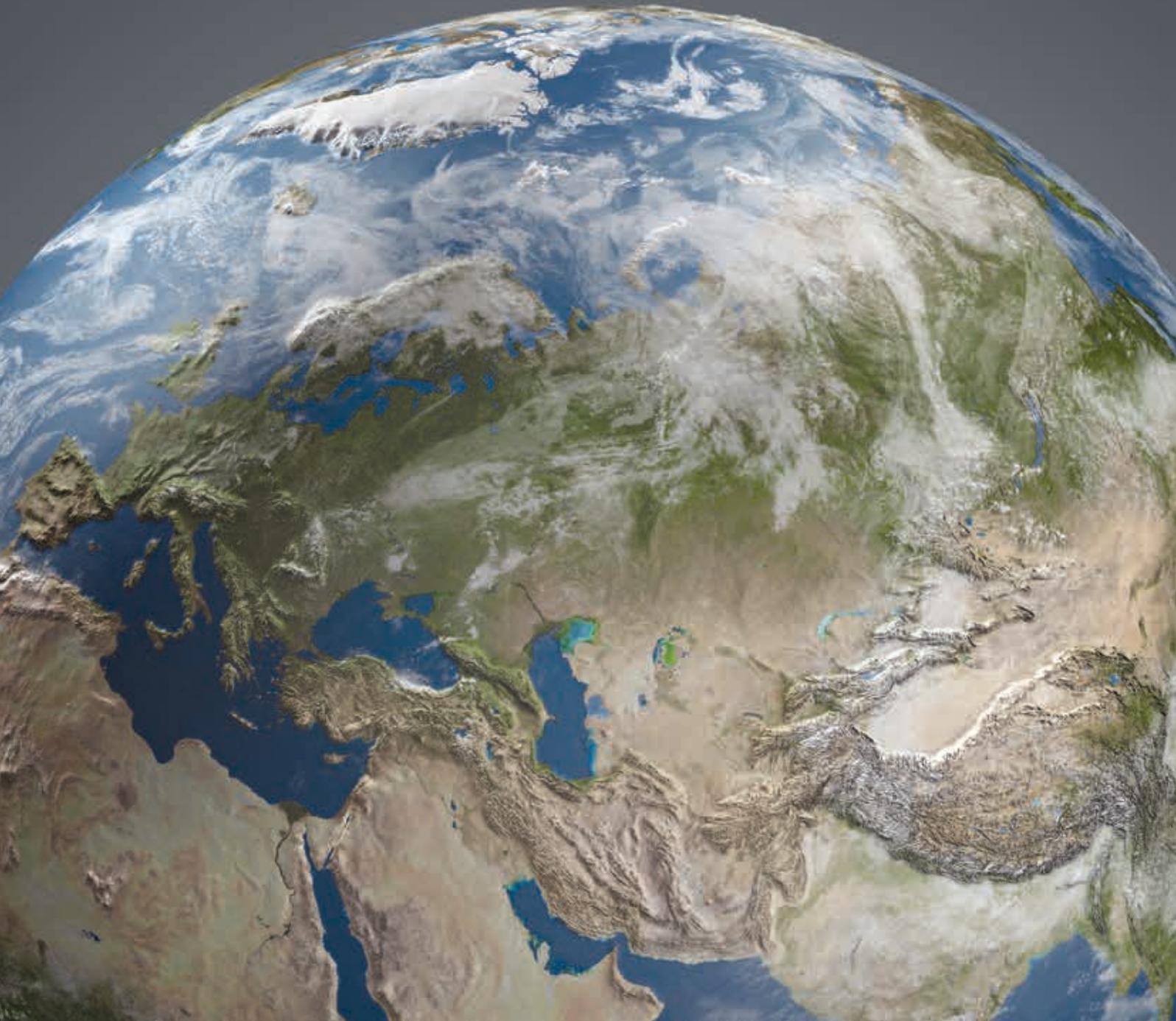




**for a  
sustainable  
future**

# **Annual Report**

July 2015 - June 2016



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## INTRODUCTION

This annual report comprises the strategic framework, strategic report, governance, sustainability and stakeholder engagement, financial summary, statement of the board and summary financial statements. It should be read in conjunction with our three year strategy, annual corporate plan and full financial statements, all of which are available on our website.

The report is intended for patrons, advisory council members, members, donors, policy makers, opinion formers, regulatory bodies and other stakeholders and interested parties.

## THIS YEAR AT A GLANCE



First ever videos



First ever bus advertising

25

Celebrating our 25th year



Highest ever  
press coverage



Highest ever number  
of research briefings



Highest ever  
membership numbers



Highest ever number  
of campaigns involving  
members



Highest ever  
income, expenditure  
and funds



Highest ever number of  
meetings with journalists  
and MPs

# STRATEGIC FRAMEWORK

## Statement by the chair

I was honoured to be appointed the chair of Population Matters in July. On retiring from a career in the Army, I deliberately turned aside from the normal career paths to involve myself in my lifelong interest in environmentalism and sustainability. My MSc studies involved research into barriers to including population as a factor in policy-making and I have been the convenor of the Scotland local group since February 2015.

In the year since my election to the board, I have held the position of Treasurer and been heavily involved in the development of Population Matters' strategy and corporate plan, the recruitment of a campaign manager, and the diversification of our investments.

In this - our 25th year as an organization, I wish first to pay tribute to David Willey, Jack Parsons and all of those who launched the organization back in 1991 and who maintained it through the intervening years. During much of that time, population concern faced concerted criticism and it is to their credit that they persevered when some other like-minded organizations did not. We would not be here today without their dedication and perseverance.

I would also like to pay tribute to Roger Martin for chairing the organization so ably over the last seven years of organizational growth and development. I thank him too, for agreeing to stay on as our first President so that he can continue to represent us as he does so well.

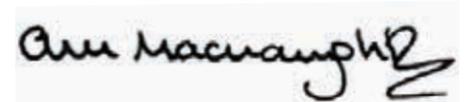
Despite the prediction of some in the 60's, the world is not seeing mass starvation, although almost a billion people do not eat enough to stay healthy. In other ways, though, the worries which motivated population concern in previous decades have come to pass. Biodiversity has fallen by half as population has doubled. Climate change is affecting the world in myriad ways. Our use of resources at a global and a national level is not sustainable. Persistent conflict and mass migration is blighting much of the world. In the UK, population growth, with numbers up by one third in the last fifty years, is increasingly affecting everyday life, whether that be in the form of unaffordable and cramped housing, congested roads and trains, worsening access to health and education or ever more distant and degraded green spaces. And, of course, population has not stopped growing.

Human numbers are of rising public concern, albeit often expressed in terms of migration rather than the less significant natural growth. Some governments are responding to the growing numbers, with the Family Planning 2020 programme resulting in real improvements to global contraceptive access and usage. Within the UK, unintended pregnancies are falling, although much more still needs to be done. ***Nowhere is enough being said about the benefits of smaller families.***

Population Matters is as committed as ever to playing its part in making population a recognized issue. We are achieving greater media coverage than ever before and are expanding our activities and range of materials and our engagement with politicians and other campaign groups is consistent and increasing. I would like to thank our members, volunteers, staff and contractors, led by Chief Executive Simon Ross, for their dedicated efforts to keep the population issue in the public eye.

This year, we are conducting a major strategic review to map out the best way forward and dedicating more staff and resources to independent campaigning. Whatever is decided, it will rely on the support of our membership, whose generosity has provided the resources on which our campaign depends. Internally, we are reducing risk through introducing additional organizational policies and making improvements to our management of our finances and information. We will also be reviewing board performance within the context of further strengthening our governance. As ever, population is a daunting challenge, but we are confident of making further progress in the coming year.

Thank you for your support.



**Andrew Macnaughton**  
Chair



**Decent living environments for all**



**Promote long term sustainability**



**Continue to increase awareness**



**Value of healthy and diverse ecosystems**

## Vision

Our vision is of a future with decent living standards for all, a healthy and biodiverse environment, and a stable and sustainable population size.

Sustainability means living within the constraints of renewable resources. It means the convergence of living standards both within and between societies and tackling the unsustainable consumption of resources needed to secure the future of our children and future generations. It also requires respecting natural ecosystems on which we depend and which sustain what is left of our planet's wildlife.

## Mission

Our mission is to promote long term sustainability through achieving small families and moderate consumption throughout the world through advancing:

- the education of the public in issues relating to human population worldwide and its impact on environmental sustainability;
- research to determine optimum and ecologically sustainable human population levels and to publicise the results of such research; and
- environmental protection by promoting policies that will lead or contribute to the achievement of stable human population levels allowing environmental sustainability.

## Objectives

Our objectives are:

- increasing awareness of the economic, social and environmental benefits of a smaller population, more sustainable lifestyles and environmental conservation;
- increasing awareness of the personal benefits of small families;
- contributing to empowering people to be able to choose their family size;
- contributing to reducing the number of unplanned pregnancies; and
- resourcing and governing our activities effectively.

## Values

Our values are the ethics to which we subscribe. We believe:

- in the value of healthy and diverse ecosystems, and of just and sustainable human societies;
- that we all have duties to the community and to future generations to act in ways that do not undermine the protection, fulfilment and advancement of fundamental rights and freedoms; in a world of limited resources our reproductive and consumption choices are of critical importance to discharging these fundamental moral duties.;
- that everyone has a right to a standard of living adequate for health and well-being, and to an international order in which fundamental rights and freedoms, including gender, sexual and reproductive rights, can be fully realised.

# STRATEGIC REPORT

## Report by the Chief Executive

**This is a special year for Population Matters. It is our 25th year as an organization, having been founded in 1991 as the Optimum Population Trust. It is also the 250th anniversary of the birth of Reverend Robert Malthus, the father of modern population concern.**

Population, in the form of migration, is now the issue of most concern to the British public. However, that is due more to its growth than to our educational activity. Our opportunity is to build on public concern to push for behavioural and policy change on family size rather than public debate simply being about migration.

This year, we have engaged with UK politicians during elections and in relation to proposed legislation and public policy issues, as well as through correspondence and in person.

Although we did not make a recommendation on how to vote in the UK's EU membership referendum because the nature of the debate threatened to hijack our message, we did make clear that we share the heightened concern of the British public about the country's ever rising population, one of the major issues during the debate.

Population Matters has used other contemporary events in order to further raise the profile of population as an issue, whether that be global, European or national statistical releases, umbrella campaigns on climate change and sustainable development, relevant international observance days and Malthus' anniversary. In this, we have benefitted from the active involvement of our members in raising our concerns with their political representatives and the media.

Our advocacy communication materials have been revised and significantly strengthened this year. This is the case for the website, issue-based briefings, presentations and promotional literature.

We have increasingly referenced the personal benefits to parents of having a smaller family in our literature and communications to the public, alongside the positive implications for sustainability and the environment.

We have further improved our research journal and improved the quantity and accessibility of our web-based research resources. We shall be evaluating the response to our journal and we intend to improve our ability to measure usage of our on-line resources.

Our income is at its highest ever level and our membership numbers are similar to those reported a year ago. We are adopting an increasingly sophisticated and resourced approach to these areas.

Finally, we have continued to reduce risk through improvements in the management of IT in response to increasing cyber-threats generally, and our finances.

For 2016-17, we are planning to increase our focus on raising public concern about the issue through launching specific campaigns as well as continuing to engage with campaign alliances and taking advantage of scheduled and emerging opportunities. We shall also be conducting a review of our strategy and of certain elements of our operations.



**Simon Ross**  
Chief Executive

## The context and issue

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A milestone of sorts was passed this year when Europe saw negative natural population growth (more deaths than births) for the first time for some centuries. It should be remembered, however, that this is a plateau on top of what is a very high mountain given past population growth. Europe's population consumes twice as much as can be produced sustainably from within its own borders. In addition, births were augmented by the very large numbers of migrants fleeing persistent conflict or simply a lack of opportunities.

Population is declining in Eastern Europe as a consequence of both low birth rates and negative net migration. In almost all other countries, population is still rising due to a combination of rising longevity, above replacement birth rates and the largest ever cohort of women of childbearing age. Growth rates are particularly high in parts of Africa, the Middle East and the Indian sub-continent and are a causal factor in instability, conflict and migration.

In the UK, the impact of continuing high net migration is the issue of most concern to the public and was a factor in the popular vote to leave the European Union. Rising numbers are no longer something that will affect only our children and grandchildren, even though the latest official projections are as alarming as ever. It affects us today, in more and more countries, in the form of rising competition for access to housing, jobs, services and transport.

We welcomed a report by the UK All Party Parliamentary Group on Population, Development and Reproductive Health, with whom we correspond, calling on the government to increase funding for family planning and sexual and reproductive health to ten per cent of development aid. The multi-country Family Planning 2020 process has reported that, although progress has been made - with 24 million more women and girls in the world's poorest countries being able to decide whether and when to become pregnant, they are only two thirds of the way to where they hoped to be at this midpoint milestone to achieving their target of 120 million more women and girls having access to modern contraception in 2020 compared with 2012.

In the UK, although the government has so far rejected numerous calls for statutory sex education in schools, including from ourselves, the pressure for such a move is continuing from legislators, public experts and international authorities.

Finally, whilst the government has not explicitly used the tax and benefits system to promote smaller families, various changes to entitlements and rates are reducing the real value of family subsidies.

## Strategy and business model

### Strategy

Our long-term goals are to achieve a level of public awareness and governmental action on overpopulation and unsustainable consumption equivalent to that achieved for climate change.

Whilst this requires engagement with both the public and politicians, our principal focus will be the education of the general public and civil society in order to create the necessary grassroots support and actions for effective political engagement.

This principal focus will be supported by other work strands and these are set out below.

- **Campaigning and advocacy.**

Campaign and advocacy activities will support the principal focus. Our responses to transient topical issues will link them to national and global population growth and, where possible, to our principal focus. We will primarily concentrate on matters that resonate with our members, but will keep in mind the global context and will explore mounting campaigns in support of our overseas members.

- **Education.**

Public education activities develop awareness of population sustainability and ways of addressing the problem in order to support our campaigning and behavioural change.

- **Research.**

Our research programmes develop and promote access to the knowledge and science of population sustainability essential for a sustainable future. They will integrate global and local aspects and include material in support of our campaigning, such as forecasting the impact of continued population growth.

- **Developing alliances.**

We will work with partner organisations to pursue mutual goals, demonstrating the impact of population issues on other issues.

The principal focus and other work strands are supported by the following activities.

- **Communications.**

We will ensure that the organisation disseminates a co-ordinated and consistent message.

- **Resourcing.**

We will ensure that Population Matters has the human and financial resources to meet its purposes through:

- effective engagement with members and the public to maintain and grow membership;
- sustaining, increasing and diversifying income from membership and other sources, and;
- ensuring that the organisation is appropriately staffed (within budgetary constraints) to support its operations and development, and that we make the most of volunteers' efforts.

- **Governance.**

We will meet our legal obligation to conform to company and charity law and in line with our articles of association including:

- reviewing and strengthening our management of risks, including those relating to operations, information, and organisational and personnel sustainability;
- reviewing and, where necessary, proposing amendments to the articles of association at least every ten years, and;
- regular engagement with members and supporters

### Business model

Our funding comes mainly from our members in the form of membership fees, donations and legacies. We also receive some donations from non-members and grants. We are planning to review our funding model but are, in general, working to increase our breadth and depth of funding sources.

## Activities and performance

### Advocacy

Our advocacy must operate in line with the ebbs and flows of political life. We, along with others, lobbied hard to get population, women's rights and sexual and reproductive health and rights incorporated in the United Nations Sustainable Development Goals.

The broad campaign coalition of governments and non governmental organizations (NGOs) was more successful in achieving the incorporation of women's rights and sexual health and reproductive health and rights in the Goals than it was with population, which was largely absent due to the opposition of some governments.

The Sustainable Development Goals were agreed in September 2015. In that month, a letter was published in the Times signed by all of our patrons pointing to the link between population growth and contemporary issues. Staff members represented us in the NGO mass lobby of the Climate Change conference in Paris in November in order to contribute to the pressure on delegates to reach agreement as well as enhancing our profile and image amongst other NGOs. Through the autumn, we participated publicly in mass events in London on climate change and sustainable development in order to contribute to their impact and raise the issue of population.

In February, we marked the 250th anniversary of the birth of Reverend Robert Malthus, securing several articles in the mainstream press, including one by patron Chris Packham.

In May, we asked members to raise population with election candidates in local elections as well as those in Scotland and Wales in order to raise awareness of us and the issue amongst these aspiring politicians. While we are not certain that all members who received responses from politicians passed them on to us, many did and those we received included some that were positive, providing a basis for future follow up.

Throughout the year, we wrote to UK government ministers on specific matters and responded to relevant consultations carried out by the UK and devolved parliaments in order to promote our views to policymakers and other interested parties. We have engaged our members in writing to their political representatives on protecting funding for family planning services, promoting statutory sex and relationships education and encouraging a greater focus on family planning in development aid.

This is part of our contribution to broader campaigns by numerous individuals and institutions on these issues. While it is often difficult to ascribe cause and effect on policy change, particularly given government's internal imperatives, government policy on family subsidies and sex education has showed positive, though moderate, change.

We also contacted non governmental organizations, pointing to the connection between population growth and the issues they advocate, and asking them to reference population in their communications, although with very limited response. We consequently plan to revise our approach.

We continued to meet with MPs on a one-to-one basis, and attended the Conservative Party Conference in order to develop relationships and explore opportunities for making our case.



**Mentioned 350 times in the mainstream media**



**Over 10,000 Video views**

**210  
THOUSAND!**

**New facebook followers**



**1,500 New Twitter followers**

### Public education

We launched our first ever bus advertising in September, seen by an estimated two million people across London. We did not see a significant response, illustrating the limitation of one off campaigns.

We also launched our first ever commissioned videos. The first, the award-winning *Zombie Overpopulation*, launched for Halloween, used the popular zombie theme of a dystopian future to make the links between population growth and biodiversity depletion, water security and lack of housing. It employed professional actors and was narrated by Anthony Head. Aimed at young people, it was showcased in the *Evening Standard*. The second video, entitled *London Crawling*, aimed at adults in London and launched in January, used interviews with members of the public to illustrate the impact that the rapid growth in its population was having on the living standards of London's inhabitants. The videos have combined viewings of over 10,000 to date, somewhat lower than we hoped for. We expect to increase the audience size for subsequent videos, which are intended for a more general audience.

Early in the year, we commented on the United Nations World Population Projections and, later, those for the UK from the Office for National Statistics, working with our retained public relations agency, Champollion. In the heat of the UK's Brexit referendum campaign, we secured increased media coverage through our analysis of, and comments on, the sub national population projections for England and Wales and the UK population estimates. During the year, our comments and analysis were reported over 350 times in the mainstream media in the UK alone, of which over 100 were in national publications. We appeared in the broadcast media over 20 times.

We additionally provided regular comments on our website on relevant events. Our presentations, promotional literature and website have all been substantially updated, enhanced and expanded. Our social media followers grew in number: on Facebook from 70,000 to 280,000 following extended advertising and, on Twitter, from 3,000 to 4,500.

We welcomed an additional patron, Adrian Hayes, polar explorer and adventurer, shortly after the end of the financial year. We have also maintained our programme of inviting celebrities with environmental or humanitarian concerns demonstrable interests to become honorary members, albeit at a reduced level.

There were fewer invitations from third party local groups, perhaps due to the Brexit campaign. However, we conducted more workshops and other educational sessions within schools, in association with other groups. We also produced a briefing for Geography teachers and revised and refreshed the schools material we offer. Both activities have been supported by our network of local groups, as well as by our Education Group and our speakers' panel.

After consulting members, we changed the frequency of our Members' Update from fortnightly to monthly, with a slightly increased size. We are in the process of installing a contact management system which will improve our service to members and others.



### Commissioning further research



### Continue to raise project funds



### Engage in increased campaign activity



### Improve educational materials and links

## Research

Our research journal was given its second major revision in two years, with further enhancements to its content and design, and has been promoted widely to relevant academic institutions and non governmental organizations. We shall be seeking and evaluating feedback from them.

We have published around thirty briefings on such issues as ageing, development, the environment, family size and fertility, food and water, migration, population and quality of life. These briefings, produced in-house, strengthen our resource base for advocacy and communications. We also plan to send them to policymakers. Whilst we do not currently record the number of downloads of each briefing, this is something that is planned. We have again commissioned research projects from Masters students at the London School of Economics. We have also continued to add links to key current and historical research material on the website.

## PopOffsets

PopOffsets has continued to raise funds and apply it to projects which reduce the incidence of unintended pregnancy in both developed and developing countries. Recipients during the year comprised CHASE Africa, the Family Planning Organization of the Philippines, a family planning project of The Jane Goodall Institute, WINGS Guatemala and World Vasectomy Day. We are reviewing how the role of PopOffsets can be developed.

## Plan for future periods

We shall conduct a strategic review and a review of our messaging. We are planning to engage in increased campaign activity based on current issues and to strengthen relationships with other campaigning organizations. We shall improve our educational material and links with education authorities. We shall continue to improve our research base, particularly to support advocacy and education and to improve access to available research. We will review our services to members and seek to broaden our sources of funding, particularly through obtaining private sector grants, subject to a broader review of our funding model.

## Local groups

Our network of local groups continues to be active through staffing stalls, lobbying politicians, making presentations, attending campaigning events and other outreach activity.

## GOVERNANCE

### Registration details

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 the registered name.

Registered company number: 3019081 (England and Wales)

Registered charity number: 1114109

Registered office: 135-137 Station Road, London E4 6AG, United Kingdom

### Board activities and composition

#### Meetings

The board held four standard meetings during the year and a further session on strategy. In addition, the board has participated in significant online strategic planning exercises.

#### Committee

There is one board committee, the investment committee, which is chaired by the treasurer.

#### Schedule of delegation (below)

Power	Board	Chief executive
<b>Advocacy</b>		
Making population concern alliances	X	
Making other alliances		X
Responding to consultations		X
<b>Communications</b>		
Setting policy	X	
Issuing statements		X
Issuing reports after consulting relevant board members		X
<b>Finance and fundraising</b>		
Membership termination or refusal	X	
Membership terms and conditions	X	
Opening/ closing bank accounts	X	
Transferring funds between PM accounts		X
Setting budgets	X	
Contracts of over £3K (£5K sup. by chair and treasurer) (incl. VAT) (Items over £2K to be reported) (Administrator £500) (incl. VAT)*	X	
Tendering procedures		X
Making funding applications		X
Agreeing contractors' personal expenses		X
Agreeing chief executive personal expenses	X (chair)	
<b>Human resources</b>		
Commencing and ending contracts	X	
Changes to contract conditions		X
Directing staff and volunteers		X
Selecting staff and volunteers		X
<b>Strategy and governance</b>		
Adoption of strategy	X	
Approval of annual report	X	

## Officers during year\*

Chair - Roger Martin (until 14.5.2016);  
Jill Rawlins (from 14.5.2016)

Vice chair - Nina Clarke (until 10.10.2015);  
Jill Rawlins (from 13.11.15 until 14.5.2016)

The Vice chair acts as the senior independent director.

Treasurer Colin Gallagher (until 10.10.2015);  
Andrew Macnaughton (from 13.11.2015)

*\*In the subsequent financial year, Jill Rawlins stepped down from the year on 30.7.2016, on which date Andrew Macnaughton became Chair. On 10.8.2016, Fiona McKenzie became Vice-chair.*

## Directors during year

### Maggie Avison

Involved in the charity sector since 2003, working at two international animal welfare organizations and volunteering for several other charities during this time. She is currently taking time out to study for a postgraduate degree.

### Stephen Bown

Emeritus Professor of Laser Medicine and Surgery and Director of the National Medical Laser Centre at University College London and Honorary Consultant Gastroenterologist, University College Hospital.

### Harry Cripps

A chemical engineer and chartered environmentalist with over 35 years of process industry experience. As an independent consultant, he specialises in energy efficiency, water and waste minimisation and development of sustainable process technology.

### John Davies

A retired teacher with experience in business. Involved in setting up and running Population Matters local groups. Working to develop measurable, effective engagement given the decreasing time scale we have in which to halt environmental degradation.

### Karin Kuhlemann\*

A public sector regulatory lawyer and part-time PhD student at University College London, researching political theory and law about the right to procreate and its implications for population policy.

### Fiona McKenzie\*

After acquiring a background in investment banking, Fiona ran her own practice in alternative medicine and facilitated mezzanine financing deals. She has spent the last decade working on human / wildlife conflict-resolution projects and currently is a trustee of the Green World Campaign.

### Andrew Macnaughton\*

A former career Army officer now fully committed to the environmental and developmental charity sectors. Chair of the Board of Trustees of the Onaway Trust. Currently completing a Masters degree in Environmental Management.

### Ascanio Vitale

Has volunteered and worked for several environmental nongovernmental organizations – mainly as climate campaigner for Greenpeace and the World Wildlife Fund. Currently the Chief Executive Officer of the engineering consulting companies Stop CO2 and Flyzen.

	Date of first appointment	Date of resignation if during the year	No. of board meetings attended during the year as a board member
<b>Maggie Avison</b>	15/10/2011	-	4 out of 4
<b>Stephen Bown</b>	07/11/2009	-	4 out of 4
<b>Nina Clarke</b>	11/07/2011	10/10/2015	1 out of 1
<b>Harry Cripps</b>	07/11/2009	-	4 out of 4
<b>John Davies</b>	10/10/2015	-	4 out of 4
<b>Colin Gallagher</b>	27/11/2010	10/10/2015	1 out of 1
<b>Karin Kuhlemann*</b>	12/10/2013	-	3 out of 4
<b>Andrew Macnaughton*</b>	10/10/2015	-	4 out of 4
<b>Roger Martin</b>	08/11/2008	14/5/2016	4 out of 4
<b>Fiona McKenzie*</b>	17/02/2015	-	4 out of 4
<b>Jill Rawlins</b>	18/05/2015	-	4 out of 4
<b>Ascanio Vitale</b>	10/10/2016	-	4 out of 4
<b>Natalie Winter Frost</b>	23/10/2012	10/10/2015	0 out of 1

\*Members of the investment committee

### Appointment process

The board appointments process is led by the chair. There is no nominations committee. Candidates are reviewed against specific criteria and the process encompasses several interview stages, an exercise and the taking up of references. Whilst board members may be co-opted, their appointment must be confirmed by the Annual General Meeting.

### Duration and maximum term

The term of office is a maximum of one year, renewable by appointment at the Annual General Meeting. The board, if it recommends a board member be appointed for a tenth or further consecutive years, must justify that recommendation in the Annual Report. If a board member stands down for a year and then stands for election, the following year is treated as a first year.

### Talent management

The board seeks to encompass functional skills relevant to an organization with our activities, in addition to those with a strategic skillset. Recent additions have included those with skills in campaigning, communications and education. New board members are provided with an induction covering the organization and their responsibilities, including company and charity law. The board is planning to commission a board skills and contribution audit during 2016-17.

### Diversity policy

The board seeks to be diverse as to gender, age, social background and ethnicity. The current board is broadly balanced as to gender and represents a range of ages and social backgrounds. Several have overseas backgrounds.

### Conflict of interest and remuneration

No board member has a pecuniary interest in the activities of the organization. Board members are not remunerated other than for modest expenses. No board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

### Evaluation

The board is planning to commission a board skills and contribution audit during 2016-17. The board reviews its performance annually.

## Advisory council

We rely on our advisory council to give us an independent perspective on our strategy, performance and major decisions. Their members are set out below.

### Martha Campbell PhD

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 and author of *Ecological Ethics: An Introduction*, Polity, 2011.

### Clifford Garrard

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

### Rajamani Nagarajah

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

### 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.

### John Rowley

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

### William Ryerson

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

### Valerie Stevens

Former Chair of Population Matters, involved in Friends of the Earth for 20 years, five of them as an elected board member.

## Audit, bankers and risk

### Audit

#### *Audit committee*

As a relatively small charity an audit is not required and we do not have an audit committee. An independent examination of the financial statements is undertaken, overseen by our treasurer.

#### *Internal audit*

We do believe that a formal internal audit is required at this stage in our development.

#### *Whistleblowing*

We have a whistleblowing policy. No complaints were received under this policy in the last year.

#### *Independent examiner*

The independent examiner is:  
Findlay, Wetherfield, Scott & Co.  
135-137 Station Road,  
London E4 6AG

The examiner is fully independent of the company and its personnel.

#### *Length of tenure*

We have had a longstanding relationship with the independent examiner.

#### *Non audit services*

The independent examiner provides limited payroll and other administrative services to the company. These are not of material financial interest to the independent examiner.

### Bankers

Barclays Bank plc.  
Corporate Office  
Leicester  
LE87 2BB

CAF Bank  
25 Kings Hill Avenue  
Kings Hill  
West Malling  
ME19 4JQ

### Risk

#### *Risk management*

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 maintain a risk register, which is reviewed at least annually. The principal risks are set out in the papers of each board meeting.

#### *Top risks*

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, maintenance of financial reserves and a conservative approach to the placing of financial assets.

#### *Changes to risk*

##### Reduced

Funds have been placed in a greater number of institutions than in previous years, reducing the risk arising from institutional failure.

The website has been completely rebuilt following a malware infection, moved from a shared to a virtual private server, and undergone a thorough audit, all tending to increase security.

Internal communications and file storage have been partially moved to a cloud-based system, reducing the risk arising from loss of personnel or information.

Reputational risk has been reduced by the retention of a public relations agency and, following the end of the reported year, the engagement of a Head of Campaigns.

Operational policies and guidelines have been improved and extended, reducing risk in a number of areas.

##### Increased

An increasing proportion of our income is coming from a few large donations and legacies. This concentration means that income is less predictable. We have recognized this in our planning.

##### *Opportunities to reduce risk*

The installation of a CiviCRM contact management system will enable us to reduce the risk relating to loss of information or personnel.

The employment of additional senior staff will enable us to reduce the risk relating to loss of personnel.

##### *Insurances*

We hold the following insurances with:

CaSE Insurance  
Manor House, 19 Church Street  
Leatherhead, Surrey  
KT22 8DN

- Employers' liability
- Public liability
- Products liability
- Legal expenses
- Equipment breakdown
- Trustee indemnity/  
Directors & Officers liability

##### *Going concern*

We are confident that the charity is viable and can be considered a going concern due to reserves in excess of expected requirements, a rising income, predictable and controllable expenditure requirements and robust risk management procedures.

##### *Remuneration*

There is no remuneration committee or formal executive remuneration policy. The board reviews the prevailing market rate in determining remuneration.

# SUSTAINABILITY AND STAKEHOLDER ENGAGEMENT

## Public benefit

The Board confirms that it has 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 Board believes 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.

## Patrons

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

**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.

**Adrian Hayes:**  
Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author.

**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.

**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). Formerly, the first Medical Director of the International Planned Parenthood Federation and CEO of Family Health International.

**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.

## Staff and volunteers

We engage a mix of staff, contractors and volunteers. The following were engaged during the financial year.

Simon Ross - Chief executive\*

Jonathan Austen - PopOffsets Facebook manager

Jane Blank - Education group coordinator

Lily Chamberlain - Communications coordinator\*

John Charnock-Wilson - PopOffsets manager\*

Ivan Cicin-Sain - Outreach analyst\*

Isabella Coin - Campaign coordinator\*

James Craig - Public education coordinator\*

Tessa Dickinson - Development coordinator\*

Marcus Dredge - Facebook administrator

Kate Duggan - Magazine editor\*

Harriet Ellis - Campaign coordinator\*

Rosemary Horsey - Individual outreach

Luke Hecht - Campaign coordinator\*

Amanda Katz - Assistant webmaster\*

Karin Kuhleemann - Facebook manager

Savannah Leigh-Rose - Group outreach

Julie Lewis - Finance and membership manager\*

Katie Malzbender - Campaign coordinator\*

Kristin Marin - Development coordinator\*

Ian Mairs - Celebrity engagement

Ellie McDonald - Public education coordinator\*

David Milner - Webmaster\*

Marc Oxley - Online group manager

Maddy Race - Campaign coordinator\*

Chris Padley - Online group manager

Jeremy Randles - Facebook administrator

Eric Rimmer - PopOffsets researcher

David Samways - Journal editor\*

Christina Sexton - Development coordinator\*

Elisa Schmidt - Public Education coordinator\*

Himanshu Sharma - Campaign coordinator\*

Georgia Stevenson - Campaign coordinator\*

Hanae Taxis - Campaign coordinator\*

Graham Tyler - Shop manager

Jonathan Walker - Development coordinator\*

Elizabeth Wells - Campaign coordinator\*

Mike Wheeler - Local group facilitator

Billy Wildi - Campaign coordinator\*

*\*remunerated.*

Other volunteers contributed as part of the Education Group, local groups and the Letter Writers Group.

Our team is broadly balanced in gender. We are a London Living Wage employer. The total remuneration of the highest earning staff member is between £60,000 and £70,000.

## Guarantor Members

We keep our Guarantor Members, broadly equivalent to shareholders, informed about our activities and performance through a monthly update, quarterly reports and the bi-annual magazine. We encourage them to express their views and consider these in making our decisions. The channels we use include an invitation in the update to make suggestions, letters to our magazine, surveys and our Annual General Meeting. We respond promptly to individual communications.

## Environmental policy

We are committed to ensuring that our consumption in terms of resource use, travel and waste is as sustainable as possible. This year, the board decided that meals consumed as part of board meetings will be vegetarian in order to reduce its environmental impact.

## FINANCIAL SUMMARY

### Review of financial position

Our immediate position is secure, with funds covering our estimate of required reserves by more than two times. It is gratifying to see that income rose by half in twelve months and now stands at three times the level of 2009/10.

However, the high degree of reliance on a relatively few large donations and legacies means that income is uncertain and may be volatile. In response to this, it is planned to devote greater effort to increasing the sources of income. In addition, planned expenditure will be limited to around this year's level and will be reviewed during the year should quarterly income turn out to be significantly below quarterly expenditure.

### Income and expenditure

Income has increased year on year by 50% to £466,000, as result of a small number of large donations, a grant and an approximate doubling in legacy income to £38,000. Subscription income fell by 3% to £50,000. Our annual winter appeal was dedicated to PopOffsets.

Membership is at a similar level to a year ago. We have continued to participate in sponsored events, to advertise selectively and to staff stalls at various fairs and fetes.

Expenditure has increased by 34% to £349,000. This rise has been due to increases in expenditure on raising funds, and education, with a fall in spending on advocacy and research.

The definitions of these categories, which are based on our charitable objectives, are as follows:

- the education of the public in issues relating to human population worldwide and its impact on environmental sustainability; (Education)
- research to determine optimum and ecologically sustainable human population levels and to publicise the results of such research; (Research)
- environmental protection by promoting policies that will lead or contribute to the achievement of stable human population levels allowing environmental sustainability (Advocacy).

**Income:**  
**£466,000**

**Expenditure:**  
**£349,000**

### Reserves and investments

#### Reserves

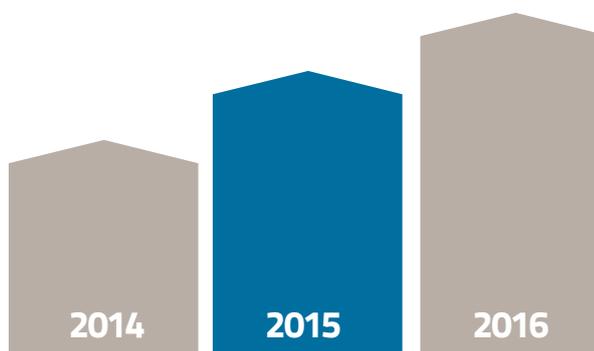
The purpose of reserves is to ensure sufficient funds for the continuing operation of the organization in the event of risks manifesting. We hold sufficient reserves to protect our operations from the consequences of a range of identified risks. The level is currently set at £280,000.

#### Investments

We hold an investment of around £100,000 in ethically-based managed equity funds with F&C Fund Management Ltd. We also have funds with various deposit-taking institutions.

F&C Fund Management Ltd.  
PO Box 11114  
Chelmsford  
Essex  
CM99 2DG  
United Kingdom

The investment objective is to provide the best overall return for our funds consistent with an acceptable level of risk and protect the real value of our reserves. Our investment policy, which is available on our website, addresses risk, asset allocation, liquidity requirements, time requirements and ethical considerations.



**Funds increased 23% to over £616,391**

**Net income:**  
**£117,000**

**Funds:**  
**£616,000**

## SUMMARY FINANCIAL STATEMENTS

### Statement of Financial Activities for the Year Ended 30th June 2016

For notes and further information, please see the full financial statements.

	Notes	Unrestricted funds (£)	Restricted funds (£)	2016 Total funds (£)	2015 Total funds (£)
<b>INCOME FROM</b>					
Donations and legacies		416,917	42,734	459,651	305,550
Other trading activities	2	2,012	-	2,012	1,827
Investment income	3	4,125	-	4,125	2,560
<b>Total</b>		423,054	42,734	465,788	309,937
<b>EXPENDITURE ON</b>					
Raising funds		47,192	2,870	50,062	36,659
Charitable activities	4				
Advocacy		29,287	-	29,287	36,905
Education		223,799	45,516	269,315	181,898
Research		-	-	-	4,704
<b>Total</b>		300,278	48,386	348,664	260,166
<b>NET INCOME (EXPENDITURE)</b>		122,776	(5,652)	117,124	49,771
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		477,457	21,810	499,267	449,496
<b>TOTAL FUNDS CARRIED FORWARD</b>		600,233	16,158	616,391	499,267

#### CONTINUING OPERATIONS

All income and expenditure has arisen from continuing activities.

## Balance sheet at 30th June 2016

For notes and further information, please see the full financial statements.

	Notes	Unrestricted funds (£)	Restricted funds (£)	2016 Total funds (£)	2015 Total funds (£)
<b>FIXED ASSETS</b>					
Intangible assets	10	337	-	337	424
Tangible assets	11	519	-	519	481
		856	-	856	905
<b>CURRENT ASSETS</b>					
Debtors	12	7,728	-	7,728	5,394
Investments	13	100,000	-	100,000	100,000
Cash at bank		527,820	10,646	538,466	420,370
		635,548	10,646	646,194	525,764
<b>CREDITORS</b>					
Amounts falling due within one year	14	(36,171)	5,512	(30,659)	(27,402)
<b>NET CURRENT ASSETS</b>		599,377	16,158	615,535	498,362
<b>TOTAL FUNDS CARRIED FORWARD</b>					
<b>LIABILITIES</b>		600,233	16,158	616,391	499,267
<b>NET ASSETS</b>		600,233	16,158	616,391	499,267
<b>FUNDS</b>					
Unrestricted funds	15			600,233	477,457
Restricted funds				16,158	21,810
<b>Total Funds</b>				616,391	499,267



**for a  
sustainable  
future**

[www.populationmatters.org](http://www.populationmatters.org)

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