

at 31 December 2024

	Note	2024 £	2023 £
Fixed assets			
Other financial assets	5	630,542	619,646
Current assets			
Debtors	6	109,736	87,954
Cash at bank and in hand		608,399	508,754
		718,135	596,708
Creditors: Amount falling due within one year	7	(158,722)	(170,568)
Net current assets		559,413	426,140
Total assets less current liabilities		1,189,955	1,045,786
Provisions for liabilities		(12,046)	(12,118)
Net assets		1,177,909	1,033,668
Reserves			
Retained earnings		1,177,909	1,033,668
Total equity		1,177,909	1,033,668

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within *Part 15* of the *Companies Act 2006*.

Authorised and approved by the Board on 25 April 2025 and signed on its behalf by:

Karen Locke
President

Statement of changes in equity

for the year ended 31 December 2024

	Retained earnings £	Total £
At 1 January 2024	1,033,668	1,033,668
Surplus for the year at 31 December 2024	144,241	144,241
	1,177,909	1,177,909

	Retained earnings £	Total £
At 1 January 2023	973,116	973,116
Surplus for the year at 31 December 2023	60,552	60,552
	1,033,668	1,033,668

Notes to financial statements

1. General information

The company is a company limited by guarantee, incorporated in England and Wales, 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.

The address of its registered office is:
Unit B, Ulysses Park
Heron Road
Exeter
Devon EX2 7PH

2. Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with *Financial Reporting Standard 102 Section 1A smaller entities – The Financial Reporting Standard applicable in the UK and Republic of Ireland* and the *Companies Act 2006* (as applicable to companies subject to the small companies' regime).

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown as fair value.

Going concern

The financial statements have been prepared on a going concern basis.

Revenue recognition

Turnover represents the total invoice value, net of value added tax, in respect of membership fees, conference income, sponsorship and income generated by the regions and derives from the provision of services falling within the company's ordinary activities. Revenue is recognised upon agreement with the member, upon signing of a sponsorship agreement or on a booking confirmation received from a member and is deferred where appropriate to recognise in the accounting period in which the services are rendered.

Tax

The tax expense for the period comprises current and deferred tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Deferred income tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the company. Deferred income tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition, and installation.

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Fixtures, fitting and equipment	25% straight line

Investment

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities

if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

3. Staff numbers

The average number of person employed by the company (including directors) during the year 2024 was 6 (2023 – 6).

4. Auditor's remuneration

	2024 £	2023 £
Audit of the financial statements	3,500	3,500
Other fees to auditors		
All other non-audit services	3,100	3,113

5. Other financial assets (current and non-current)

	Financial assets at fair value through profit and loss £	Total £
Non-current financial assets		
Cost or valuation		
At 1 January 2024	619,646	619,646
Fair value adjustments	16,093	16,093
Additions	116,273	116,273
Disposals	(121,470)	(121,470)
	630,542	630,542
At 31 December 2024		

6. Debtors

	2024	2023
	£	£
Trade debtors	48,430	63,081
Other debtors	6,703	-
Prepayments and accrued income	54,603	24,873
Total current trade and other debtors	109,736	87,954

7. Creditors

	2024	2023
	£	£
Due within one year		
Trade creditors	9,915	10,496
Taxation and social security	44,475	76,716
Other creditors	7,878	2,313
Accrued expenses and deferred income	96,454	81,043
	158,722	170,568

8. Financial instruments

Financial assets measured at fair value

Listed investments

The fair values of the assets and liabilities held at fair value through profit and loss at the balance sheet are determined using quoted prices.

The fair value is £630,542 (2023 - £619,646) and the change in value included in profit and loss is £16,094 (2023 - £22,939).

Items of income, expense, gains or losses

	Income	Expense	Net gains	Net losses
	£	£	£	£
2024				
Financial assets measured at fair value through profit or loss	12,948	11,280	16,094	-
2023				
Financial assets measured at fair value through profit or loss	13,572	10,751	22,939	-

Detailed profit and loss account

for the year ended 31 December 2024

	2024 £	2023 £
Turnover	690,798	614,561
Gross surplus (%)	100%	100%
Administrative expenses		
Employment costs	(200,000)	(215,000)
General administrative expenses	(341,801)	(299,510)
Finance charges	(1,394)	(1,804)
Depreciation costs	-	-
	(543,195)	(516,314)
Operating surplus	147,603	98,247
Gain on financial assets at fair value through profit and loss account	16,094	22,939
Other interest receivable and similar income	24,947	19,094
(Deficit)/surplus before tax	188,644	140,280
Turnover		
Membership fees	191,379	170,534
Annual conference income	239,341	228,881
Training income	16,385	3,199
Corporate sponsorship	235,450	200,450
Regional income	6,518	7,552
Registered risk practitioner	-	150
Other income	-	800
Website income	1,725	2,995
	690,798	614,561

Employment costs

Administration contractor	200,000	215,000
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General administrative costs

Insurance	4,019	3,295
Civic representation	3,128	2,355
Regional expenditure	10,860	5,118
Training expenses	25,667	9,830
Consumables	5,373	7,450
Committee costs	15,538	25,647
Annual conference costs	137,829	116,577
Prima conference costs	7,910	8,339
Advertising	35,803	31,470
Stronger	71,294	69,606
President's hospitality	241	766
Auditor's remuneration – the audit of the company's annual accounts	3,500	3,500
Auditor's remuneration – non-audit work	3,100	3,113
Business plan	10,122	1,693
Legal and professional fees	10,417	10,751
	341,801	299,510

Finance charges

Bank charges	1,394	1,804
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Gain/(loss) on financial assets at fair value through profit and loss

Listed fixed asset investment movement	16,094	22,939
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Other interest receivable and similar income

Interest income on financial assets	1,135	1,114
Bank interest receivable	11,999	5,179
Dividend income from financial assets	11,813	12,801
	24,947	19,094



ALARM

Contact us for more
information about ALARM
and membership

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