



**for a
sustainable
future**



Annual Report
July 2013 - June 2014

A message from Simon Ross, our Chief Executive

Over the last year, we have seen progress for both population concern and Population Matters.

The Sustainable Development Goals process, led by the United Nations, appears likely to acknowledge the importance of sustainability, women's empowerment, sexual and reproductive health, and reproductive rights. Alongside an increased international focus on improving family planning provision and the status of girls, these should in time contribute to a reduction in the birth rate in countries where it continues to remain high. However, it is disappointing that the search for consensus between governments has meant that population continues to be absent from the international agenda, even though our year began with an increase in the UN's population projection, with global numbers now projected to reach around 9.6 billion by 2050 and almost 11 billion

by 2100. The outcome figures will depend crucially on actual birth rates between now and then. With regard to individual countries, it is particularly disappointing that the government of Iran is now seeking to reverse its highly successful policy of lowering that country's birth rate.

UK population growth continued apace, despite some slight moderation in the birth rate and net migration. The financial cost to individuals is becoming increasingly evident, with rising food, energy, housing and transport costs. On a more positive note, the rate of teenage pregnancies is continuing to fall and there is continuing political pressure for both improved sex and relationships education and limits to universal subsidies for larger families.

Population Matters has maintained its existing levels of activity in advocacy, research and public education. We have contributed to the rising prominence of

our main issues of concern, including young women's sexual and reproductive health and rights in developing countries and levels of population growth and family subsidies in the UK. This has been accompanied by continued improvements in the presentation and popularity of our online presence. We have supported this by securing rising membership and income levels and with valuable contributions from the many volunteers who give their time to support us.

Next year, the recent increase in donations and a revised reserves policy have provided the funds to enable us to increase the level of professional help we employ, particularly in advocacy and public education. We plan to pay specific attention to informing policy in the UK around the forthcoming general election and to increasing the level of public education both for us and the population issue.

Our Aims

Through education, research and campaigning, we act to raise awareness of the damaging impacts of population growth on the environment, on future sustainability and on the current quality of life in the UK and worldwide. We seek the adoption of policies and behaviours which achieve population and consumption levels that provide a good quality of life for all within ecologically sustainable limits and leave sufficient habitat for other species.

Our immediate aim is to ensure that consideration of population is included in the debate on environmental, resource, economic and social issues. Globally, we seek to promote a consensus that population stabilization or reduction is desirable for most countries; and that rights-based policies to achieve this should be put in place, specifically, universal access to family planning services, equal rights for women and the promotion of the benefits of smaller families. For the UK, we seek a government commitment to a stable or reducing population and non-coercive policies to promote smaller families.

Advocacy

Internationally, we spoke at major conferences in Busan, Berlin and Nairobi. We have been particularly engaged with the Sustainable Development Goals development process, led by the United Nations, in which we have both responded directly to numerous consultations by various bodies of the United Nations and participated actively in the Beyond 2015 alliance of non-governmental organizations in which we promoted the inclusion of population and sustainability in policies and agreements. We plan to maintain our involvement in this area to promote the profile of population concern within the process.

We have continued to liaise with other population concern groups. We have also been encouraging members in countries without a domestic population concern group to set one up. We are considering how we might further improve our international links.

Within the UK, we have been responding regularly to consultations on relevant issues, including sex education and family subsidies, by political parties, non-governmental organizations and governmental and parliamentary bodies. We have maintained a schedule of attending parliamentary events and corresponding with governmental ministers and political parties. We plan to provide a summary of our recent research to all legislators, following the initiative of Sir Crispin Tickell, one of our Patrons, who sent it to appropriate government ministers. However, our engagement with leading politicians has been limited. In the coming year, as we approach the next general election, we intend to press

political parties to address in their manifestos the issues we raise.

We have continued to work alongside other non-governmental organizations where we share their goals. Within the Beyond 2015 alliance, we worked with others to promote the inclusion of consideration of population growth and sexual and reproductive health and rights in submissions to the Sustainable Development Goals development process. We also promoted the agendas of alliances such as the Climate Coalition, Girls not Brides and the Sex Education Forum in an effort to further, respectively, climate change mitigation, the abolition of child marriage and improved sex and relationship education within the UK education system. Where appropriate, we have signed up to joint statements on issues related to population and sustainability.

Our efforts to persuade environmental non-governmental organizations to clarify the impact of population growth on their work, led in their final stages by our Patron Jonathon Porritt, had few immediate results, though we welcome the production of an improved policy on population by Friends of the Earth. We will maintain involvement in such organizations and are exploring how best to resource this commitment. Similarly, our initial approach to environmentally focused faith groups has not resulted in progress and we shall review our approach in this area.



Global numbers are now projected to approach 10 billion by 2050 and 11 billion by 2100

Research

Our continuing relationship with the London School of Economics (LSE) has resulted in the publication during the year of several research papers by graduate students, to whom we are deeply grateful. One paper assessed how EU population growth will adversely affect the EU's commitment to reduce carbon emissions by 80 per cent by 2050. Another examined the link between low aid for family planning and high fertility, high population growth and rising poverty levels in developing countries. Further papers by interns working for us included: analysing the absence of the population factor in addressing energy security and climate change by the UK Department for Energy and Climate Change; assessing EU-wide family planning assistance; and providing detailed data supporting our policy of ending UK family subsidies for third and subsequent children where there is no proven need.

We issued an update of our Overshoot Index, which relates each country's ability to provide renewable ecological services such as water collection, food production and waste absorption to the country's population size and per capita resource consumption. The Index once again demonstrated that current levels of population and consumption are unsustainable for most countries, even before taking into account the needs of other species and the consequences of climate change. Sustainability is at the core of our philosophy and we will continue to emphasize its importance.

Public opinion research conducted for Population Matters amongst UK adults confirmed the findings of previous polls that more than four in five believe that global and UK populations are too high. Most felt that people should take social and environmental issues into account when deciding their family size and there was significant support for many of the policies advocated by Population Matters.

A two-day St George's House consultation on population at Windsor Castle, initiated by us and chaired by our Patron Sara Parkin from Forum for the Future, produced a weighty consensus in support of our policies.

We are working with LSE students on further projects in the coming year. We welcome the launch of new courses on population issues at Birkbeck, University of London, and the University of Liverpool and will seek to work also with them in the future.

Public Education

Public education stands at the heart of our mission. By educating people on population and sustainability, we hope to increase awareness of the issue, encourage behavioural change in terms of consumption and family formation and increase support for relevant policy changes.

We issued over thirty press releases during the year in response to population related issues, including Earth Overshoot day, natural disasters, the Swedish statistician Hans Rosling, the effectiveness of aid programmes without family planning, childcare costs, climate change, overcrowded schools, the economy, flooding, the housing shortage and food security. Partly as a result of this, we were interviewed regularly by both TV and radio stations. We also had articles, letters and quotations published in a number of mainstream and specialist publications. We plan to increase the resourcing of media relations activity in the coming year. We have issued a range of additional briefings presenting the population issue in various ways. Our bi-annual magazine, the monthly newsletter for members, and the monthly update, which goes to over 6,000 non-members, have been maintained and refined. Following the retirement of our bi-annual journal's founding and longstanding editor, Andrew Ferguson, we are reviewing its future role.

Our website has continued to evolve. We have added further material to maintain the comprehensiveness of our coverage and have substantially restructured and streamlined the content and optimised it for mobile devices. In the coming year, we are planning to add country-specific pages and are exploring additional interactive options, such as online shopping and user-managed profiles. In social media, the number of people who have 'liked' our Facebook page have approximately doubled over the year to over 20,000 and our posts are now being viewed around 9,000 times per day. The number of our Twitter 'followers' has increased to over 2,000, partly due to the recent appointment of dedicated management. We will be investing in further advertising support to increase our social media reach even further.

During the year, we welcomed our sixteenth distinguished Patron, the model, actress and environmental campaigner, Lily Cole. We have also maintained our programme of providing regular updates on population to prominent individuals who have agreed to become 'Honorary Members'. Around forty have now accepted our invitation, putting these key opinion formers in a strong position to comment on the issue.



The number liking our Facebook page has doubled to over 20,000

We intend to continue this programme this year. We will also launch this year an annual Population and Sustainability Awareness Award, which will recognise the body or individual who has done most to raise awareness of population and sustainability issues over the last twelve months.

We continued to request and respond to invitations to speak, both at national and local level, by groups including university societies and public lecture series, several Café Scientifiques, environmental groups, humanist groups, Rotary Clubs, branches of the United Nations Associations and local Universities of the Third Age. We plan to further expand the groups to whom we offer speakers to include sustainable food and transition town groups, Women's Institute branches and black and minority ethnic groups.

We believe it is particularly important to educate people on population and sustainability issues before they commence family formation. Consequently, during the year, we gave presentations and workshops in a number of schools, with activity being organized at both national and local levels. This programme will continue. We have commissioned both a video on population, intended primarily for use in secondary schools, and a review of existing educational material on population and sustainability issues.

PopOffsets

PopOffsets, our unique carbon offsetting project, continues to raise funds and allocate them to projects designed to avert unplanned pregnancies and the resulting carbon emissions. Work is continuing to improve the appearance and usability of the website and to increase marketing resources. The four projects funded by the project last year are described below.

Supported by a PopOffsets grant, Utah Population and Environment Coalition are making long-term contraception available to low-income women who would otherwise have difficulty accessing this. Utah has a birth-rate 43% above the US average.

On 18 October 2013, World Vasectomy Day, more than 150 doctors in 25 countries performed vasectomies. The event was launched at the Royal Institute of Australia in Adelaide, where vasectomies were performed before a live audience. More than 1,000 were completed on the day. PopOffsets gave funds to support a "pop-up" vasectomy clinic in New York.

A PopOffsets grant to Community Health and Sustainable Environment Africa and its partner Community Health Africa Trust is financing the work of a "backpack" nurse in Kenya for a year. The nurse will provide family planning services to poor communities in remote northern regions, carrying most of the supplies, as the name suggests, in a backpack. Some 7,500 women and their partners will receive free family planning services and appropriate counselling through this programme.

Wasichana Teenage Forum in Tanzania allows young people, especially girls, to discuss issues that affect them: sexual relationships, birth control and the huge setback of unintended pregnancy, and their role in society, in a friendly atmosphere facilitated by a trained adult. PopOffsets made a £1,000 grant to cover development and counsellor-training costs.

Resourcing

Our income grew by 25% to over 260,000, with the growth coming predominantly from donations.

Most of our income comes from our members and our membership has risen during the year and stands at over 3,000. We have continued to receive significant unsolicited donations from new and existing donors, for which we are grateful. We particularly wish to thank the following for their significant donations: Sedashev Aleksandr, the Cook Charitable Trust, Paul Davis, Paul King, the John Pryor Trust, Tracy Shepard, the TA Fund and others who prefer to remain anonymous.

While increasing some membership fees slightly, we have introduced free membership for young people and those from non OECD countries, in pursuit of our educational aims. We have maintained a programme of display advertising in publications with relevant audiences as well as using online keyword advertising and maintaining an active social media presence. We have made specific appeals on behalf of particular activities, such as an educational video. We are continuing to encourage members to participate in sponsored events and to consider making a gift in their will. We have also adopted additional fundraising approaches, such as an affinity partnership with a mobile phone network operator.

We have continued to purchase limited display advertising in selected publications but this has not been proven to be effective. We shall review our recruitment strategy and employ alternative approaches such as door to door advertising and increased media relations activity which we anticipate will result in a further increase in membership.

We also plan to explore more targeted approaches to fundraising such as charitable trusts and major donors, aligning such approaches with specific programmes of activity for which we require funding.

Our reserves policy is to retain a sufficient level to enable us to maintain our activities at the current level in foreseeable circumstances. The level of reserves is reviewed annually. This year, with improved governance and insurances in place, we feel able to reduce our minimum level of reserves from two years to eighteen months planned expenditure. Our current level of reserves meets this requirement. Reserves are spread between several reputable UK based organisations in order to limit risk. In order to improve returns, we are investing some funds in stock market instruments. Such investments will be based on a prudent approach.

We are confident that the charity is viable and can be considered a going concern due to: the existing level of reserves, a rising income, diverse and growing sources of funds, predictable and controllable expenditure requirements and robust risk management procedures.

In addition to our longstanding Administrator and Webmaster, we have been fortunate in the continuing support at national and local level of volunteers filling continuing roles or managing projects. Nationally, some volunteers will be replaced in the coming year by remunerated personnel as we increase our professionalism. Locally, most local groups have sustained a schedule of meetings and outreach activities, although others have struggled to maintain themselves due to limited numbers.

Expenditure rose by 1% to £194,000, resulting in a significant surplus. For next year, expenditure will rise more significantly in line with planned expansion of our activities.

£(000)	2009-10	2010-11	2011-12	2012-13	2013-14
Income	144	180	172	212	264
Expenditure	99	174	246	192	194
Net income/ expenditure	45	6	(74)	20	70
Funds	424	430	357	377	447

Public benefit

The Trustees confirm that they have complied with the duty in section 17(5) of the Charities Act 2011 to have due regard to public benefit guidance published by the Commission in exercising their powers and duties. The Trustees believe that the activities of the charity, in education, research and advocacy, insofar as they contribute to the achievement of stable and environmentally sustainable human population levels and thus environmental sustainability, have a clear public benefit and are becoming ever more relevant.



**Our income
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25% to over
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Governance

The chief executive reports to the board at their quarterly meetings, and to the chair of the board in the intervening periods. Board members, nominated by the board or by guarantor members, are elected for an annual term by the guarantor members at the Annual General Meeting. Any supporter member may apply to become a guarantor member by expressing their support for our aims, policies and values and demonstrating that support in practice. This year, we have received such applications on a regular basis.

New board members are provided with an induction to their role through a formal induction process, information relating to the organization and direction to sources of best practice and training. At the October 2013 AGM, John Collier and Karin Kuhlemann were elected to the board. We would like to thank Jonty Whittleton, who resigned from the board during the year due to pressure of work, for his contribution.

The board conducts an annual review of performance and the external environment in order to review its longer term strategy and develop annual plans. We have concluded that the organization has spread itself over too many activities. For next year, it is planned to focus its efforts on making more progress on fewer goals. Another conclusion is that volunteers can only achieve so much and more use will be made of paid professional support.

The board has a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. We review our governance and risk register on a biennial basis. The risks deemed to be significant have been identified as the loss of key personnel, management information and funds. Action has been taken to reduce the likelihood and impact of these risks, including multiple ownership of business critical data, offsite back-up of key information and a conservative approach to the placing of financial assets.

In terms of improving governance this year, we increased the maximum limit for the number of board members, conducted a board performance review and appointed additional advisory council members from overseas academic bodies and population concern groups. We also adopted a child safeguarding policy and measures to reduce reputational risk, commissioned a third party review of data security and improved banking controls and continuity planning.

Reference and administrative details

1.1 Registrations

Population Matters is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. Until 2011, Population Matters was known as the Optimum Population Trust, which remains our registered name.

Registered company number:
3019081 (England and Wales)
Registered charity number: 1114109
Registered office: 135-137 Station Road,
London E4 6AG

1.2 Patrons

Sir David Attenborough OM CH CVO CBE
Naturalist, broadcaster and former controller of BBC 2.

Lily Cole
Model, actress and environmental campaigner.

Professor Sir Partha Dasgupta
Frank Ramsey Professor of Economics, University of Cambridge.

Professor Paul Ehrlich
Professor of Population Studies, Stanford University.

Baroness Shreela Flather
First Asian woman member of the House of Lords; crossbencher.

Dame Jane Goodall DBE
Founder, Jane Goodall Institute; UN Messenger of Peace.

Professor John Guillebaud
Former Co-chair of Population Matters, Emeritus Professor of Family Planning and Reproductive Health, University College, London. Former Medical Director, Margaret Pyke Centre for Family Planning.

Susan Hampshire OBE
Actress and population campaigner.

Dr. James Lovelock CBE
Scientist and environmentalist known for proposing the Gaia theory that Earth functions as an organism; author of The Revenge of Gaia.

Professor Aubrey Manning OBE
Former President of the Wildlife Trusts and Emeritus Professor of Natural History, University of Edinburgh.

Professor Norman Myers CMG
Visiting Fellow, Green College, Oxford University, and at Universities of Harvard, Cornell, Stanford, California, Michigan and Texas.

Chris Packham
Naturalist, nature photographer, television presenter and author.

Sara Parkin OBE
Founder Director and Trustee of Forum for the Future and board member of the Natural Environment Research Council and the Leadership Foundation for Higher Education and Head Teachers into Industry.

Jonathon Porritt CBE
Founder Director of Forum for the Future and former Chair of the UK Sustainable Development Commission.

Lionel Shriver
Journalist and author.

Sir Crispin Tickell GCMG KCVO
Director of the Policy Foresight Programme at the James Martin Institute, and former UK Ambassador to the United Nations.

1.3 Advisory Council

Dr. Martha Campbell

Lecturer at the University of California - Berkeley School of Public Health and board member of World Health Partners in New Delhi, the Margaret Pyke Trust in London and the African Institute for Development Policy in Nairobi. Previously the director of the population program of the David and Lucile Packard Foundation.

Patrick Curry PhD

Honorary Research Fellow in the Department of Archaeology and Anthropology at the University of Wales, Lampeter. He is the author of *Ecological Ethics: An Introduction*, Polity, 2006.

Clifford Garrard

VP / Executive Director, Population Institute Canada, and formerly Director of Canada's Foreign Service Middle East Relations Division.

Professor John Guillebaud

Former Co-Chair of Population Matters, Emeritus Professor of Family Planning and Reproductive Health, University College, London. Former Medical Director, Margaret Pyke Centre for Family Planning.

Rajamani Nagarajah

Health and development consultant to the European Commission and former Director of Population Concern.

Dr. Jane O'Sullivan PhD

Executive Committee Member, Sustainable Population Australia, Honorary Senior Fellow, School of Agriculture and Food Sciences, Faculty of Science, the University of Queensland.

Professor Malcolm Potts

Professor in Maternal and Child Health and first holder of the Fred H. Bixby Endowed Chair in Population and Family Planning at the University of California - Berkeley School of Public Health (1992 - 2013). Previously the first Medical Director of the International Planned Parenthood Federation and CEO of Family Health International.

John Rowley

Founder/Editor of www.peopleandplanet.net and former Editor, *People* magazine (International Planned Parenthood Federation).

William Ryerson

Founder and president of the US based Population Media Center, he has worked to promote population stabilisation for four decades, with an emphasis on social change communications.

Valerie Stevens

Former Co-chair and Chair of Population Matters, she also worked in Friends of the Earth for 20 years, five of them as an elected member of the Board of Directors, and has long experience of political campaigning.

1.4 Board members

Maggie Avison

Student, previously working for international animal welfare charities.

Stephen Bown

Professor of Laser Medicine at University College London.

Nina Clarke (Vice-chair)

International training consultant in language and skills.

John Collier

Geographer, chartered accountant and former partner, director and CEO of a number of professional, charitable and business organisations.

Harry Cripps

Chemical engineer, energy consultant and chartered environmentalist.

Colin Gallagher (Treasurer)

Emeritus Professor; Chair of economics consultancy company.

Karin Kuhlemann

Public sector lawyer and PhD student researching reproductive rights.

Roger Martin (Chair)

Former senior diplomat and leading regional environmentalist.

Jonty Whittleton

Campaigner and sustainability communications specialist.

Natalie WinterFrost

Actuary and a CFA Charterholder.

1.5 Employees and associates**Employees**

Simon Ross - Chief Executive*

Associates

Deborah Iliffe - Twitter Manager

Karin Kuhlemann - Facebook Manager

Savannah Leigh-Rose - Outreach Manager

Julie Lewis - Administrator*

Ian Mairs and Justin Mansley -

Assistants to the Chief Executive

David Milner - Webmaster*

Marc Oxley and Chris Padley -

Online Group Managers

Steve Roberts-Mee - Events and group
merchandising

Mike Wheeler - Local group facilitator

*remunerated.

1.6 Bankers

Barclays Bank plc.

Corporate Office

Leicester

LE87 2BB

The Co-operative Bank plc.

PO Box 250

Skelmersdale

WN8 6WT

Santander

BBAM, Bridle Road

Bootle,

Merseyside

L30 4GB

1.7 Independent Examiner

Findlay, Wetherfield, Scott & Co.

135 - 137 Station Road,

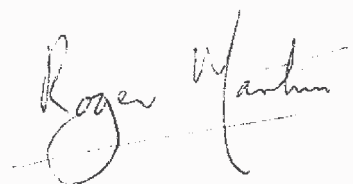
London E4 6AG

Board member	Date of first appointment	Date of resignation if during the year
Maggie Avison	15/10/2011	-
Stephen Bown	07/11/2009	-
Nina Clarke	11/07/2011	-
John Collier	12/10/2013	-
Harry Cripps	07/11/2009	-
Colin Gallagher	27/11/2010	-
Karin Kuhlemann	12/10/2013	-
Roger Martin	08/11/2008	-
Jonty Whittleton	26/04/2013	13/04/2014
Natalie WinterFrost	23/10/2012	-

Statement of the board

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30th June 2014. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005. This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

On behalf of the board:



R.J.A. Martin (Chair)

15th September 2014

Statement of Financial Activities

for the year ended 30th June 2014

The full financial statements, which include the statutory notes, are available on our website.

	Unrestricted funds (£)	Restricted funds (£)	2014 Total funds (£)	2013 Total funds (£)
Incoming resources				
Voluntary income	250,633	12,415	263,048	207,199
Investment income	910	-	910	4,739
Total incoming resources	251,543	12,415	263,958	211,938
Resources expended				
Advocacy				
Advocacy, marketing and communications	25,652	1,784	27,436	36,258
General				
General Charitable Gifts	94,130	14,056	108,186	103,949
Office costs	57,624	616	58,240	51,697
Total resources expended	177,406	16,456	193,862	191,904
Net incoming/ (outgoing) resources	74,137	(4,041)	70,096	20,034
Total Funds brought forward	360,771	16,378	377,149	357,115
Total funds carried forward	434,908	12,337	447,245	377,149

Balance Sheet

for the year ended 30th June 2014

	Unrestricted funds (£)	Restricted funds (£)	2014 Total funds (£)	2013 Total funds (£)
Fixed assets				
Intangible assets	513	-	513	10,870
Tangible assets	794	-	794	451
Total fixed assets	1,307	-	1,307	11,321
Current assets				
Debtors	26,806	5,705	32,511	12,025
Cash at bank	425,482	8,728	434,210	377,075
Total current assets	452,288	14,433	466,721	389,100
Current liabilities	(18,687)	(2,096)	(20,783)	(23,272)
Net current assets	433,601	12,337	445,938	365,828
Total Assets Less Current Liabilities	434,908	12,337	447,245	377,149
Net assets	434,908	12,337	447,245	377,149
Funds				
Unrestricted funds			434,908	360,711
Restricted funds			12,337	16,378
Total Funds			447,245	377,149



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Produced by Population Matters, 135-137 Station Road, London E4 6AG

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