

EASTLEIGH CONSERVATIVES
Statement of Accounts
Statement Date: 31 December 2021

1. Statement of Accounts: cash accounting

Administrative information	
Registered address	
4 Matthew Parker Street, London, SW1H 9HQ	
Elected Representatives	
Name	Position
Paul Holmes MP	<i>Member of Parliament</i>
Steven Broomfield	<i>Borough Councillor (Fair Oak and Horton Heath) County Councillor (West End and Horton Heath)</i>
Responsible Officers	
For the purposes of the Political Parties Elections Referendums Act 2000 the responsible officers are:	
Name	Position
Charles Daniel-Hobbs	Chairman and Registered Treasurer
Margaret Atkinson	and Deputy Registered Treasurer
Political activities	
Overview of political activities	
<p>After a pandemic induced hiatus to campaigning and fundraising during 2020, the Association took responsible advantage of the easing of Coronavirus restrictions to considerably increase its activities compared to the previous 12months.</p> <p>With combined Borough and County elections in May 2021, the Association undertook the most comprehensive local election campaign in its recent history. A new team of officers, agent and several new candidates (all on a voluntary basis) reenergised the Association with a focus on local campaigning and member-oriented events.</p> <p>The 2021 local election campaign consisted of targeted mailings, a Postal Vote recruitment drive, Social Media campaigns and unsolicited mail drops, totalling over 150,000 pieces of literature, were delivered across the constituency.</p>	

The result was a strong set of local election results, with the Conservative vote tripling and doubling in many districts and wards, increasing by double-digit percentage points across the constituency. We were delighted to see a Borough and County Councillor elected, the first for several years.

Soon after the conclusion of the 2021 Local Elections, we began preparations and campaigning for the 2022 Local Elections, with a focus on targeted letter drops, and surveys. This worked continued until the end of the accounting period.

The wide scope of our local election campaign also allowed the Association to considerably raise the profile of the Member of Parliament. Their incumbency campaign had been substantially reduced in the previous 12 months due to the pandemic. Their name recognition has improved markedly because of our efforts.

In conclusion, the period for 2021 was a wholly different affair as opposed to the previous period. An almost new officer team began implementing pandemic delayed plans on fundraising, increasing donations and a drastic change in the style and pace of campaigning. This was done successfully whilst still retaining prudent finances.

Branches

Eastleigh Conservative Association has no branches.

Financial Activities

Income overview

Membership to the Association remained largely unchanged, but has fallen slightly. Our efforts to encourage members to use the Party's central system for their membership was met with limited success. The Association was able to increase the membership fees of some members who had been on historically low subscriptions. This allowed membership receipts to rise, marginally, despite the small fall in numbers.

The Association undertook an early fundraising drive with letters to members asking them to contribute towards the association's political campaigns. This was well received, with numerous donations received.

The Association held its first fundraising functions; a summer BBQ, meet the team and autumn dinner events, since the election of Paul Holmes as the Member of Parliament. These were well attended by members, friends, and family.

Alongside the fundraising functions, the Association has developed two small groups, a business club and a patron's club, whereby members could contribute on a little but often basis. Whilst they're both in their infancy, they've both been successful to date.

The Association formalised a lease with the Southern Parishes Club, where the Association had based itself on an informal and ad hoc basis for many years. The Association was able to let additional office space, beyond its requirements. This improved our income for the year.

Expenditure overview

With a step change in activity, both campaigning and membership related, the associated office costs increased compared with the previous period. This rise was expected and proportionate to the activities carried out.

The renewed focus on membership interaction (via letters) and associated fundraising events (cheese and wine, BBQ, dinner events), meant the Association incurred costs in promoting and running functions. These costs gave a suitable return to the Association.

With the combined Borough and County elections, our campaigning costs increased considerably on the previous year, when campaigning had been halted. The focus on incumbency promotion also contributed to the significant uplift in expenditure, which occurred across the whole period. In addition, we began our campaign for the Local Elections in 2022 started in the late summer of 2021, so the expenditure figure covers the initial part of the current election campaign.

The formalising of the lease with the Southern Parishes Club gave the Association a permanent home. The lease agreement covered items such as utilities and contributions to repair and maintenance of the premises.

Balance sheet overview

Despite the significant increase in expenditure, especially on campaigning, efforts to diversify and improve our income streams increased by just over 17%. The officer team deem this rise wholly acceptable.

Accounting notes

Accounting convention

These accounts have been prepared using the cash accounting method, the same as for the previous period.

Income and expenditure account			
	Note	2021	2020
Income			
Membership	1	4795.78	4705.09
Affiliations	n/a	-	-
Donations	2	7850.00	238.97
Branch Income	n/a	-	-
Fundraising income	3	4579.00	565.00
Investment income	n/a	-	-
Transfers in	n/a	-	-
Property and rental income/Office services	4	16000.00	0.00
Miscellaneous	n/a	-	-
Total income		33224.78	5509.56
Expenditure			
Premises		6000.00	0.00
Office costs		3384.59	2411.44
Branch Expenditure	n/a	-	-
Staff costs	n/a	-	-
Transfers out	n/a		
Campaigning costs		22398.73	7534.58
Fundraising costs	5	426.98	283.64
Financing charges and taxation	11	-	-
Miscellaneous	9	-	-
Total expenditure		32210.30	10229.66
(Deficit)/surplus		1014.48	(4720.10)

Assets and loans statement			
	Note	2021	2020
Purchase of Assets	12	-	-
Sale of Assets	12	-	-
Repayment of existing capital loans	13	-	-
Additional loan undertakings	13	-	-
Net (Income)/Expenditure on Assets/Liabilities		0	0

Balance sheet			
	Note	2021	2020
Fixed assets			
Property (<i>include any Trusts</i>)	14	-	-
Fixtures and fittings	14	-	-
Office equipment	14	-	-
Investment property	6	-	-
Other investments	6	-	-
		-	-
Total fixed assets	-	-	-
Current assets			
Cash in hand and at bank	6	6893.33	5878.85
Total current assets	-	6893.33	5878.85
Liabilities			
Loans outstanding	13	-	-
Total liabilities	-	-	-
Total Net Assets/(Liabilities)	-		
Accumulated Fund Bfwd		5878.85	10598.05
Surplus/(Deficit)		1014.48	(4720.10)
Asset Value Adjustments	16	-	-
Accumulated Fund Cfwd		6893.33	5878.85
Revaluation Reserve	14	-	
Total Reserves		6893.33	5878.85

Notes to the Accounts:

Note 1 'Membership' Accounting Note:

Description	2021	2020
Membership fees received directly by the accounting unit.	449.28	767.50
Membership fees received by the central party on behalf of accounting units	4346.5	3937.59
Total Membership	4795.78	4705.09

Note 2 'Donations' Accounting Note

Donations	2021		2020	
	Cash	Non Cash	Cash	Non Cash
Eastleigh Conservative Association	7850.00	-	238.97	-
Total	7850.00	-	238.97	-

During the year the unit did not receive any donations that were reportable to the Electoral Commission, (no donations were over £1,500 from the same donor in the year).

The total donation figure shown under income above is greater than this because of donations received that were below the PPERA reporting threshold.

Note 3 - Fundraising

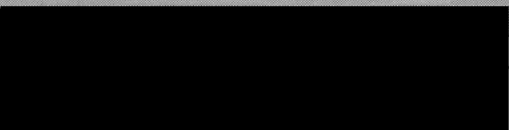
Income streams	Income	Expenditure
<i>"Meet the Team"</i>	212.00	42.27
<i>Summer BBQ</i>	353.00	14.6
<i>Dinner Events</i>	3854.00	370.11
<i>Patrons Club</i>	160.00	0.00
Total	4579.00	426.98

Note 4 Property and rental income/office services

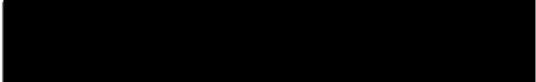
Source	2021	2020
Paul Holmes MP	16000.00	
Total	16000.00	

Declarations

I confirm that the above Statement of Accounts has been prepared in accordance with guidance issued by the Electoral Commission and is correct to the best of my knowledge. In addition I confirm that these accounts have been approved by the Executive Council:

Sig	Position	Date
	Chairman/ Registered Treasurer	Thursday 3 rd March 2022

I have examined the Income and Expenditure Account and Balance Sheet for the year ending 31st December 2021 together with the underlying accounting records and confirm that the accounts are in accordance therewith.

Signature	Position	Date
	Independent verifier	Thursday 3 rd March 2022