

Company registration number: 06407985

Charity registration number: 1123940

The Social Research Association

(A company limited by guarantee)

Annual Report and Financial Statements

for the Year Ended 31 July 2025

Field Sullivan Limited
9 Hare & Billet Road
London
SE3 0RB

The Social Research Association

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The Social Research Association

Reference and Administrative Details

Chair	Edward Dunn
Trustees	Diarmid Campbell-Jack Lee Chan Naomi Day Joy Dobbs Edward Dunn Victoria Harkness Kirstie Hewlett Rachel Hughes CJ Marshall Beth Moon Gillian Prior Daniel Stunell India Thompson Laura Wilson
Secretary	Tina Haux
Charity Registration Number	1123940
Company Registration Number	06407985
Registered Office	9 Hare & Billet Road London England SE3 0RB
Principal Office	70 Hillside Avenue Canterbury England CT2 8HA
Independent Examiner	Field Sullivan Limited 9 Hare & Billet Road London SE3 0RB
Bankers	Barclays Bank plc Co-operative Bank plc Bank of Scotland plc

The Social Research Association

Trustees' Report

The annual report together with the financial statements and auditors' report of the charitable company for the year ended 31 July 2025 have been prepared in compliance with current statutory requirements, Companies Act 2006, the Charities SORP (FRS 102) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland and the Charities Act 2011; and with the charity's governing document, its Memorandum and Articles of Association.

Chair's Report – Ed Dunn

This year has marked a significant milestone for the SRA as we have developed and have launched our finalised 2025–2028 strategy, setting a clear direction for the years leading up to our 50th anniversary in 2028. Our new strategy, developed collaboratively with trustees and staff, and building on member feedback, sets out ambitious goals: to build a vibrant and inclusive community for social researchers, support diverse pathways into and through the profession, become a leading voice on research ethics, and ensure the SRA's financial security and sectoral influence. These objectives are underpinned by our core values of excellence, inclusivity, innovation, integrity, and collaboration.

Community and Membership: We have continued to grow and connect our diverse membership, now over 1,600 strong, with active branches in Scotland, Wales, and the North. As always I really enjoyed our Annual Conference. We returned to the Royal College of Physicians in London, attracting around 300 delegates for a sellout event featuring high-profile speakers and 16 breakout sessions. We shall return to the same venue in 2026 and our events and webinars continue to foster collaboration and knowledge sharing across the UK.

Investment: We have made a significant yet carefully considered investment in our new Member Hub, recognising its potential to transform how our community connects and collaborates. This digital platform has been designed to provide members with a vibrant, interactive space to share knowledge, access resources, participate in discussions, and build professional networks. By monitoring key performance indicators such as adoption rates, engagement levels, and member satisfaction, looking forward we will ensure that the Hub delivers real value and supports our strategic goals of inclusivity, innovation, and growth. The Member Hub will not only enhance the day-to-day experience of our members—making it easier to find support, join events, and contribute to the SRA's mission—but also strengthen our collective voice and resilience as we look to the future.

Professional Development: Our training offer remains sector-leading, with new modules on AI and digital methods attracting record attendance. We have expanded our support for early career researchers, including supporting the Survey Futures Early Career scheme, and broadened access to professional development.

Ethical Leadership: The SRA has strengthened its position as a champion of research ethics, providing updated guidance and resources to support high standards across the sector.

Equality, Diversity, and Inclusion: Our commitment to equality, diversity, and inclusion (EDI) remains central. This year, we expanded our EDI working group and delivered new training and events focused on inclusive research practices.

Financial Resilience: Prudent management has allowed us to invest in new initiatives while maintaining a stable financial position. The wider charity and research sector continues to face both challenges and opportunities. We remain mindful of our reliance on training and membership income and are actively exploring ways to diversify our revenue streams. Our improved approach to risk management ensures we can adapt to changing conditions and continue to deliver value for our members.

The Social Research Association

Trustees' Report

Thanks, and transitions

As always, I am deeply grateful to our staff, volunteers, and trustees for their dedication. This year, we bid farewell to several long-serving trustees and welcomed new colleagues to the Board. Special thanks go to those stepping down for their invaluable contributions. Furthermore, we are saying goodbye to a much valued staff member. Monica Wright has decided to leave after doing an excellent job on finances and events at the SRA for nine years. Anyone who has been to our annual conferences will know what a fabulous event it is and anyone who has organised a conference will know how much work goes into organising such a day. Monica will be a tough act to follow!

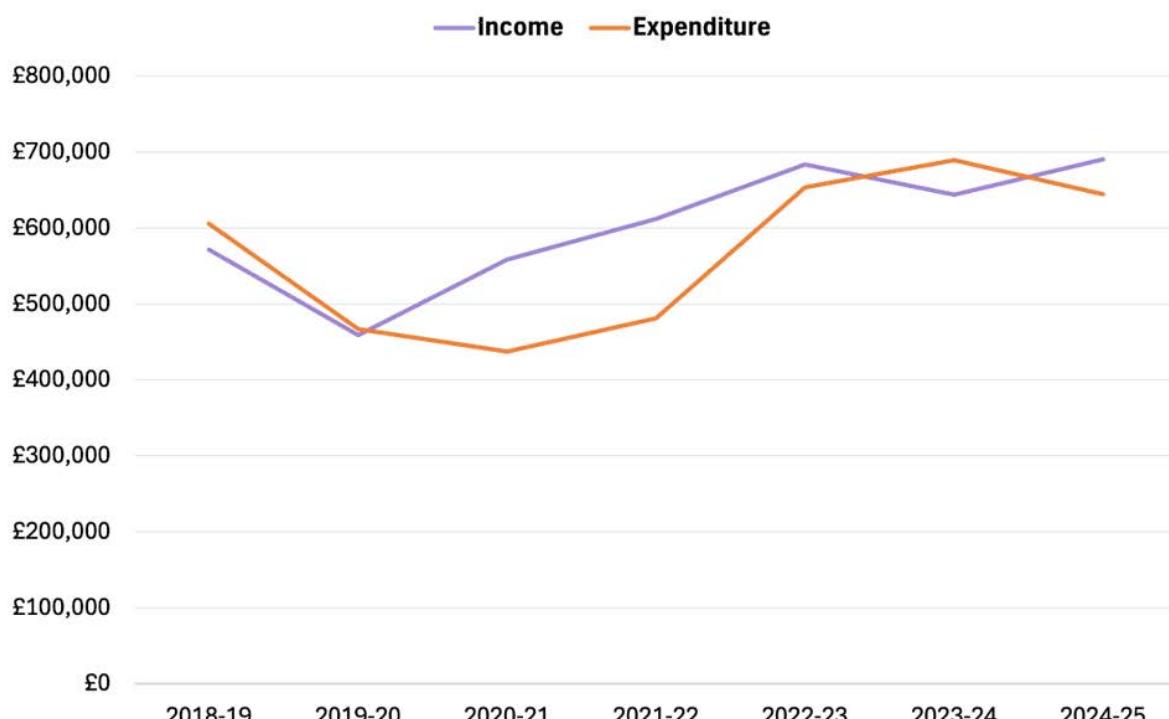
Closing

As we look ahead to the launch of the Member Hub and the publication of our new strategy, the Board and I remain committed to ensuring the SRA is a resilient, forward-looking organisation—one that champions excellence, inclusion, and innovation in social research.

Treasurer's report: Financial Year 2024/25

In the 2024/25 financial year, we have focused on maximising cost efficiencies in our business as usual as well as strategic investment, resulting in a surplus of £46,100 at year end. This follows having reported a deficit in the previous year due to strategic investment and a loss-making annual conference. The surplus is due to strong demand for training, paired with only a moderate increase in the cost of training, review of external contracts and better financial performance of the annual conference.

The SRA still holds significant reserves due to surpluses generated in 2020-22 (see Figure 1), following the shift to online delivery during the pandemic. This new operating model led to a situation where the SRA held more funds in reserve than required. As a result, in addition to expanding the staff team to meet new levels of demand, in the 2023/24 financial year we began to ringfence around £150-200k in designated funds to spend on special projects that will incubate new services and improve the operations of the charity in the following areas: equality, diversity and inclusion, community building and supporting new initiatives to be launched in 2028 when the SRA will be celebrating its 50th birthday.



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Trustees' Report

Figure 1: Trends in income and expenditure

Spending on designated funds projects has increased over the past year (£24,052, up from £9,821 in 2023-24) as these projects now gain momentum. Over the next 2-3 years, we expect the SRA will report a deficit while we deliver these projects, which aim to broaden the range of benefits we deliver for our members and the social research profession more broadly, and to diversify our income streams.

The SRA's financial performance in 2024/25 confirms what was suspected in the 2023/24 report, that the growth seen during the pandemic has now levelled off. What is cause for celebration, however, is that we have been able to sustain the higher levels of income seen during the pandemic (£640k+) over the past three years, compared to the pre-pandemic period (see Figure above). 2024-25 saw the highest income levels generated by the charity to date at £690,237. Overall income and expenditure from business-as-usual also continue to generate a surplus, leaving the SRA in a strong and sustainable financial position. Furthermore, the SRA did not encounter any large extraordinary costs such as recruitment for a chair and CEO, as had been the case in 2023/24. In the sections below, we describe these trends in more detail.

Income and Expenditure Overview

The SRA's key income streams – membership, training, events, advertising and ethics appraisal – continue to perform well overall (see Figure 2), though with some notable shifts:

Membership: Membership income has dropped modestly in this financial year relative to the last two years, decreasing slightly from £100,109 in 2023/24 and £99,752 in 2022/23 to £97,351. The drop in

- 2024/25 has been magnified by large group members renewing their membership in the 2025/26 financial year rather than the 2024/25 financial year. As will be discussed in later sections of the report, we are reviewing and expanding the SRA membership offer in 2025/26.

Training: Training courses remain the SRA's largest income stream, contributing £531,739. This figure is more in line with training income seen in 2022/23 (£524,957) than that of 2023/24 (£490,128). The decline in the training income in 2023/24 was driven by reduced trainer availability and a slightly lower number of courses delivered. In response, we have worked to increase the cost efficiency of

- our training offer this year, through a moderate increase in training fees as well as undertaking a review of the scheduling of courses, which led to more courses being fully booked than in the past. This has led to higher levels of net income from our training offer, thereby increasing the surplus generated from this critical income stream.

Events: Inflationary pressures continue to impact the annual conference. However, an increase in

- attendance, sponsorship and reduction in venue costs contributed to the costs being substantially lower than in 2023/24. This resulted in this year's conference making a small surplus (£778), compared to a loss of £19,000 in 2023/24.

Advertising: Advertising income from the jobs board continued its downward trend, falling from

- £8,418 in 2023/24 to £5,272 in 2024/25. This reflects broader challenges in the recruitment sector and highlights the importance of exploring alternative revenue streams in this area.

Ethics appraisal: The ethics appraisal service was introduced in 2022-23. Income from the ethics appraisal service has continued to increase, rising from £10,774 in 2023/24 to £12,577 in 2024/25.

- Yet it is currently running on a cost recovery model, with the reimbursements for the external experts carrying out the appraisals coming to £11,070 in 2024/25. Growing the panel, updating the guidance and marketing the service further will be an area of focus for the SRA in 2025/26 to try to grow this as an income stream.

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Trustees' Report

- Investments: The SRA makes a small amount of money each year from investments (£760 in 2024/25); however, we feel this is an underutilised source of income generation, and will be looking to expand our investments next year.

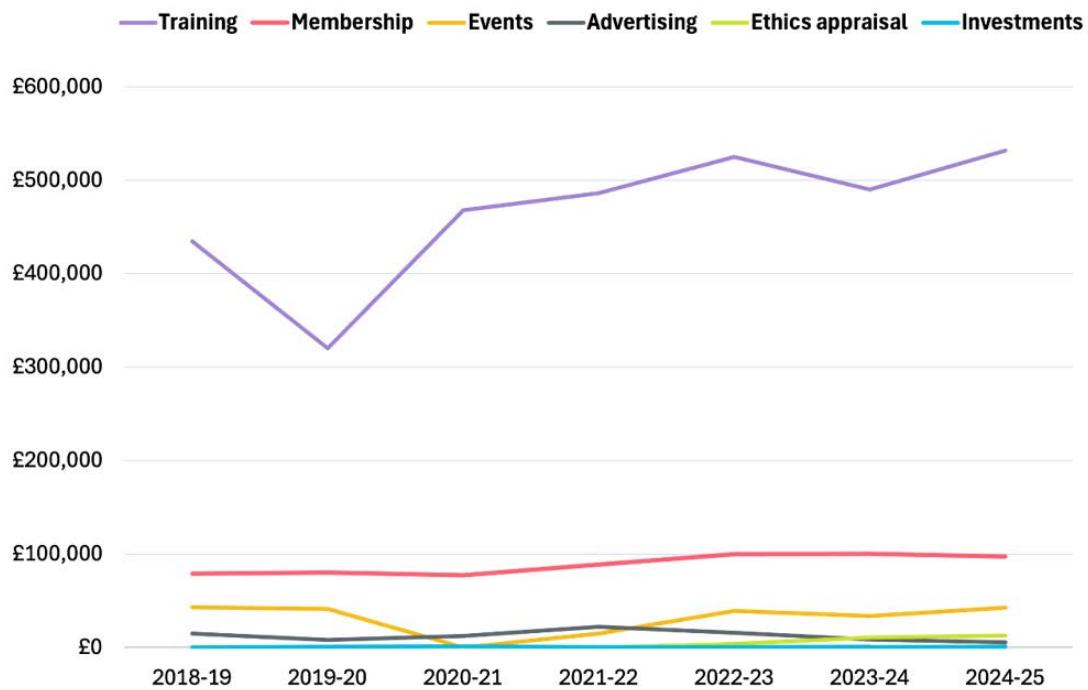


Figure 2: Breakdown of income sources

We continue to take steps to mitigate risks around income, particularly training. This includes looking at cost efficiencies in our training offer, introducing new courses as well as commissioning an accessibility review. The sustainability of our income from membership will also be addressed through designated funds spending on community building projects; and we have made the diversification of income streams a strategic priority in our strategy development.

Expenditure during 2024/25 was shaped by the SRA's strategic priorities and external economic factors.

- Staffing: in the past year staff salaries have seen inflation-linked increases, reflecting the long-term trajectory of incremental rises year on year. Note: staff costs are lower than last year, as 2023/24 was a period of transitional staffing.
- Governance: Governance dropped to £3,142 in 2024/25 due to a number of services being taken in-house. Please be aware that governance costs are surfaced under the term 'trustee meetings' in the tables below, but the significant spending in 23/24 included a full governance review and recruitment costs for a new chair and CEO. The trustee meetings column should therefore be read as capturing broader governance spend for 23/24.
- Digital Infrastructure: The SRA modestly increased its spending on IT and website services, with costs rising to £32,979 from £32,887 in the previous year.

The Social Research Association

Trustees' Report

Designated Funds: The SRA utilised £24,052 from designated funds during 2024/25 for the mentoring pilot and setting up the membership hub. The latter involves cost of software and consultancy as well

- as recruitment of additional staff. Strategically investing the surplus has been a key focus of the SRA in 2024/25 and both the mentoring pilot as well as the membership hub have the potential to transform the membership offer of the SRA as well as the engagement with our members.

Reserves Management

The SRA's financial stability is underscored by its strong reserves position. At the close of 2024/25, the SRA carried forwards £487,620 – exceeding the range required by the SRA's reserves policy (9-12 months of operating expenses, which equates to £269,765–£359,686). £341,119 will be retained as reserves; and £134,641 allocated to designated funds projects, supporting further investment in EDI and community-building initiatives. The SRA reserves policy has been updated setting out clear principles as well as a detailed discussion of how the reserve amount has been calculated, e.g. factoring contractual commitments and secured future income. The revised reserves policy has been approved by the board.

Strategic Reflections

The SRA's financial position remains strong, underpinned by prudent management and a commitment to reinvest surplus funds in activities that benefit the social research community.

Key achievements include:

- Capacity Building: Increased investment in staffing and governance continued to strengthen the SRA's operational resilience and positioned it for future growth.
- Investment in membership services: Strategic investment in mentoring and a membership hub reflects changes in the working lives of social researchers as well as the continued commitment to enhance the accessibility and inclusivity of the SRA.
- Programme Diversification: Focused investment in EDI initiatives such as the training accessibility audit reflects the SRA's commitment to inclusivity and long-term value creation.
- Sustainable Financial Planning: The planned reduction in reserves aligns with the SRA's policy, ensuring that surplus funds are reinvested to support its mission.

Looking ahead to 2025/26, the Trustees remain committed to monitoring economic conditions and adjusting plans as needed to ensure the SRA continues to balance growth with sustainability.

Governance - Diarmid Campbell-Jack

The Governance sub-committee continues to drive forward the approach to Governance in the SRA. This has continued to focus on implementing the recommendations suggested in the review of the SRA's Governance & Board Effectiveness which was completed in late 2023.

The 2024/25 reporting period saw the Governance sub-committee successfully complete the implementation of the most priority items identified in the 2023 review. These have included updating articles of association, ensuring a clear Scheme of Delegation (including outlining which trustee groups are Committees and which are working groups), reviewing the trustee board composition, and ensuring a full risk register is in place and monitored.

The Governance sub-committee, having completed these most priority items, is now moving to work on the less priority items identified in the 2023 reviews. These include monitoring that relevant policies are in place and updated, ensuring standardised job descriptions are in place, and that annual 1-2-1s are held for all trustees with the Chair of Trustees.

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Communications - CJ Marshall

Research Matters, the SRA Magazine, remains freely available. It appears quarterly provides reflections on methodological innovations, EDI and working practices as well as more general updates from and for the social research community. Key themes this year have been career pathways, EDI, industry news and research innovation. Many thanks to our Editor, Andrew Phelps and team of Volunteers; Imogen Birch, Malen Davies, Ella Forder, Justine Karpusheff, Phagoora, Jasmeet Phagoora, Line Knudsen, Nicola Wilson, Eileen Irvin and Laura Robertson. Many thanks also to add Shirley Henderson and Ross Mcleod for their excellent work on editing and the layout respectively of Research Matters.

The SRA Blog continues to be published several times a month. We are still searching for an Editor, in the meantime the blog is being overseen by Tina Haux (CEO) and Jessica Nelligan (Digital Communication Manager). Our most popular blogs to date are Reflexivity and Positionality in Social Sciences Research and Paradigms for Mixed Methods Research, which consistently rank among the most visited pages on our website.

The SRA Newsletter continues to be a key channel for keeping our members connected and informed, achieving consistently high engagement. Published bi-weekly the newsletter highlights upcoming events and training opportunities, and shares the latest developments in social research. Many thanks to the longstanding editor, Kate Atkins, for putting together such an interesting newsletter every fortnight!

The SRA's LinkedIn presence has continued to grow as a valuable platform for engaging with members and the wider research community. Over the past year, our follower base increased by 108% to 8893 with posts on training, funding, job listings and sector news consistently achieving strong engagement. LinkedIn has become an important tool for raising the profile of social research, and showcasing the impact of the SRA's work. Complementing the SRA's LinkedIn page, the CEO, Tina Haux, is actively using the platform to share best practice, highlight jobs and comment on developments.

Our presence on BlueSky continues to grow steadily, establishing a modest but engaged audience for sharing updates.

Equity, Diversity and Inclusion – Lee Chan, Naomi Day and India Thompson

The SRA has continued to promote and support diversity and inclusion within the UK social research sector and to share the latest thinking on inclusive research practice. Over the past year, we have made progress in strengthening our internal culture, improving the accessibility of our events and training, and amplifying underrepresented voices in the sector.

Our internal culture

The SRA Diversity and Inclusion work group has met regularly and worked closely with trustees and senior staff to ensure EDI principles are reflected across our work. Staff have continued to receive EDI training and we continue to draw on good practice in our day-to-day activities. This has also been embedded into our induction processes to ensure all new staff gain a strong understanding of the SRA's culture and our commitment to equity, diversity and inclusion from the outset.

In addition, we have now formally commissioned The Social Investment Consultancy (TSIC) to carry out an accessibility audit of our training programme. This will include a desk review, attending courses, and gathering feedback from attendees and trainers. The findings are being developed into a practical toolkit for trainers to ensure the SRA training offering is accessible to all who need it.

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Trustees' Report

We also launched a pilot mentoring scheme, designed and implemented with an emphasis on inclusive matching. Feedback has been positive, with mentees reporting that their pairings were well-tailored to their needs.

Events and Partnerships

Accessibility and inclusivity were central to the organisation of our annual conference. Measures included a quiet room, captioning, hearing loops, menu choices and British Sign Language interpreters. We have taken forward learnings from the event to inform future conferences. We provided a travel bursary to help ensure the SRA conference could be accessed by those travelling from outside London, particularly for those without organisational travel funding.

The conference also featured a highly popular session from Social Researchers of Colour (SROC), which generated rich discussion and interest in further collaboration. We have continued to amplify their work throughout the year.

The SRA has also strengthened its role in sector-wide EDI initiatives, contributing to the Market Research Society's EDI council and supporting the social research apprenticeship programme led by the University of Kent.

Knowledge Sharing

Our series of free webinars in Autumn 24 on inclusive research practices was well attended and received strong feedback. Building on this success, we began planning a dedicated event series on accessibility in research methods, drawing on contributions from our conference and the Creative Methods conference.

Our EDI vision

We have successfully developed an EDI vision which will be incorporated within our new strategy and organisational objectives. Work currently in motion and all the work slated to happen (such as the mentoring scheme) reflect that the SRA is committed to creating and nurturing an inclusive and diverse network of social researchers and to helping them achieve research excellence. Our new three-year strategy has EDI at its core, with a clear commitment to achieving greater accessibility, representation and inclusion across our activities, membership, and the wider social research sector.

Membership - Beth Moon

SRA membership is open to all individuals in the UK and elsewhere, and members are found in a wide range of sectors and organisations, including central and local government and other public bodies, research agencies and institutes, charities, academia, and independent consultants. The varied nature of the membership in terms of employment sector is seen by trustees as a strength of the SRA, providing services to researchers across a wide range of settings.

Membership is holding steady, we had 1,676 this 23/24 and ended the 2024/25 year with 1,660 members. Of those members just over half are individual members (876 individual members) and just under half are group members (784 group members). We have 56 groups in total, with the Home Office being our largest group at 102 members. We have also welcomed two new group memberships: Alzheimer's Society and Forever Consulting.

The SRA has continued to prioritise expanding its membership offering and facilitating community within the social research profession. We have been piloting a mentoring scheme. Many thanks to the MRS for sharing their experiences and resources with us and to the current mentees and mentors for engaging in the process.

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Trustees' Report

We have carried out an internal review of membership benefits and are now doing a competitor analysis. We have procured and adapted software for an online community platform. Looking ahead, we are planning a membership survey in the autumn, launch a community platform later and roll out the mentoring scheme. In order to deliver all these additional activities, we have welcome two new staff members: Emma Clarke and Neena Chauhan. None of this would be possible without the excellent work of our membership officer, Gabrielle Elward.

Training - Victoria Harkness

We delivered more courses in 2024/25 (158) than in either 2023/24 (148) or 2022/23 (156), although total bookings were slightly lower at 2,038 compared to 2,095 the previous year.

Several new courses were successfully introduced this year, including:

- **How to Design Trauma-Informed and Inclusive Research** – Skye Curtis and Holly Taylor-Dunn
- **Inclusive Research** – Hannah Marcus and Nena Foster
- **Effective Learning Partnerships** – Miranda Lewis
- **Designing a Communications Plan for Disseminating Research Findings** – Mihaela Gruia
- **Focus Group Design and Moderation** – Karen Lumsden

We're continuing to expand the programme in 2025/26 with exciting new courses such as:

- **Using AI for Quantitative Data Analysis** – Rob de Vries
- **Making Sense of Causes: Quantitative Tools for Real-World Research** – Rob de Vries
- **Advanced Participatory Action Research** – Ellie Thompson

Courses are available to book until the end of 2025, with the Spring 2026 schedule nearly ready to go.

In-house training also saw growth, with 37 courses delivered in 2024/25 compared to 30 the previous year. This included a mix of new clients and returning organisations seeking further training.

We've also begun the SRA Training Accessibility & Inclusivity Audit in collaboration with The Social Investment Consultancy and look forward to the insights and improvements it will bring.

Finally, we extend our sincere thanks to trainers Nigel Hawtin and Lulu Pinney for their outstanding contributions over the years. Nigel is retiring, and Lulu is moving on to new ventures—we wish them both all the best for the future.

Research ethics

The Ethics Appraisal Service forms part of SRA's wider work to enhance the ethical awareness and conduct of social research and complements the SRA's other ethics services, including our freely available guidance and the ethics forum for members. The ethics appraisal service has seen a growth in applications in the past year, which is why we have taken the decision to ask Bernie Graham and Jane Evans to join Ron as chairs of the review panels.

We would like to thank the forum members for their time and expertise, providing a vital service to the SRA and the social research community: Ron Iphofen, Jane Evans, Bernie Graham (panel chairs), Allison Allam, Sam Clemens, Helen Kara, Yulia Kartalova, Rosemary Lampert. We would like to welcome the new members who have joined us over the past year bringing their insight and passion to the panel: Jo Edson Ferrie, Sarah Frankenburg and Caroline Thurley.

The Social Research Association

Trustees' Report

We would like to thank the members who have stepped down this past year for all their expertise and input: Carrie Heitmeyer, Cecile Morales and Martin Tolich.

Events – India Thompson

Annual Conference - We returned to the Royal College of Physicians in central London for the 2025 conference, our fourth time at this central, accessible venue. It was a sellout event with over 282 delegates from across the UK attending. The Main sessions were presented by Phil Sutcliffe (Nexxt Intelligence|Inca), Rachel Leaver and Maro Mouameletzi (Dentzu Media) Professor Sir Geoff Mulagan (University College London) and Professor Claire Alexander (University of Manchester). 16 Breakout sessions on applied social research with a continued focus on EDI were delivered by social researcher across the industry and Masterclasses on Research with children and young people and value for money evaluations were well received. This year we introduced new session for sponsor software demonstrations and a panel discussion by Social Researchers of Colour (SROC). A record number of 9 Exhibitors attended bringing vital additional income. With some budgetary constraints, we trialled a reduced number of breakout rooms and did not hold the post event drinks reception. The latter was much missed.

Alongside the conference, we ran a series of webinars on key topics for the community. The first webinar focused on EDI and the second on AI. The recording and slides for most of the webinars are available on the SRA website.

'Perspectives and Practices: EDI in Social Research' webinar series *This new series of online events attracted consistent audience numbers*

25/9/24 A step-change in the inclusivity of UK data: where next? ONS 23/10/24 Better practice with disabled people and people with long-term conditions - Magenta Research research/Ofcom 13/11/24 Amplifying marginalised voices through inclusive research – Verian Group UK 5/12/24 Inclusivity in Social Survey Data Collection - ONS

Joint AI Webinar series in conjunction with Campaign for Social Science & UK Evaluation Society

11/12/24 Will AI Change the World? Professor Oliver Hauser – Univer of Exeter 30/1/25 How AI shapes human morality – Professor Iyad Raywen - Max Planck Institute for Human Development 8/5/25 Applications of AI in Public Sector – organised by the SRA with speakers from Department for Energy, security and Net Zero and Ofsted

*In March the annual **Cathie Marsh Memorial Lecture** took place in person at the University of Manchester and co-hosted by the UK Statistical Society. Dr Cristina Silver – University of Surrey & Dr Steve Wright (University of Lancaster) spoke on 'Generative-AI in Qualitative Research: Step-Change, Abomination, or...?'*

In April the **Sir Roger Jowell Memorial Lecture 2025** in collaboration with City University, ESRC, NatCen and the SRA was delivered by Professor Jane Falkingham University of Southampton speaking on 'The new rush hour of life: Balancing paid and unpaid work in mid-life?'

SRA North, with special thanks to Georgina Culliford for all her work, continues to deliver a range of regional events including in person networking and an in person/online seminar 'Using Behavioural Science in Social Research' with a panel of speakers Hull Teaching Hospital, Department for Transport and the Madano Agency

We are very grateful to SRA staff member Monica Wright for her work on these events, and to the events group volunteers who help to plan the major ones: Caroline Smith and Sophie Wilson and new members, Rong A, Sohila Sawhney and Jude Taylor.

The Social Research Association

Trustees' Report

Trustees and officers

The trustees and officers serving during the year and since the year end were as follows:

Trustees:	Jennifer Brooks (resigned 30 August 2025)
	Diarmid Campbell-Jack
	Lee Chan
	Daniel Clay (resigned 31 December 2024)
	Naomi Day
	Joy Dobbs (appointed 26 February 2025)
	Edward Dunn
	Victoria Harkness (appointed 26 February 2025)
	Kirstie Hewlett
	Rachel Hughes
	CJ Marshall (appointed 26 February 2025)
	Martina Lewis (resigned 24 July 2025)
	Rosie McLeod (resigned 31 December 2024)
	Ailbhe McNabola (resigned 30 August 2025)
	Beth Moon
	Gillian Prior
	Daniel Stunell
	India Thompson (appointed 26 February 2025)
	Laura Wilson (appointed 26 February 2025)
Chair:	Edward Dunn
	Ailbhe McNabola (resigned 30 August 2025)
Secretary:	Tina Haux

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Trustees' Report

Statement of Responsibilities

The trustees (who are also the directors of The Social Research Association for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that can disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Small companies provision statement

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

The annual report was approved by the trustees of the charity on 30 January 2026 and signed on its behalf by:



Edward Dunn
Chair of trustees

The Social Research Association

Independent Examiner's Report to the trustees of The Social Research Association ('the Company')

I report to the charity trustees (who are also Directors for the purpose of company law) on my examination of the accounts of the The Social Research Association ('the charitable company') for the year ended 31 July 2025 which comprise the Statement of Financial Activities, the Balance Sheet and related notes 15 to 27.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

Respective responsibilities of trustees and examiner

As the charity's trustees of The Social Research Association you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of The Social Research Association are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

Since The Social Research Association's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of The Social Research Association as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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Independent Examiner's Report to the trustees of The Social Research Association ('the Company')

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

.....
Tim Sullivan FCA
Field Sullivan Limited
9 Hare & Billet Road
London
SE3 0RB

30 January 2026

The Social Research Association

**Statement of Financial Activities for the Year Ended 31 July 2025
(Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)**

	Note	Unrestricted £	Total 2025 £	Unrestricted £	Total 2024 £
Income and Endowments from:					
Voluntary income	3	97,351	97,351	100,109	100,109
Charitable activities	4	592,126	592,126	542,998	542,998
Investment income	5	760	760	755	755
Total income		<u>690,237</u>	<u>690,237</u>	<u>643,862</u>	<u>643,862</u>
Expenditure on:					
Charitable activities	6	(644,137)	(644,137)	(689,409)	(689,409)
Total expenditure		<u>(644,137)</u>	<u>(644,137)</u>	<u>(689,409)</u>	<u>(689,409)</u>
Net movement in funds		46,100	46,100	(45,547)	(45,547)
Reconciliation of funds					
Total funds brought forward		<u>441,520</u>	<u>441,520</u>	<u>487,067</u>	<u>487,067</u>
Total funds carried forward	16	<u>487,620</u>	<u>487,620</u>	<u>441,520</u>	<u>441,520</u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2024 is shown in note 16.

The Social Research Association

(Registration number: 06407985)
Balance Sheet as at 31 July 2025

	Note	2025 £	2024 £
Fixed assets			
Tangible assets	12	4,828	3,158
Current assets			
Debtors	13	83,587	50,347
Cash at bank and in hand	14	498,648	500,143
		582,235	550,490
Creditors: Amounts falling due within one year	15	(99,443)	(112,128)
Net current assets		482,792	438,362
Net assets		487,620	441,520
Funds of the charity:			
Unrestricted income funds			
Unrestricted funds		487,620	441,520
Total funds	16	487,620	441,520

For the financial year ending 31 July 2025 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 15 to 27 were approved by the trustees, and authorised for issue on 30 January 2026 and signed on their behalf by:



.....
 Edward Dunn
 Chairman and Trustee

The notes on pages 18 to 27 form an integral part of these financial statements.

The Social Research Association
Statement of Cash Flows for the Year Ended 31 July 2025

	Note	2025 £	2024 £
Cash flows from operating activities			
Net cash income/(expenditure)		46,100	(45,547)
Adjustments to cash flows from non-cash items			
Depreciation		1,348	684
Investment income		<u>(760)</u>	<u>(755)</u>
		46,688	(45,618)
Working capital adjustments			
Increase in debtors	13	(33,240)	(14,594)
Increase in creditors	15	845	1,697
(Decrease)/increase in deferred income		<u>(13,530)</u>	<u>9,540</u>
Net cash flows from operating activities		<u>763</u>	<u>(48,975)</u>
Cash flows from investing activities			
Interest received		760	755
Acquisitions of tangible assets		<u>(3,018)</u>	<u>(2,850)</u>
Net cash flows from investing activities		<u>(2,258)</u>	<u>(2,095)</u>
Net decrease in cash and cash equivalents		(1,495)	(51,070)
Cash and cash equivalents at 1 August		<u>500,143</u>	<u>551,213</u>
Cash and cash equivalents at 31 July		<u>498,648</u>	<u>500,143</u>

All of the cash flows are derived from continuing operations during the above two periods.

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

1 Charity status

The charity is limited by guarantee, incorporated in , and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The address of its registered office is:

9 Hare & Billet Road
London
England
SE3 0RB

The principal place of business is:

70 Hillside Avenue
Canterbury
England
CT2 8HA

These financial statements were authorised for issue by the trustees on 30 January 2026.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

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

Statement of compliance

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102) - Second edition October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

The Social Research Association meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the periods in which the estimate is revised where revisions affects only that period, or in the period of the revision and future periods where the revisions affects both current and future periods.

Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

Deferred income

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

Investment income

Dividends are recognised once the dividend has been declared and notification has been received of the dividend due.

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing £500 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Office equipment, furniture and fittings	25% straight line basis
IT equipment	33% straight line basis

Trade debtors

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

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

Cash and cash equivalents

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

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

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

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Foreign exchange

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

The results of overseas operations are translated at the average rates of exchange during the period and their balance sheets at the rates ruling at the balance sheet date. Exchange differences arising on translation of the opening net assets and results of overseas operations are reported in other comprehensive income and accumulated in equity (attributed to non-controlling interests as appropriate).

Other exchange differences are recognised in the Statement of Financial Activities in the period in which they arise except for:

- 1) exchange differences on transactions entered into to hedge certain foreign currency risks (see above);
- 2) exchange differences arising on gains or losses on non-monetary items which are recognised in other comprehensive income; and
- 3) in the case of the consolidated financial statements, exchange differences on monetary items receivable from or payable to a foreign operation for which settlement is neither planned nor likely to occur (therefore forming part of the net investment in the foreign operation), which are recognised in other comprehensive income and reported under equity.

3 Voluntary income

	Unrestricted		
	General	Total	Total
		2025	2024
Membership	£	£	£
	97,351	97,351	100,109
	<u>97,351</u>	<u>97,351</u>	<u>100,109</u>

4 Income from charitable activities

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

	Unrestricted		Total 2024 £
	General	2025	
	£	£	
Events	42,538	42,538	33,678
Ethics appraisals	12,577	12,577	10,774
Training courses	531,739	531,739	490,128
Advertising	<u>5,272</u>	<u>5,272</u>	<u>8,418</u>
	<u>592,126</u>	<u>592,126</u>	<u>542,998</u>

5 Investment income

	Unrestricted funds	Total 2025 £	Total 2024 £
	General		
Interest receivable and similar income;			
Interest receivable on bank deposits	<u>760</u>	<u>760</u>	<u>755</u>

6 Expenditure on charitable activities

	Note	Total 2025 £	Total 2024 £
		£	£
Staff costs	10	241,989	248,318
Office and administration		812	845
Online Community		2,179	-
Cost of trustee meetings		3,142	41,440
Travel and subscriptions		4,589	5,375
Consultancy fees		11,070	10,300
Foreign currency (gains)/losses		-	431
Support costs	9	<u>380,356</u>	<u>382,700</u>
		<u>644,137</u>	<u>689,409</u>

In addition to the expenditure analysed above, there are also support costs of £380,356 (2024 - £382,700) which relate directly to charitable activities. See note 9 for further details.

7 Taxation

The charity is a registered charity and is therefore exempt from taxation.

8 Trustees remuneration and expenses

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

During the year the charity made the following transactions with trustees:

£1,353 (2024: £2,819) of expenses were reimbursed to the trustees for travel expenses during the year.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

9 Analysis of support costs

Support costs

	Total 2025 £	Total 2024 £
Training	256,512	253,221
Insurance	1,891	1,419
Events	43,108	55,237
IT and website	32,979	32,887
Printing, postage and stationery	-	396
Membership costs	8,082	3,517
Sundries	12,344	5,886
Newsletters and Journal	12,590	16,594
Staff entertaining (allowable for tax)	-	1,230
Bookkeeping	698	614
Accountancy	1,206	1,010
Independent examination	3,078	2,988
Bank charges	6,520	7,017
Depreciation of office equipment	<u>1,348</u>	<u>684</u>
	<u>380,356</u>	<u>382,700</u>

10 Staff costs

The aggregate payroll costs were as follows:

	2025 £	2024 £
Staff costs during the year were:		
Wages and salaries	222,474	223,872
Staff NIC (Employers)	15,332	20,709
Staff pensions (Defined contribution)	<u>4,183</u>	<u>3,737</u>
	<u>241,989</u>	<u>248,318</u>

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2025 No	2024 No
Charitable activities	8	5

6 (2024 - 4) of the above employees participated in the Defined Contribution Pension Schemes.

No employee received emoluments of more than £60,000 during the year.

11 Pension and other schemes

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £2,288 (2024 - £2,069).

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

12 Tangible fixed assets

	Furniture and equipment £	Total £
Cost		
At 1 August 2024	8,664	8,664
Additions	<u>3,018</u>	<u>3,018</u>
At 31 July 2025	<u>11,682</u>	<u>11,682</u>
Depreciation		
At 1 August 2024	5,506	5,506
Charge for the year	<u>1,348</u>	<u>1,348</u>
At 31 July 2025	<u>6,854</u>	<u>6,854</u>
Net book value		
At 31 July 2025	<u>4,828</u>	<u>4,828</u>
At 31 July 2024	<u>3,158</u>	<u>3,158</u>

13 Debtors

	2025 £	2024 £
Trade debtors	40,584	32,476
Prepayments	<u>43,003</u>	<u>17,871</u>
	<u>83,587</u>	<u>50,347</u>

14 Cash and cash equivalents

	2025 £	2024 £
Cash on hand	100	100
Cash at bank	<u>498,548</u>	<u>500,043</u>
	<u>498,648</u>	<u>500,143</u>

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

15 Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	5,411	3,278
Other taxation and social security	3,605	5,077
Other creditors	856	762
Accruals	3,078	2,988
Deferred income	<u>86,493</u>	<u>100,023</u>
	<u>99,443</u>	<u>112,128</u>

16 Funds

	Balance at 1 August 2024 £	Incoming resources £	Resources expended £	Balance at 31 July 2025 £
Unrestricted				
General	<u>441,520</u>	<u>690,237</u>	<u>(644,137)</u>	<u>487,620</u>
	Balance at 1 August 2023 £	Incoming resources £	Resources expended £	Balance at 31 July 2024 £
Unrestricted				
General	<u>487,067</u>	<u>643,862</u>	<u>(689,409)</u>	<u>441,520</u>

The Social Research Association

Notes to the Financial Statements for the Year Ended 31 July 2025

17 Analysis of net assets between funds

Current year

	Unrestricted funds General £	Total funds at 31 July 2025 £
Tangible fixed assets	4,828	4,828
Current assets	582,235	582,235
Current liabilities	<u>(99,443)</u>	<u>(99,443)</u>
Total net assets	<u><u>487,620</u></u>	<u><u>487,620</u></u>

Prior year

	Unrestricted funds General £	Total funds at 31 July 2024 £
Tangible fixed assets	3,158	3,158
Current assets	550,490	550,490
Current liabilities	<u>(112,128)</u>	<u>(112,128)</u>
Total net assets	<u><u>441,520</u></u>	<u><u>441,520</u></u>