

**STAGE MANAGEMENT ASSOCIATION**



**Annual General Meeting**

**09 July 2024 In Person and via Zoom 1530**

**Bishopsgate Institute**

**Townsend Room**

**230 Bishopsgate**

**LONDON EC2M 4QH**

**[admin@stagemanagementassociation.co.uk](mailto:admin@stagemanagementassociation.co.uk)**

**<https://stagemanagementassociation.co.uk/>**

**07485 059103 OR 07729 441753**

**Annual Report**

**&**

**Financial Summary**

**January - December 2023**



A Company Limited by Guarantee (England and Wales) Registration No 3819176



## **AGM of Stage Management Association 2023**

**1530 09 July 2024 at Bishopsgate Institute London EC2M 4QH**

**(also via Zoom)**

### **AGENDA**

*Welcome and introductions, apologies*

*Approval of the minutes of the AGM 2022 (held in 2023)*

*By show of hands: re-election of Board members*

*One board member to be re-elected by rotation:*

*Frances Howell*

**Financial Summary, Balance Sheet and Forecast**

**Approval of SMA Accounts 2023**

**How SMA Finances Work**

**Executive Review 2023**

**SMA Memberships summary 2023-24**

**Discussions:**

**SMA Board Recruitment**

**Pay and training issues & SMA future**

## MINUTES SMA AGM – 04.07.2023

Present: Cath Booth (CB), Tyler Gregory (TG), Nathalie Perthuisot (NT), Amy Wildgoose (on Zoom); Di Fraser (DF), Adam Harrison (AH), Terry Dickson (TD), John Blunden (JB), Alison Pottinger (AP), Andrew Killian (AK)

Staff: Andy Rowley (AR), Iris Jaouen (IJ)

Apologies: Helen Clarkson, Kevin Mullery, Vikki Chandler

Terry Dickson elected as chair of meeting.

Looking at minutes from last year – approved. Some actions have not been achieved by the Board.

AWi: It would be good for the Board to look at them again and do those actions.

AR: Would be good for they/them to be included in our wording.

### Election of Board members

AR: election of Vikki Chandler to Board member.

Arran leaves.

TD: We do not have to have just 8 Board members, we can have more. If anyone knows anyone who would be interested it would be good.

ACTION: Thank Arran and Board members for their service.

### Finance

AR: Goes through report.

Change of registered address (due to office move in January 2023) to Coventry as we can't have our registered address at the Bishopsgate Institute.

We're required to submit micro-accounts. This is more of an accountancy report.

We've been in touch with HMRC and they don't wish us to submit accounts until 2025. We're exempt from paying business rates. We don't pay corporation and company taxes at the same time. Small loss but it isn't a bad thing. Our biggest cost is staff. (Andy Rowley, Iris Jaouen part-time 3 days a week and Luiza Braun our accountant).

No need to have an audit under Companies House rules. Luiza Braun signs off our account. And we submit to Companies House.

We have £5000.00 in reserve and a further of staff pay in another account. We are okay.

Due to website issues reserves got temporarily low towards the end of 2022 (can say it's been built back up).

AH: does it reflect the cost of moving?

AR: Cost of moving not reflected in this budget (it will be for 2023) but it has helped us save money.

JB: We don't have money in the budget for repair/upgrades?

AR: 1,000 under IT. We don't pay cost of repair at our new office.

ACCOUNTS APPROVED

### Read through executive review

#### AWi reads through Board review

Board has been less able to meet as a full group due to demanding period after the pandemic. But would like to re-assure members running the association is still a priority. Website issues has taken a lot of time. The Board would like to apologise for any inconvenience caused. Delay in fixing the website has been exacerbated

by cash flow. After discussion with Website Department they decided they couldn't help us for various reasons. ABLX has been brought onboard to help. But the issues became more unmanageable and it was decided it was necessary to re-do the website. The Board formed a committee to examine those issues. Don't have a timescale yet from ABLX.

Would like to extend our thank you to Arran Pallan and a huge welcome to Vikki Chandler.

### **Website**

AH: Why did the previous website crash?

TD: Was hard to understand at first, but the upgrade done by our previous website support (Website Department) was extremely poorly done and crashed our system. One of the reasons we are still trading and able to maintain memberships is due to the huge amount of work undertaken by our permanent staff.

AR: ARmember and Stripe – the interface between those 2 is the primary problem, and the second problem is what ARmember chooses to do while we're not looking.

Website Department's proposal hasn't worked out at all. We were not able to get a membership report out of this system. No support from Website Department. The handover from them was dreadful.

ABLX said they had been put on non-renewable. Members can't see if they have renewed or not. It also sometimes takes random payments from members, which has been a bit of a worry. It's been difficult for staff and members. ARmember is starting to impact our stripe account.

ABLX is building us a new website. He is a bit worried this will be a bit much for just him. Might seek support from another company. We've paid Andrew £1,000.00 and he will show us a demonstration of Freelist.

It is affecting the SMA Staff's time, there are things we don't have time to do as most of the day is spent manually managing the membership system.

Freelist system is still functioning as it should at this stage.

Stripe recommends we refund via their software to keep the transactional history clear.

It is of ABLX's opinion that they didn't fully understand the upgrade they did.

TD: We could seek compensation from Website Department but we have no assets, they have no assets, would be a waste of time.

CB: Have we lost payments due to this?

AR: Nobody's money is at risk as Stripe is a robust system. There have been duplicate payments, but we always immediately refund. We've maintained our database Wild Apricot to help us keep track of payments. We've been emailing people to recover payments. But yes we have probably lost a little bit. It's a huge job to find those people and archive them and check through everything.

CB: Will the job of archiving become easier with the new system?

AR: We might not have any grace period anymore with the new system to make it easier.

DF: Would you remind people if we do that?

AR: Yes and we already do that anyways. From an IT system perspective it's advised to not have a grace period.

TG: Knowing renewal dates a few weeks in advance would be much better.

ACTION: Investigate if we can have a text system sending reminders. Cath has a friend who works for the NHS - can investigate.

VOTE ACCEPTED

### **SMA Board & Staff 2022**

9 directors in 2022: Emma Hansford, Amy Wildgoose, Ruth Sidery, Julia Reid, Emily Palmer, Owen Thomas, Arran Pallan (who resigned at this AGM), Terry Dickson, Frances Howell

2 vacancies at the AGM 2023, 1 member standing.

Staff: Andy Rowley is the executive director and Iris Jaouen is membership and office co-ordinator.

### **Membership report**

TD goes through membership report (we've seen an increase in applications and people rejoining since the beginning of 2023 but we were impacted by the failed website upgrade late 2022).

It took 4 months to get an accurate membership member after the upgrade, once ABLX allowed us some more access. So some of the data is unknown after the upgrade.

AR: Professionals make up the most of our membership.

Good membership number in 2023 (as of 30/06/2023).

We've got more producing theatres joining us, might be due to skill shortage.

Sponsorship from Clearcom

Incentive for renewing annually.

CB: How do we make sure our Student members become Graduates?

IJ: Graduates do tend to become professional members. Students need to be chased more.

AR: We have a Graduate offer in the summer and get some months for free. Maybe we could make it more. Students come and go a lot. There's more work to be done for Students.

CB: Is willing to go and do those chats in her area.

ACTION: We need to create a roster of people who can go speak to students.

### **TRAINING**

AK: Was very happy with the facilities at the Bishopsgate Institute when he ran Cueing to Music in June 2023.

AR: Got a lot of interest for the Cueing to Music in June 2023. Would like to see more money going into training stage managers don't have to pay for it themselves.

Organise more courses, more basics and essential trainings.

AP: Would like to have courses for 'older' stage managers who might not have learnt a certain skill at college.

TD: Went to the recent ABTT-sponsored Recruitment and Retention conference on behalf of the SMA and it became clear that there's a need for better continuous professional development.

AWi: Continue Antonia Collins' Bamboo manager project in some ways


TG: Carpentry (for TSMs) to broaden their knowledge

SMA Awards

CB: If there is a Student SMA Award, could it be named after Antonia Collins

END OF MEETING AT 16:57

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**Abbreviated Accounts**  
Stage Management Association

**2023**

## Company Information

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### Stage Management Association 2023

1. Directors:

Owen John Thomas (resigned Spring 2023)

Ruth Sidery

Arran Pallan (resigned 2023)

Emma Hansford

Terry Lee Dickson

Amy Wildgoose

Frances Howell

Vikki Chandler

Julia Reid (resigned 2023)

Registered Office

Union House

111 Union Street

Coventry CV1 2NT

Filing for: STAGE MANAGEMENT ASSOCIATION (03819176)

## Micro-entity Balance Sheet

[Save and exit](#)

Date of balance sheet

31 December 2023

Select required currency

GBP - Pound Sterling

Do not include any punctuation, for example commas, full stops or brackets, when entering figures into the balance sheet.

|   | 2023<br>£ | 2022<br>£ |
|---|-----------|-----------|
| <b>Fixed assets</b>                                     |           |           |
| Total fixed assets                                      | 1,461     | 1911      |
| <b>Current assets</b>                                   |           |           |
| Total current assets                                    | 9,067     | 8258      |
| Prepayments and accrued income                          |           |           |
| Creditors: amounts falling due within one year          | (3,878)   | (3,228)   |
| Net current assets (liabilities)                        | 5,189     | 5,030     |
| Total assets less current liabilities                   | 6,650     | 6,941     |
| Creditors: amounts falling due after more than one year |           |           |
| Provisions for liabilities                              |           |           |
| Accruals and deferred income                            |           |           |
| Total net assets (liabilities)                          | 6,650     | 6,941     |
| <b>Reserves</b>   |           |           |
| Reserves  | 6,650     | 6,941     |
| <b>Employees</b>  |           |           |
| Average number of employees                             | 2         | 2         |

Please confirm the statements below.

- For the year ending 31 December 2023 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.
- The accounts have been prepared in accordance with the micro-entity provisions and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

Date of approval of accounts

Name of the approving director

Additional approving director (if any)

[Do you want to provide any footnotes to the Balance Sheet?](#)[Validate and continue](#)[Save and exit](#)[Save a copy](#)[Discard and exit](#)



**Profit and Loss**  
Stage Management Association  
For the year ended 31 December 2023

| <b>Account</b>                                       | <b>2023</b>      | <b>2022</b>       |
|--|------------------|-------------------|
| <b>Turnover</b>                                      |                  |                   |
| Extraordinary Income                                 | 0.00             | 2,062.93          |
| Interest Received                                    | 125.50           | 12.20             |
| Turnover-donations                                   | 470.34           | 30.00             |
| Turnover-membership                                  | 66,087.30        | 55,069.57         |
| Turnover-training program income                     | 4,020.00         | 1,195.00          |
| <b>Total Turnover</b>                                | <b>70,703.14</b> | <b>58,369.70</b>  |
| <b>Cost of Sales</b>                                 |                  |                   |
| PDQ charges  | 1,148.48         | 810.94            |
| <b>Total Cost of Sales</b>                           | <b>1,148.48</b>  | <b>810.94</b>     |
| <b>Gross Profit</b>                                  | <b>69,554.66</b> | <b>57,558.76</b>  |
| <b>Administrative Costs</b>                          |                  |                   |
| ABBT & Other trade shows                             | 615.54           | 249.92            |
| Accountancy and Bookkeeping fees                     | 2,496.55         | 2,207.25          |
| Admin Travel   | 1,401.00         | 479.89            |
| Bank Charges   | 128.00           | (3.16)            |
| Board expenses                                       | 378.06           | 0.00              |
| Cueline expenses                                     | 139.59           | 113.00            |
| Depreciation Expense                                 | 449.67           | 570.25            |
| Development Marketing and Publicity                  | 748.40           | 1,032.23          |
| Event, Visits and Training expenses                  | 1,173.90         | 977.38            |
| Insurance  | 291.44           | 302.53            |
| IT Services  | 7,580.74         | 3,397.26          |
| Miscellaneous  | 147.05           | 106.20            |
| Office Rent  | 7,693.41         | 8,747.50          |
| Pensions Costs                                       | 707.83           | 696.06            |
| Permanent Staff Wages                                | 42,314.80        | 39,672.04         |
| Postage  | 75.00            | 141.90            |
| Printing & Stationery                                | 215.13           | 192.60            |
| SMA awards   | 78.98            | 57.00             |
| Software   | 1,927.51         | 1,109.17          |
| Subscriptions, Membership and other fees             | 222.47           | 324.20            |
| Telephone & Internet                                 | 99.36            | 386.91            |
| Training Program other expenses                      | 241.05           | 0.00              |
| Training Programme Fees                              | 720.00           | 495.05            |
| <b>Total Administrative Costs</b>                    | <b>69,845.48</b> | <b>61,255.18</b>  |
| <b>Operating Profit</b>                              | <b>(290.82)</b>  | <b>(3,696.42)</b> |
| <b>Profit on Ordinary Activities Before Taxation</b> | <b>(290.82)</b>  | <b>(3,696.42)</b> |
| <b>Profit after Taxation</b>                         | <b>(290.82)</b>  | <b>(3,696.42)</b> |



## How SMA finances work:

2023 Profit and Loss Actuals , Budget Estimate 2024, Actuals to June 2024

| <b>Stage Management Association</b>                  | <b>ACTUALS TO<br/>14-06-2024</b> | <b>BUDGET EST<br/>2024</b> | <b>ACTUALS<br/>2023</b> |
|--|----------------------------------|----------------------------|-------------------------|
| <b>Account</b>                                       | <b>2024</b>                      | <b>2024 E</b>              | <b>2023</b>             |
| <b>Turnover</b>                                      |                                  |                            |                         |
| Interest Received                                    | 41.15                            | 70.00                      | 125.50                  |
| Turnover-donations                                   | 135.00                           | 200.00                     | 470.34                  |
| Turnover-membership                                  | 31,460.06                        | 70,000.00                  | 66,087.30               |
| Turnover-sponsorship                                 | 950.00                           | 1,350.00                   | 0.00                    |
| Turnover-training program income                     | 4,245.00                         | 4,500.00                   | 4,020.00                |
| <b>Total Turnover</b>                                | <b>36,831.21</b>                 | <b>76,120.00</b>           | <b>70,703.14</b>        |
| <b>Cost of Sales</b>                                 |                                  |                            |                         |
| PDQ charges  | 495.62                           | 1,300.00                   | 1,148.48                |
| <b>Total Cost of Sales</b>                           | <b>495.62</b>                    | <b>1,300.00</b>            | <b>1,148.48</b>         |
| <b>Gross Profit</b>                                  | <b>36,335.59</b>                 | <b>74,820.00</b>           | <b>69,554.66</b>        |
| <b>Administrative Costs</b>                          |                                  |                            |                         |
| ABBT & Other trade shows                             | 14.86                            | 650.00                     | 615.54                  |
| Accountancy and Bookkeeping fees                     | 1,545.00                         | 2,900.00                   | 2,496.55                |
| Admin Travel   | 460.52                           | 1,300.00                   | 1,401.00                |
| Bank Charges   | 74.00                            | 140.00                     | 128.00                  |
| Board expenses                                       | 296.64                           | 650.00                     | 378.06                  |
| Cue-line expenses                                    | 75.00                            | 140.00                     | 139.59                  |
| Depreciation Expense                                 | 0.00                             |                            | 449.67                  |
| Development Marketing and Publicity                  | 335.36                           | 850.00                     | 748.40                  |
| Event, Visits and Training expenses                  | 473.37                           | 1,300.00                   | 1,173.90                |
| Insurance  | 0.00                             | 350.00                     | 291.44                  |
| IT Services  | 2,999.65                         | 4,300.00                   | 7,580.74                |
| Miscellaneous  | 19.99                            | 150.00                     | 147.05                  |
| Office Rent  | 2,491.20                         | 8,000.00                   | 7,693.41                |
| Pensions Costs                                       | 0.00                             | 850.00                     | 707.83                  |
| Permanent Staff Wages                                | 11,685.79                        | 44,400.00                  | 42,314.80               |
| Postage  | 8.99                             | 160.00                     | 75.00                   |
| Printing & Stationery                                | 281.81                           | 300.00                     | 215.13                  |
| SMA awards   | 1,189.52                         | 1,400.00                   | 78.98                   |
| Software   | 906.35                           | 3,750.00                   | 1,927.51                |
| Subscriptions, Membership and other fees             | 75.47                            | 320.00                     | 222.47                  |
| Telephone & Internet                                 | 42.00                            | 144.00                     | 99.36                   |
| Training Program other expenses                      | 332.00                           | 450.00                     | 241.05                  |
| Training Programme Fees                              | 300.00                           | 1,400.00                   | 720.00                  |
| <b>Total Administrative Costs</b>                    | <b>23,607.52</b>                 | <b>73,904.00</b>           | <b>69,845.48</b>        |
| <b>Operating Profit</b>                              | <b>12,728.07</b>                 | <b>916.00</b>              | <b>(290.82)</b>         |
| <b>Profit on Ordinary Activities Before Taxation</b> | <b>12,728.07</b>                 | <b>916.00</b>              | <b>(290.82)</b>         |
| <b>Profit after Taxation</b>                         | <b>12,728.07</b>                 | <b>916.00</b>              | <b>(290.82)</b>         |



## Executive Review 2023

2023 was a year of consolidation for SMA after the difficult years of lockdown and the immediate recovery and boom and bust in 2022. Unfortunately the hoped for better working conditions and improvements in pay failed to materialise for the most part, so much so that in 2023 minimum pay rates in some categories of the Equity Subsidised Agreement actually fell below the National Minimum Wage. In 2023 the aspiration 'Reset Better' became 'Reset Later' – and we are mostly still waiting....

In addition the very low bar for stage management pay set during Covid with the 'special low' minimum pay levels continues to hold our pay down, despite record high inflation in 2023. In that year it is likely that as many as a third of our members were working on rates far too close to the National Minimum Wage and this is still the case. SMA continues to push for minimum pay for all SMs at least at the level of the Living Wage Foundation's Real Living Wage (UK £12 London £13.15 per hour in 2023-24)- and for much more realistic uplifts for more experienced staff or those with more responsibility.

On top of this staffing levels continue to be lower on average than pre-Covid (the previous 'standard' team of four is now more likely to be three, or even just CSM/book and ASM in many cases) SM teams are working harder, very commonly on 'buyouts' and low pay which frequently contains no enhancement element for 'bought out' hours.

2023 was also a period when SMA staff continued to be very stretched, as they spent the year working around the issues caused by the website failures (discussed at the AGM last year) and implementing the totally new site (which finally went live in February 2024) in addition to their many other duties.

From a record low in the number of members available 'now' in the Freelists in May 2022, by the end of 2023 the total numbers listed on monthly Freelists was increasing (and the numbers continue to be high in 2024). This despite many members experiencing a very busy year and a shortage of experienced staff continuing in some grades. It may reflect the increase in members overall, and perhaps a greater awareness of the effectiveness and so usage of this long standing benefit for members.

It was pressure of work that also led to the resignation of SMA board directors Owen Thomas (chair of the board in 2022), Julia Reid, and Arran Pallan in 2023. SMA thanks them for their service and hard work on our behalf.

The repercussions of these resignations are still being felt in 2024, our representation in organisations such as AAPTLE and Stage Sight now relies largely on already stretched SMA staff, and important work in progress on diversity and inclusion in SMA has not progressed

as well as planned recently – a point raised by members recently at ABTT Theatre Show.

SMA Board membership now stands at six (the more usual size is 10-12) and the board has resolved to recruit more directors to increase its capacity and lessen the load on the present team.

SMA membership levels continue to be good with good numbers of rejoining and new Professional and Graduate members. We are also attracting new company and producing theatre members and a campaign to request voluntary donations from industry employers – large numbers of whom regularly recruit using Freelist- is gaining support.

Training continued in 2023 with successful courses in Cueing to Music Levels 1 & 2, and also preparation for a welcome and well received return of Orchestral Stage Management (with LSO) which ran in February 2024. Members continued to benefit from reduced rates on courses which they attended with RC -Annie, Kate Salberg, ABTT, BECTU and others.

In common with other industry freelancers, SMA members continue to carry the financial burden of their own CPD training (cost of the courses, travel, loss of wages or fees, even accommodation) despite continued low wage levels in our sector. In 2023 SMA began a campaign to raise awareness of this issue and to engage financial support from the industry. We are having some success engaging with backstage charities - ABF and the Theatrical Guild in particular - along with a promise of support for wellness training from Backstage Tech. Unfortunately our efforts to engage the industry with this issue have been less successful. To date none of the backstage agreements (Equity and BECTU-as far as we know ) contain any provision for paid time off for in service training for SMs and other freelancers. Perhaps worse, there appear to be no plans to include such a provision in the future. There is a very real risk – despite very good educational pre-work training nowadays – that traditionally very skilled and experienced SM teams will see their skills becoming increasingly out of date if we continue as an industry to make no provision at all for regular CPD and particularly safety training. We are at risk of transforming one of the best trained groups in our industry into one of the least trained- for the sake of a few hours of release time per contract to allow for attendance at courses. (This is of course a firmly established part of PAYE and permanent staff contracts for whom courses are very often paid for by employers as well – pretty much unheard of for the freelance cohort).

It seems to me – and members may agree – that this is an important campaign for the SMA to run in the 71<sup>st</sup> year of SMA.



## **2023 Membership Report**

Total Active Members Month of February 2024 (February 2024, just before website upgrade): 706

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Total Active Members Month of October (on 30/10/2023): 735

Total Active Members Month of September (on 29/09/2023): 742 (before archiving)

Total Active Members Month of August (on 06/09/2023): 732

Total Active Members Month of July (on 31/07/2023): 737

Total Active Members Month of June (on 30/06/2023): 730

Total Active Members Month of May (on 31/05/2023): 760 (before archiving)

Total Active Members Month of April: no data

Total Active Members Month of March (on 29/03/2023): 724

Total Active Members Month of February: 701

Total Active Members Month of January (as of 30/01/2023): 712

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Membership per category (February 2024, just before website upgrade)

Associate: 24

Honorary: 17

Professional: 553

Graduate: 30

Student: 14

Retired: 11

Producing Theatres & Colleges: 42

Keep In Touch: 15



Notes