



for a  
sustainable  
future

# Annual Report

July 2016 - June 2017



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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.

### **Big Foot (Homo magno pedites)**

Cover photo (Roxene Anderson Photography)

Big Foot is made up from a matrix of steel “babies” - representing the 10,000 people added to the world’s population every hour. Standing on our planet Earth, he is looking down at the goo of squashed biodiversity on his over-sized foot. Created for Population Matters in June by leading propmakers, cod steaks ([codsteaks.com](http://codsteaks.com)), Big Foot is headlining our ‘Welcome to the Anthropocene’ campaign for 2017-18.

## PATRONS

### **Sir David Attenborough OM CH CVO CBE:**

Naturalist, broadcaster and former controller of BBC2.

### **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.

# STRATEGIC OVERVIEW

## Statement by the Chair



**Transition to Vision - This has been a year of change for Population Matters where we have laid the foundations for a new and vigorous period in our history. Of course, change involves choices both in terms of people and in terms of what we are doing. Encouragingly, we are seeing population concern being raised more openly and debated more intelligently than ever before.**

### Hail and Farewell

One of the most noticeable changes has been Simon Ross's departure from Population Matters in November. To many supporters, he will have been synonymous with the organisation. So I would like to take this opportunity to pay tribute to him for very hard work over six years to help establish Population Matters as a trusted advocate for population issues. We wish him well in his future career.

To fill this gap, the Board was delighted to appoint Robin Maynard as the new Director of Population Matters. Coming as he does with a history of environmental campaigning (in particular, pressing the green movement to take population seriously as an issue); he is ideally suited to move Population Matters onto a more vigorous campaigning foot.

### Our Change Programme

The seriousness of the population issue has led the Board to take a hard-headed look at what we have been doing to make sure that we become as effective as possible. This means preparing Population Matters for the future as much as tackling current issues.

Most importantly, we wanted to make a clear shift to campaigning. We have signalled this by appointing staff members who are experienced in challenging the public and politicians with difficult issues. An immediate result of this has been the development of a focused and effective 'Anthropocene' campaign, building on a member's initial idea. Whilst the rollout of the campaign falls mainly into next year's activities, it has been really encouraging to see that this developing campaign is coinciding with an increasing willingness to discuss the impact of an ever-growing population on humanity and the wider environment, particularly amongst the young. There has been an encouragingly mature level of debate on radio and the press, which may suggest that the penny is finally beginning to drop!

We have also conducted an extensive review of our strategy through the High Level Strategic Review. Members will recall that at last year's Annual General Meeting, I said that we needed focus if we were to be effective. That means choices and this Review was designed us to help us make them. We involved staff, members and also non-members to ensure that we got the widest possible diversity of views. The result is an outlined programme of work which we believe provides a strong handrail for the future and which we will brief in more detail at the AGM.

We also have taken measures to place the finances of Population Matters on a sustainable footing. A fundraising strategy is being developed which aims to increase the diversity of our funding sources and make us less dependent as now mainly on our supporters or the occasional large donations (although these will continue to be very welcome!). This strategy will work hand in glove with our wider campaigning strategy to be effective.

Lastly, we are keen to broaden and diversify our membership and have been considering how best to achieve this. Our outreach efforts this year have confirmed that there is a new constituency of younger people who understand and share our concern about population and we intend to seize the opportunity to engage with them - whilst not neglecting our stalwart, longer-term and older supporters!

### Laying the Foundations

This has been a transitional year in which we have laid the foundations for an active and outward looking future. The Board has consciously invested some of the organisation's surplus financial reserves to carry out this work. The result is that we go into next year with a solid base to take our message to the wider world.

A handwritten signature in black ink that reads "Andrew Macnaughton". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

**Andrew Macnaughton**

Chair



**Increasing awareness of population impact on people and planet**

**Supporting just and sustainable human societies**

**Promoting value of natural ecosystems and biodiversity**

**Empowering people to choose smaller families**

## 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 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 Director



**Having only recently taken up the post of director at Population Matters, much of this past year's activities and outputs occurred during the tenure of my predecessor, Simon Ross. So I would like to acknowledge his oversight of those, alongside the sterling efforts of our small operational team in delivering our work day-to-day, complemented by the considerable contributions made by the Board and the several volunteers who undertake some key tasks unpaid. None of our work would be possible without the active engagement and generous donations of our wider supporters.**

But I am not new to the issues or to working for Population Matters. In 2012, when the Royal Society published its report, *People and the planet*, along with PM Patron Jonathon Porritt, I sought to persuade the environment and conservation groups to accept the Royal Society's conclusion that, *Population and the environment should not be considered as two separate issues.* Our efforts resulted in modest tweaks to those groups' policy positions. Five years on, I see evidence of a more significant shift in public and media discourse around population issues - and extending beyond the confines of the green movement; where talking about population is still apparently forbidden!

The mantra at Friends of the Earth, where I worked through the 1980s and 1990s was that as we in the developed world *'amounted to 20% of the world's population, but accounted for 80% of the world's consumption'*, over consumption of resources must be the focus, not population. Of course, Population Matters acknowledges the factor of over consumption (stated clearly in our mission), but not in isolation from all the others impacting on our planet's sustainability. As per the famous equation,  $I = P \times A \times T$ , formulated by ecologists Paul Ehrlich and John Holdren, the Impacts on our planet (I) = a combination of the factors of Population numbers (P), Affluence or as now more usually termed Consumption (C), and Technology (T).

Our focus, effort and knowledge base is centred on 'P', but not to the exclusion of other factors. Yet that is what those who question our agenda do; despite evidence that technological advances are not leading to reduced resource use - as made clear in research published in May by the Massachusetts Institute of Technology (MIT). MIT looked at 57 commonly - used goods and services underpinning our modern world to consider whether technological efficiencies or consumer behaviour had led to 'dematerialisation' - in simple terms, less stuff being used. Despite notable technological improvements, the researchers, *'failed to find a single case in which dematerialisation - or overall reduction in materials was taking place.'* Further analysis found some reductions, but only in toxic chemicals or radioactive materials regulated by government or in one case, wool - through substitution by synthetics - confirming the long-observed paradox that efficiencies in production are quickly overtaken by increased demand.

Sometime in April or May, depending which World Population Clock you were monitoring, human numbers worldwide topped the 7.5 billion mark. A milestone that passed without the coverage it merited - a consequence of the commonly-held complacent view that our

population will reach circa 10 billion by 2050 and that *'there is nothing we can do about it'*. Yet the UN runs a range of low, medium and high projections as to future population numbers: the medium variant for 9.8 billion being the one most commentators fix on. The less publicised high and low projections, based on whether global average fertility per woman goes up or down by the factor of 'half a child', provide a startling divergence: 'half a child more per woman' and the world's population could soar to 16.6 billion by 2100; 'half a child less' and we stabilise at 7.4 billion - below the current total.

We have to make more people aware that the lower figure is achievable - but only if urgent action is taken. It took Bangladesh over 30 years of positive promotion of the benefits of smaller families, access to non-coercive family planning and improved education for girls and young women to reduce average fertility from over 7 children born per woman in the 1970s to around 2.4 today. Time is the critical factor missing from the  $I = P \times A \times T$  equation - and the time window to put our planet on a sustainable footing is closing. That's why we prioritised a major strategic review to focus our efforts and resources most effectively.

Taking forward that strategy will be our business over 2017 -18 - and I look forward to reporting on that next year. 'Big Foot' or *Homo magno pedites*, who features on the front-cover, represents the first step (in his case a big one!) in our becoming a more public-facing, campaigning organisation. Created at the close of this reporting year, the sculpture is being put to good use communicating the facts of our species' unsustainable numbers and 'footprint' on this only known habitable planet in the universe.



**Robin Maynard**  
Director

## The context and issue

### Population

Our global population stands at 7.55 billion. The increase of 167 million additional people since the UN last published figures in 2015 is equivalent to the entire population of Bangladesh - currently, the world's eighth most populous country.

Source: United Nations

The UK population reached 65.6 million people in 2016.

Source: Office for National Statistics

With an estimated 274 people per square kilometre, the UK is the fourth most densely populated country after Malta, The Netherlands and Belgium.

Source: WorldAtlas



Currently  
**1.7**  
Earths are  
needed

### Human impact

The Earth cannot replenish resources such as soil and wood as fast as we are consuming them, or absorb carbon dioxide as fast as we are emitting it. Currently, we are using the planet's natural resources 1.7 times faster than they can be renewed - akin to 'needing 1.7 Earths'. At predicted rates of growth in population and consumption, we will need more than three Earths by 2050.

Source: Global Footprint Network

Climate change is happening 170 times faster than it would do without human activity.

Source: Australian National University, 2017

2016 was the hottest year on record.

Source: NASA

In 2016, CO<sub>2</sub> concentrations in the atmosphere rose permanently above 400 parts per million for the first time since human beings evolved.

Source: NASA

Climate change  
is happening  
**170**  
times faster

**400**  
Parts per  
million Co<sub>2</sub>  
Concentration

**95%**  
Chance population  
increase to 10bn  
by 2050

### Prospects

According to the United Nations' 2017 projections, there is a 95% chance that global population will be between 9.4 and 10.2 billion in 2050 and between 9.6 and 13.2 billion in 2100.

Source: United Nations

The 47 least developed countries will see their populations more than triple between 2017 and 2100, reaching more than 3 billion people.

Source: United Nations

**3bn**  
Population Estimated  
in 47 developing  
countries



**28%**

Worldwide drop in fertility rate

### Progress

Girls' enrolment in primary school is almost universal worldwide. Secondary school enrolment has doubled since 1990.

Source: UNESCO

The global average number of children born per woman (total fertility rate) continues to decline - from 3.5 children per woman in 1985 to 2.5 in 2017.

Source: United Nations

More than 30 million women have gained access to modern contraception since 2012.

Source: FP2020

Thailand, South Korea, Colombia and other nations have all had remarkable success in cutting their fertility rates. In South Korea, the fertility rate was brought down by 80 per cent in just two generations.

Source: World Bank

**30m**

Women gained access to modern contraception

**80%**

Fertility rate drop in South Korea

**1 in 4**

Chance population peaking before 2100

### Opportunity

Population growth is not inevitable. The UN projects that there is approximately a one-in-four chance (23 per cent) of global population peaking before 2100.

Source: United Nations

Having one fewer child is at least 25 times more effective in reducing the carbon emissions of an individual in the developed world than any other single environmental and life-style measure they can take.

Source: University of Lund/  
University of British Columbia.

**1**

Fewer child is 25 times more effective in reducing Co<sub>2</sub>

## 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, raising awareness and research.**

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 concentrate on matters that resonate with our members and the wider public, whilst always keeping in mind the global context.

- **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.

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.

- **Developing alliances.**

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

- **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.

### High Level Strategy Review 2016 -17

As referred to by both the Chair and the Director in their overview and introductory reports, the Board, working with staff, members and others has been conducting a high level review of the organisation's strategy, structures and activities with the purpose of optimising our use of resources and achievement of objectives. The outcomes, recommendations and proposed actions emerging from that high level review fall within next year's reporting - and will be outlined at the 2017 AGM. A parallel review and proposal for enhancing our fundraising and financing was also initiated in 2017 and the outcomes from that will also be covered in next year's Annual Report.

## Activities and performance

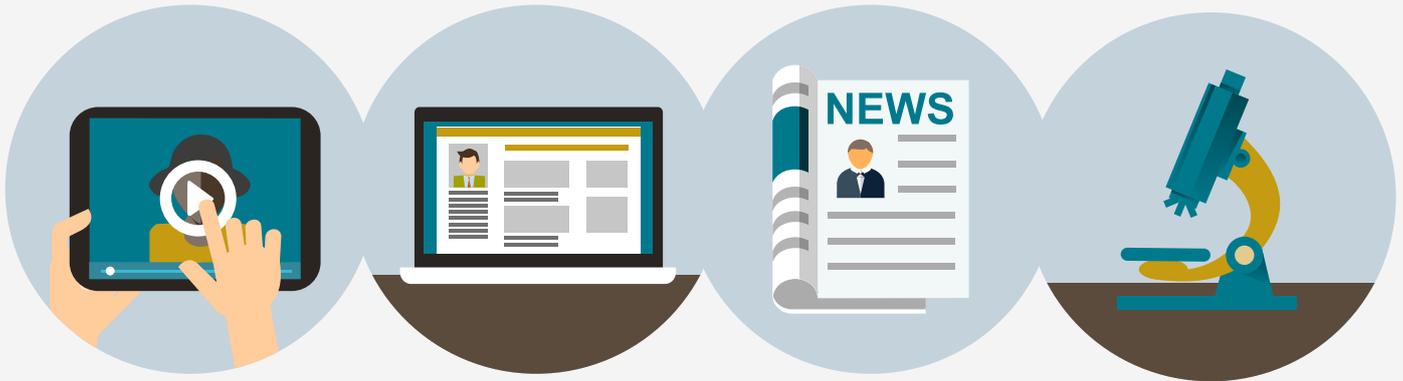
### Campaigning

The year saw both challenges and opportunities. Internationally, the most important development was the assault on family planning aid by the new Trump administration, which reinstated and expanded the 'global gag rule'; this banned all US overseas aid funding for organisations that provide abortion services or offer any information about such. The new administration also withdrew all support for the United Nations Population Fund.

In the United Kingdom, the General Election offered an opportunity for Population Matters to call for a national Sustainable Population Policy. Our local groups and supporters used our briefing and materials to promote this idea to prospective parliamentary candidates across the political spectrum in their constituencies.

Population Matters engaged with a wide range of policymakers, civil society organisations, the media and the public over the year:

- Lobbied the Secretary of State for International Development in person at the Conservative Party Conference. Also met with senior officials at the Department for International Development to discuss family planning interventions and the benefits of reducing population growth.
- Joined more than 400 development, social justice, women's rights and family planning organisations in signing a joint statement condemning the reinstatement of the gag rule.
- Joined more than 230 organisations worldwide to support a statement backing the She Decides initiative, intended to generate funds to replace those affected by the global gag rule. Also promoted the She Decides international petition against the gag rule extensively on our website and social media.
- As well as promoting our comprehensive and integrated Sustainable Population Policy during the UK General Election, we called for politicians to maintain the 0.7% GDP allocated for UK overseas aid and benchmark 10% of that specifically for family planning and girls' education.
- Met with the UK Minister of State for Climate Change to advocate for the value of managing population growth in meeting climate change targets.
- Backed the national campaign against public health cuts affecting family planning services on our website and social media.
- Supported the national campaign calling for universal and mandatory Sex & Relationships Education in all secondary schools. (Legislation implementing this in principle was passed immediately before the election.)



New TV and radio coverage

Most successful Facebook posts ever

News article shared more than 200,000 times

Continued to commission further research

## Raising awareness

### Press and media

During the period under review, there were emerging signs of an increased willingness to address the issues arising from population in the media. Where previous Population Matters media coverage had very largely arisen from domestic developments - principally the release of official statistics on UK population - the period saw more coverage of global issues. We also succeeded in generating our own original stories, framing the issues and developing the narrative on population. At the same time, we continued to engage the public directly through talks, school presentations and events, and used our website and social media followings to reach millions more.

A Population Matters opinion piece in *The Independent* calling for recognition of the benefit to the environment of people without children was shared more than 200,000 times. We also published an opinion piece in *The Ecologist*.

We worked with the environment editor at *The Times* to place an exclusive story based on our original research about the impact of population growth on traffic congestion, fronted up by our Patron, TV wildlife presenter and naturalist, Chris Packham. The story was subsequently picked up in other outlets, including the *Daily Mail*.

Population Matters trustee Karin Kuhlemann appeared on *The Big Questions* on BBC1 to discuss the environmental consequences of the Vatican's policy on contraception and director Robin Maynard took part in a prestigious debate on BBC Radio 4's *Glass Half Full* held at the LSE, examining the question, "Is a population of nine billion sustainable?"

We were quoted in multiple national media outlets commenting on various issues, including UK population statistics.

### Press and media

- Twitter followers increased more than 20 per cent to 5,500.
- Several Facebook posts reached more than 100,000 people each.
- Our 'Zombie Overpopulation' video won a gold prize at the EVCOM Clarion Awards for charity communications.

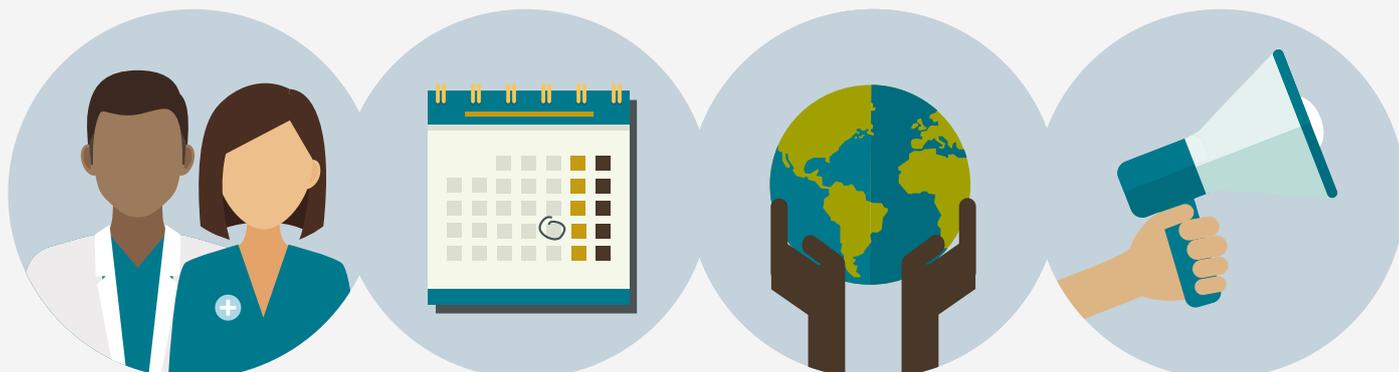
We made continued improvements to our website, to ease navigation, make content more accessible and improve search engine optimisation.

### On the ground

Our Education Group engaged in a strategic relationship with the Wellcome Trust's Crunch project, helping them reach thousands of school pupils in more than seventy schools.

Between our head office team and our local groups, we attended more than 20 public events, including freshers' fairs, vegan fairs and the Humanist Convention.

Our local groups organised multiple events, including a book tour by US conservationist, population activist and author Karen Shragg; as well as leafleting commuters and engaging in an inter-faith talk on population.



**Crowdfunded grassroots project funding model initiated**

**More than 20 public events attended**

**Extending the reach of our supporter base.**

**Increasing our campaigning activity**

## Research

We have continued to conduct and collate research relevant to population issues:

- Published two editions of our academic journal, *The Journal of Population and Sustainability*. The journal was distributed to a wide range of academic institutions and institutions. It has also been made available on the ISSUU digital publishing platform.
- Conducted original research on the potential impact of projected UK population growth on road traffic congestion and rail travel delays (featured in the exclusive report in *The Times*).
- Published briefings and Sustainability Insights papers on subjects including sustainable economics, planetary boundaries, biodiversity and the demographic dividend.

We recognise that the value of research depends on it being accessible and so we have focused on ensuring our research outputs reach the intended target audiences.

## PopOffsets

In October 2016, the Board agreed to move the PopOffsets grant-giving model (with individual donations received going into a general pot and then allocated centrally to recipient projects) to a 'crowdfunding' model where donors can choose which initiatives and projects they wish to support. The focus of the projects to be supported was also agreed by the Board to move away from carbon offsetting per se to grassroots, 'in the field' initiatives in both developed and developing countries. Projects that provide access to family planning, support girls' education and empowerment, promote social, cultural and ideational change in attitudes and openness to non-coercive family planning and choice - and ideally with linked wildlife conservation and environmental aspects. The new model of PopOffsets (working title 'Pop Action') will go live on our website towards the end of 2017.

## Plans for the future

As stated earlier, a High Level Strategic Review was set in train during the year, with the discussions and decisions around outcomes, recommendations, and proposed actions falling into our next financial year. However, there are some topline areas that we will be prioritising indicated here:

- Increasing our campaigning activity
- Refreshing and upgrading all our communication materials and outlets
- Building our presence, profile and representation internationally
- Expanding and diversifying our funding sources
- Extending the reach and range of our supporter base
- Strengthening links with relevant expert bodies and academic research sources.

# 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 and planning exercises.

### Committee

There is one Board committee, the investment committee, which is chaired by the honorary 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** - Jill Rawlins (until 30.07.16)  
Andrew Macnaughton (from 30.07.16)

**Vice chair** - Fiona McKenzie

The Vice chair acts as the senior independent director.

**Honorary treasurer** - Percy Kelland

## Directors during year

### Maggie Avison

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

### 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.

### John Charnock-Wilson

A biologist by background (BSc Zoology, MSc Freshwater Biology) and a qualified teacher, he spent many years in industry in the UK and overseas, including secondment to HM Government as an Export Promoter. Manager of Population Matters' PopOffsets scheme.

### 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 Master's degree in Environmental Management.

### Jill Rawlins

A public sector change management consultant. She has extensive experience in managing communications teams and departments. She is especially interested in farming, food and child nutrition.

### 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 CO<sub>2</sub> 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	-	3 out of 4
<b>John Charnock-Wilson</b>	08/10/2016	06/05/2017	1 out of 2
<b>Harry Cripps</b>	07/11/2009	-	4 out of 4
<b>John Davies</b>	10/10/2015	-	4 out of 4
<b>Karin Kuhleemann*</b>	12/10/2013	-	3 out of 4
<b>Andrew Macnaughton*</b>	10/10/2015	-	4 out of 4
<b>Fiona McKenzie*</b>	17/02/2015	-	4 out of 4
<b>Jill Rawlins</b>	18/05/2015	30/07/16	1 out of 1
<b>Ascanio Vitale</b>	10/10/2015	-	4 out of 4

\*Members of the investment committee

### Appointment process

Board elections are held annually at our autumn Annual General Meeting. Candidates must have been accepted as guarantor members and be nominated for election by either another guarantor member or the Board. 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 organisation 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 organisation and their responsibilities, including company and charity law.

### 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

John Charnock-Wilson declared a conflict of interest in respect of PopOffsets and absented himself from Board discussions on the subject. He received £1,150 in respect of his management of PopOffsets. No other Board member has a pecuniary interest in the activities of the organisation. No other Board members are 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 carried out an interim Board skills and contribution audit. A full audit was postponed until the after the High Level Strategy Review reported.

## Advisory Council

We call on our Advisory Council to give us an independent perspective on our strategy, performance and major decisions. The Board is planning to review and optimise the role and contribution of the Advisory Council during 2017/18. 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 [www.peopleandplanet.net](http://www.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, and with great experience in political campaigning.

### Peter Wadhams ScD

Professor of Ocean Physics, and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics, University of Cambridge. He is the President of the International Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys.

## 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 not 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 are spread across a number of institutions, reducing the risk arising from institutional failure.

Internal communications and file storage are via a partially 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 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 small number of 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 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.

The engagement of a fundraising consultant will help ensure a greater diversity of income streams and optimise overall income.

#### *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, predictable and controllable expenditure needs, 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.

### Operational team

Our team is comprised of staff and contractors. The following were engaged during the financial year:

**John Charnock-Wilson** - PopOffsets manager

**Alistair Currie** - Head of campaigns and communications

**Tessa Dickinson** - Campaigns and projects officer

**Kate Duggan** - Magazine editor

**Julie Lewis** - Finance and membership manager

**Robin Maynard** - Interim director (from 1.12.2016)

**Simon Ross** - Chief executive (until 11.11.2016)

**David Samways** - Journal editor

Our work also benefitted enormously from the skills and contributions of a number of part-time interns who were paid the London Living Wage. Our team is broadly balanced in gender.

### Volunteers

Population Matters is fortunate to have an enthusiastic and committed cohort of supporters, whose contribution across a range of activities is invaluable. The principal volunteers are listed below, but the number of supporters who contribute time through local groups, letter writing, our education group and other activities runs into hundreds.

**Jonathan Austen** - PopOffsets Facebook manager

**Jane Blank** - Education group coordinator

**Ivan Cicin-Sain** - Outreach analyst

**Marcus Dredge** - Facebook administrator

**Rosemary Horsey** - Individual outreach

**Karin Kuhlemann** - Facebook manager

**Savannah Leigh-Rose** - Group outreach

**Marc Oxley** - Online group manager

**Chris Padley** - Online group manager

**Jeremy Randles** - Facebook administrator

**Eric Rimmer** - PopOffsets researcher

**Graham Tyler** - Shop manager

**Mike Wheeler** - Local group facilitator

### 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 appropriately 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

The year ended 30 June 2017 was one of considerable change with the CEO being replaced, a strategic review instigated, investment being made in a new customer relationship management system and with expenditure being more focused towards campaigning.

The year also saw a fall in total income back towards the level seen in 2014/15, whilst expenditure rose by 14%.

As the result of the fall in income and rise in expenditure, a deficit was incurred of £80,463 compared to a surplus in the previous year of £117,124. This resulted in a fall in reserves of this amount. However, despite the deficit in the year, the year-end reserves were still well in excess of the minimum level required per the charity's reserves policy.

### Income and expenditure

Income fell year on year by £149,137 (32%) to £316,651, as the result of two large donations received in the previous year not being repeated in the current year. Total income for the year was very similar to that of two years ago i.e. 2014/15 when it was £309,937. Thus, income for this year was in line with that of two years ago before the "exceptional" donations received last year.

Membership is slightly up on a year ago. We have continued to participate in sponsored events, to advertise selectively and to staff stalls at various fairs and gatherings.

Expenditure has increased by £48,450 (14%) to £397,114. This net rise reflects a number of factors and changes in the year, including the termination costs for the retiring CEO (approximately £22,000), but with a saving in ongoing annual costs as the result of the new CEO being on a four-day per week contract compared to five-days per week for the previous incumbent.

Also included in this year's figures is spend on the first stage of a high level strategic review (£14,000) and on a new customer relationship management (CRM) system (£22,000). Offsetting these increased costs less has been spent this year in a number of areas such as advertising and publicity, and grants made via PopOffsets.

### Reserves and investments

#### Reserves

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of risks manifesting.

We hold sufficient reserves to protect our operations from the consequences of a range of identified risks and to provide funds to take advantage of opportunities. The desired minimum level of unrestricted reserves is currently set at £280,000.

At the year-end, actual unrestricted reserves were £493,912 - considerably in excess of the minimum required level. Therefore, the trustees decided to use some of these excess reserves in the forthcoming year to advance the charity's strategic aims and also plan to run a deficit in the year 2017/18 for the same purposes.

#### Investments

We hold an investment of £100,000 in ethically-based managed equity funds with:

BMO Global Asset Management  
Exchange House  
Primrose Street  
London EC2A 2NY  
United Kingdom

We also have cash funds spread across a number of deposit-taking institutions.

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 is available on our website and addresses risk, asset allocation, liquidity requirements, time requirements and ethical considerations. At the year end the market value of these investments was £135,547, an increase of £21,253 (19%) on the opening value of £114,294 and an increase of £35,547 (35%) on the original investment.

## SUMMARY FINANCIAL STATEMENTS

### Statement of Financial Activities for the Year Ended 30th June 2017

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

	Notes	Unrestricted funds (£)	Restricted funds (£)	2017 Total funds (£)	2016 Total funds (£)
<b>INCOME FROM</b>					
Donations and legacies		271,991	37,841	309,832	459,651
Other trading activities	2	1,170	-	1,170	2,012
Investment income	3	5,649	-	5,649	4,125
<b>Total</b>		<b>278,810</b>	<b>37,841</b>	<b>316,651</b>	<b>465,788</b>
<b>EXPENDITURE ON</b>					
Raising funds		37,700	1,149	38,849	50,062
Charitable activities	4				
Campaigning		127,306	7,238	134,544	29,287
Raising awareness		201,201	3,596	204,797	269,315
Research		18,924	-	18,924	-
<b>Total</b>		<b>385,131</b>	<b>11,983</b>	<b>397,114</b>	<b>348,664</b>
<b>NET INCOME (EXPENDITURE)</b>		<b>(106,321)</b>	<b>25,858</b>	<b>(80,463)</b>	<b>117,124</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		600,233	16,158	616,391	499,267
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>493,912</b>	<b>42,016</b>	<b>535,928</b>	<b>616,391</b>

#### CONTINUING OPERATIONS

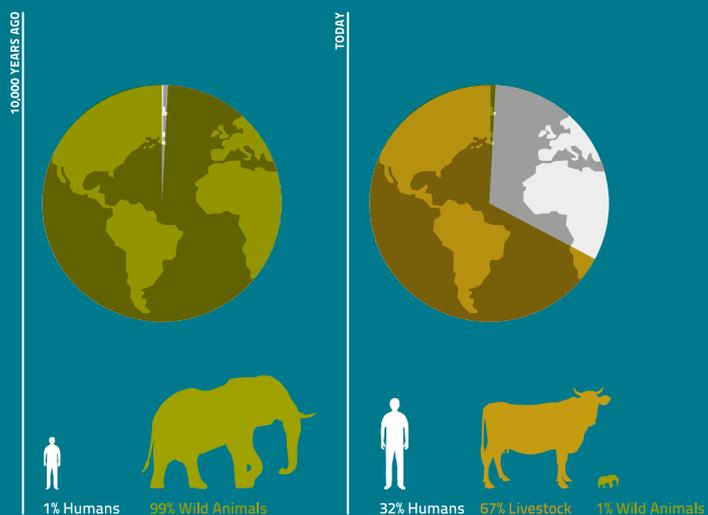
All income and expenditure has arisen from continuing activities.

## Balance sheet at 30th June 2017

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

	Notes	Unrestricted funds (£)	Restricted funds (£)	2017 Total funds (£)	2016 Total funds (£)
<b>FIXED ASSETS</b>					
Intangible assets	10	250	-	250	337
Tangible assets	11	240	-	240	519
		490	-	490	856
<b>CURRENT ASSETS</b>					
Debtors	12	104,232	500	104,732	7,728
Investments	13	100,000	-	100,000	100,000
Cash at bank		323,600	43,466	367,066	538,466
		527,832	43,966	571,798	646,194
<b>CREDITORS</b>					
Amounts falling due within one year	14	(34,410)	(1,950)	(36,360)	(30,659)
<b>NET CURRENT ASSETS</b>		493,422	42,016	535,438	615,535
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		493,312	42,016	535,928	616,391
<b>NET ASSETS</b>		493,912	42,016	535,928	616,391
<b>FUNDS</b>					
Unrestricted funds	15			493,912	600,233
Restricted funds				42,016	16,158
<b>Total Funds</b>				535,928	616,391

## Additional facts



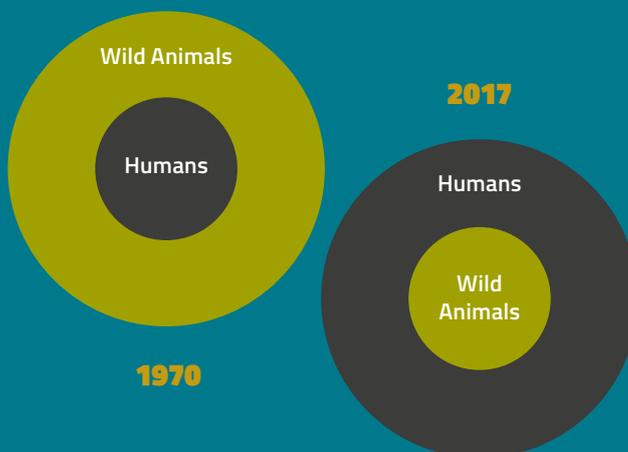
10,000 years ago, humans made up 1% of the weight of vertebrate land animals: the rest were all wild. Today, wild animals make up just 1%. The other 99% is humans, our farmed animals and our pets - with our livestock making up 67% of that 99%.  
 Source: calculations based on work of Vaclav Smil (2011)



The UN calculates that if, on average, there was just one fewer child in half of the world's families than it projects, then overall population growth would end by 2050 and the world's population would be smaller than it is today in 2100.  
 Source: United Nations



Global population growth 2015-2017  
 Source: United Nations



Populations of wild animals have reduced by 58% since 1970. In that period, the human population has doubled.  
 Source: WWF

A photograph of Sir David Attenborough, an elderly man with white hair, wearing a black tuxedo jacket, a white dress shirt, and a black bow tie. He is smiling slightly and looking towards the camera. He is holding a book with a blue cover. The book cover features a painting of a yellow bird perched on a branch, with a large, stylized, golden structure resembling a traditional house or a piece of architecture in the background. The background of the book cover is a light blue sky.

**'All our environmental problems become easier to solve with fewer people, and harder and ultimately impossible to solve with ever more people.'**

Patron Sir David Attenborough

population  
matters

**for a sustainable future**

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

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



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