

Annual Report 2023-24



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Introduction from the CDI President



Professor Pete Robertson

*CDI President and Chair
of the Board*

I am delighted to present the CDI's 2023-24 Annual report.

Joining the Board has opened my eyes to the enormous scope of the CDI's activities in the career development field. I hope that this report gives you a flavour of some of this breadth of engagement in the sector. It has been a pleasure to work with CDI staff, our Chief Executive, and with our increasingly diverse Board - representing many aspects of careers work across the UK.

The CDI continues to be in a sound financial position to move forward in a continually evolving environment. We have faced challenges this year, notably a technical challenge with our web-based services, but the Institute has had both the resources and the determination to find sustainable solutions. I would like to highlight five areas of progress.

First, the CDI has continued work to clarify its governance arrangements. This is helping to ensure that going forward the voice of members is heard, we have sound rules to base our decisions on and that we are well positioned for any future consideration of chartered status for the profession.

Second, we have initiated a strategic review of qualifications and entry routes to the profession. Whilst there are many

stakeholders with an interest in the training of career development practitioners, only the CDI has an overview of the sector and a commitment to ensuring the professional eco-system is healthy. To this end we have commissioned the International Centre for Guidance Studies at the University of Derby to undertake research to inform our planning.

Third, we have responded to members' concerns about the profile of the profession and public understanding of the role of career development practitioners. The CDI has developed the 'Valuing Careers' campaign, appointed a Content & Campaigns Manager to lead the campaign and commissioned a major survey of UK adults to take this forward.

Fourth, we have appointed a Research Manager to begin to organise the knowledge resources of the CDI as well as to support members and policymakers in accessing the evidence base for career development practice.

Finally, our Ethics and Professional Standards Committee have taken the lead on developing a revised Code of Ethics for the Institute. This is central to our work and to our values as a profession.

I commend this report to you, and hope it helps to raise awareness of our work. I would like to thank all the CDI staff, Board, Associates, volunteers and members for their invaluable contributions over the year.



Annual Report of the Chair of the Ethics and Professional Standards Committee



John Walker

Chair of Ethics and Professional Standards

This report of the Ethics and Professional Standards Committee (EPSC) covers the period from 1st April 2023 to 31st March 2024, during which the Committee met three times - July 23, October 23 and January 24. All Committee meetings have been held virtually as a way of maximising engagement and attendance at meetings.

Update on EPSC Membership

The membership of EPSC has seen some changes over this period with Mark Fox and Lowri Tett stepping down. I would like to thank both Mark and Lowri for their hard work and commitment during their period on the committee.

The meeting held in July 23 was chaired by Claire Johnson as interim chair. I was elected as chair in September 2023 and I chaired my first EPSC meeting in October 23.

In 2024-25 we are looking to fill further vacancies, including for representation from Northern Ireland and Career Education / Career Leadership in Schools, Colleges and HE.

EPSC and the new CDI President

EPSC members had an opportunity in January to meet and talk with the new CDI President, Pete Robertson.

It provided a chance for EPSC members to hear from Pete his key presidential pledges and how he intends to support the work of the CDI. It was also an opportunity for EPSC members to connect with the strategic thinking and development of key themes that will impact on ethics and professional standards.

Work of the Committee during the year

Code of Ethics: Revision

This has been one of the major pieces of work conducted this year by EPSC and has involved a number of key activities and tasks. The current version of the Codes of Ethics was developed in 2019 and has been consistently used by members as a key touchstone and framework to enhance ethical understanding and practice.

Since 2019 the sector has further developed and grown which meant that the Code of Ethics needed to be considered again to ensure relevance and application by all CDI members.


There was recognition that technology changes have thrown a spotlight on ethical practice and the Code of Ethics needed to reflect this. It was also felt that the Code needed to reflect the need to further embed equity, diversity and inclusion across the profession, amplify the importance of supervision and reflective practice and develop the idea of fitness to practice.

EPSC established a subgroup to look further at the code of ethics and through a series of subgroup meetings reporting back to the main EPSC group developed a draft revised code of ethics. This will be taken to the CDI Board for approval then launch in October 2024.

EPSC is also supporting the development of a Code of Ethics that might be more suitable to use with young people. This work is due to conclude in late 2024.

AI and Ethics

EPSC has worked alongside Michael Larbalestier (CDI Digital Associate) to develop a positional paper on AI and Ethics. Michael developed the paper and EPSC commented on it with recommendations for additions and modifications. EPSC approved the 2nd version and this is now available on the CDI website.

**CAREER DEVELOPMENT INSTITUTE**
CODE OF ETHICS

Purpose

- To cover the professional behaviour and practice required of all CDI members.
- To inform the public of the ethical principles to which all CDI members adhere.

The CDI recognises the diversity of backgrounds and work contexts of its members. All members will be just and fair to all, respect human rights and dignity and adhere to legal requirements and obligations.

Members will develop and maintain professional and supportive working relationships with colleagues both inside and external to their own organisation and respect the contributions of other career development professionals to the activities and services on offer.

In all circumstances members will endeavour to enhance the standing and good name of the career development profession and the Career Development Institute.

All members agree and commit to upholding the highest standards of professional behaviour as set out in these principles.

1. Equity, Diversity and Inclusion

Members will actively promote equity and diversity and work towards the removal of barriers to personal achievement resulting from prejudice, stereotyping and discrimination. Members will promote access to career development activities and services in a range of ways that are appropriate and ensure inclusion for all.

2. Accountability

Members are accountable for their career development activities and services and will submit themselves to whatever scrutiny is appropriate to their role, including the CDI Discipline and Complaints Procedure.

3. Autonomy

Members will encourage individual autonomy, enabling clients in making decisions in the individual's best interests.

4. Confidentiality

Members will respect the privacy of individuals. Career development interactions should be conducted in an agreed and suitably private environment. Clients must be informed of the limits of confidentiality and data-sharing at the outset. Disclosure of confidential information should only be made with informed consent or when required by law.

5. Competence and Continuous Professional Development

Members will maintain their professional competence, knowledge and skills through participation in continuous professional development informed by reflective practice and relevant national standards. Members will also represent their professional competencies, training and experience accurately and function within the boundaries of their training and expertise.

6. Duty of Care to Clients

Members have a moral and legal duty of care and will adopt a client centered approach agreed with the client.

7. Impartiality

Members will maintain awareness of any limitations on their impartiality, acknowledge potential impact and take a neutral and non-directive approach when working with clients. Where impartiality is not possible, members will declare this to the client promptly.

8. Transparency

Members will agree the purpose and approach to their career development services and activities in an open and transparent manner to gain trust and informed consent.

9. Trustworthiness

Members will act in accordance with the trust placed in them and honour agreements and promises.

10. Fitness to Practise


Members will embrace reflective practice and maintain their fitness to practise in terms of their personal integrity, physical and mental well-being.

Within the Code of Ethics reference to specific job roles or services has been avoided. All career development activities and services are covered by this code.

The CDI is committed to excellent practice and ethical principles. As members and clients are increasingly supported by digital technologies and Artificial Intelligence (AI), the CDI recommends that members commit to remaining current and have a critical understanding of emerging technologies and their application to practice.

As supervision/observation, can play a vital role in supporting excellent and ethical practice, the CDI recommends that, where relevant and available, CDI members take advantage of this support.

A complaint of a breach of this Code of Ethics will be dealt with in accordance with the CDI Discipline and Complaints procedure.



Supporting the revision of governance documentation.

EPSC has been involved in the continued work of Avril Hannon, CDI Board Director, on reviewing and further developing the governance documentation of the CDI to establish greater clarity of roles, responsibilities and governance matters. This has been a really interesting piece of work for EPSC and has enabled members to contribute to its development.

Seeking views of EPSC constituencies

EPSC have been developing a communication strategy to further enhance the link and communication between EPSC members and their constituencies. This has resulted in developing better communication with CDI Regional Reps and developing further feedback opportunities to enable EPSC members to gather key themes of practice and development.

EPSC members are clear that they should be able to fully represent the interests of their constituents and would be pleased to hear from individual members of their concerns. Contact details for members of the Committee will be found on the CDI website.

Further work on EPSC communication strategy will take place over the next 12 months.

EPSC and Professional Development

Members of the Committee have collaborated with Claire Johnson, CDI Head of Professional Development and Standards, on a range of professional development updates and developments. This work has included EPSC discussions and agreement where appropriate on:

- Chartered status development
- Changes to QCD assessment requirements
- Qualifying to work in the sector
- Strengthening standards update
- Development of CPD through e-learning courses including career theory and practice and supervision
- Mentoring programme

UK Career Development Awards and CDI Fellowships

Members of the Committee have, as usual, chaired and participated in judging panels for the 2024 UK Career Development Awards. Together with representatives of the CDI Board, under the chairmanship of the Chair of EPSC, they also participated in the judging of the award of CDI Fellowships. The award of Fellowships to Carolyn Parry and Janet Colledge were agreed and presented at the Awards dinner in June 2024.

Future plans

- One of the key aspects of EPSC work will be to launch the revised Code of Ethics in October 24, supported by promotional activity via Career Matters and the CDI National Conference in November 24.
- The young person version of the Code of Ethics will also be developed alongside the revised Code.



- In the coming year, the Committee will continue to consider ways in which the Code of Ethics can be made more visible, and more readily understandable to both members and non-members.
- The Committee will also be consulted on further amendments to the governance of the CDI.
- Communication and gaining feedback from members will be a key aspect of EPSC work over the next 12 months.
- Regular features in Career Matters looking at ethics and reflective practice will further develop EPSC engagement with CDI members and provide another opportunity for EPSC member contact details to be circulated.
- To recruit to fill constituency vacancies on EPSC.
- EPSC will be working closely with other key people on the revision of the UKCDA to further develop engagement in this process.

Any thoughts or contributions from members are always most welcome, both on these topics or any others about which members may have concerns.

Conclusion

I would like to thank all EPSC members for their time, dedication, expertise, and willingness to share ideas and perspectives which add to the quality and robustness of the work of EPSC.

A special thank you to Claire Johnson for her role in supporting the work of EPSC and ensuring we are all up to date with developments in the sector.

I would also like to thank Liz Treadwell for providing the secretarial support for the Committee, and her contribution is much appreciated.

It has been a pleasure chairing EPSC for the last year and I look forward to an interesting and exciting year ahead.

Chief Executive Annual Report



David Morgan

CDI Chief Executive

Introduction

2023-24 saw the next big steps in our evolution as an organisation. The Board recognised that, having built our financial reserves over the preceding years, we were now in a position to reinvest all in-year profits into growing the CDI's capability and supporting the profession. This is a hugely significant moment in recognising the health and stability of the organisation.

This allowed us to invest in research, campaigning and other activities that reinforce the CDI's role as the professional body for career development. Although we aimed for a breakeven budget, we ended 2023-24 in profit as new team recruitment took longer than planned and new commercial contracts added unbudgeted income.

The most significant change for the CDI was the launch of the new website and membership management platforms. This was a major focus for the team all year but, after launching in November 2023, the website remained problematic past the end of the financial year. As well as resulting in a sub-standard service for members, it also impacted the activities planned for the year, slowing some areas of progress.

Despite that, we achieved much in 2023-24. We gained three large contracts – the Careers & Enterprise Company's top-up training for Careers Leaders, CPD training for National Careers Service providers and the Technical Education Pathways Programme funded by Gatsby Foundation.

We also added to the CDI team, bringing in Georgia Clarke as Commercial & Events Executive, Stephen Plimmer as Research Manager, Caroline Green as Content & Campaigns Manager and Kim Newman as Technical Education Programmes Manager. These roles increase both the capacity and capability of the team so we can accelerate our activities and support.

We have also greatly increased our policy development work; giving evidence at the House of Lords, reaching eight million people with our second exam results day campaign, supporting the Careers Review and Careers Collaborative in Scotland and attending the Labour Party conference. We also soft-launched our first long-term campaign - Valuing Careers - to highlight the value of the profession to policymakers, members of the public seeking support and those looking to work in the profession.

This report outlines the many activities and successes of the CDI in 2023-24, as well as areas where we need further focus. It reflects the outstanding work of everyone who works for and with us, to have the most positive impact for our members and the profession.

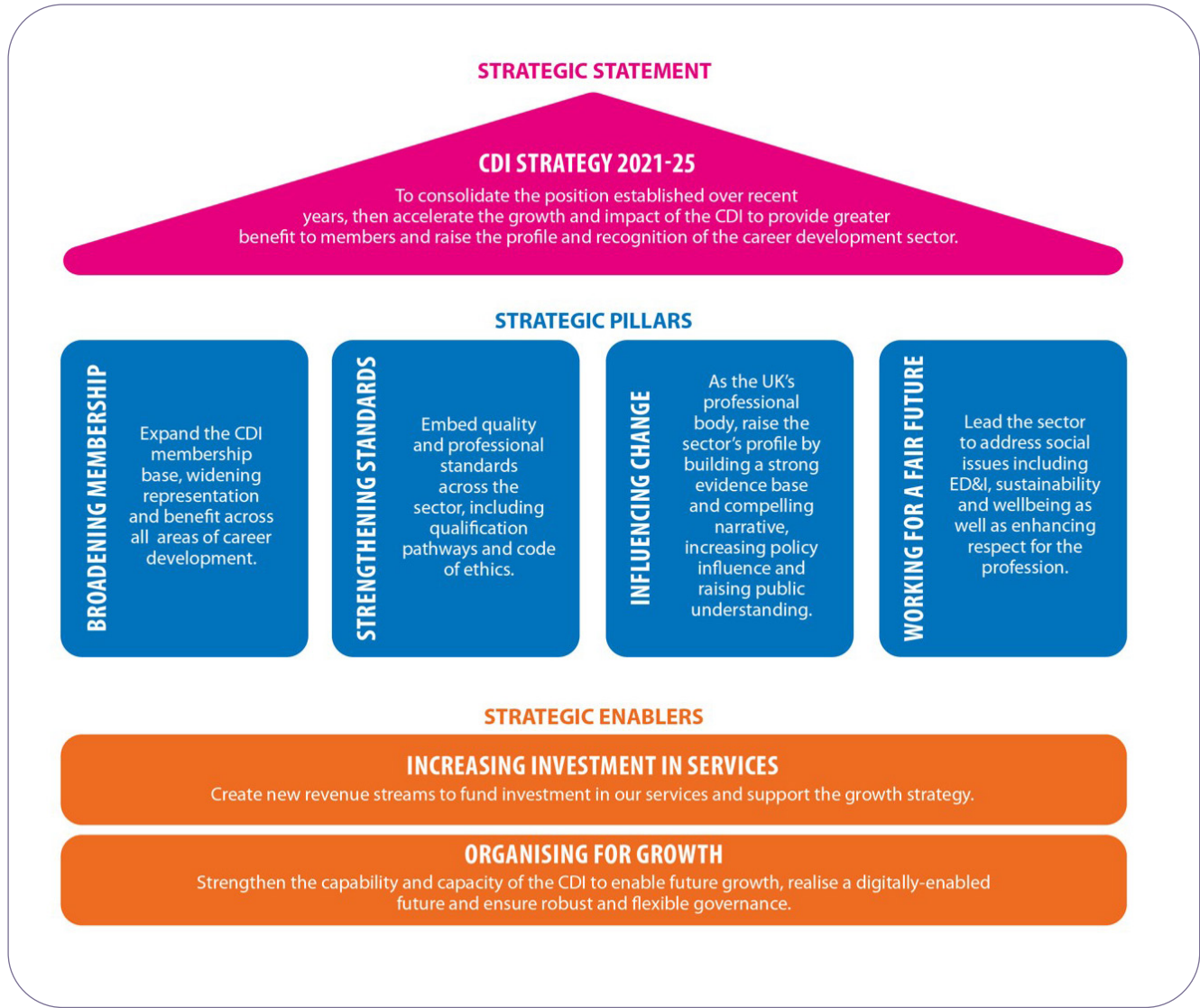


2025 Strategy

The 2025 Strategy sets out the purpose and direction of the CDI, to maximise our impact for members and the profession. The Mission and strategy were refreshed in January 2024, primarily to include the CDI’s role in identifying future changes (such as the adoption of AI) and helping the profession prepare for them.

The overarching Strategic Statement sets out our overall ambition, and the four Strategic Pillars outline the areas of focus to achieve that ambition. These are supported by two Strategic Enablers, the foundations we need in place to support the rest of the strategy.

The strategic continues to guide our work and this report outlines the progress we have made in delivering against our strategy, and where we continue to focus in 2024-25.

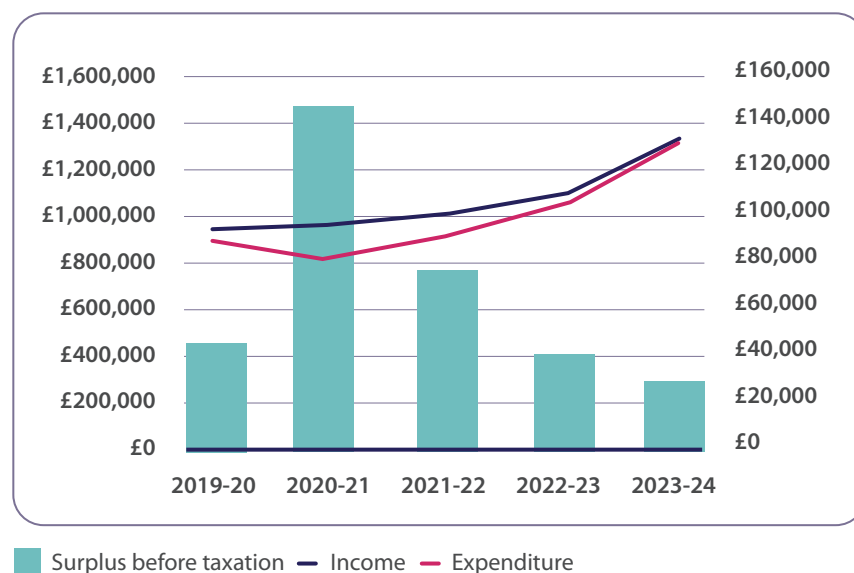


Financial Overview

The CDI had another positive financial year, with even stronger revenue growth of over £245,000. With the budgeted aim for breakeven, we increased expenditure to add to the CDI's core capabilities, services and support, though still came in at a small positive surplus.

Year	Income	Expenditure	Surplus
2019-20	£961,629	£915,601	£46,028
2020-21	£964,116	£817,474	£146,642
2021-22	£980,325	£903,336	£76,103
2022-23	£1,088,760	£1,047,211	£41,185
2023-24	£1,344,093	£1,309,811	£28,769

Financial Summary (Surplus on the right axis)



Despite the ongoing investment in the digital transformation project, our cash position remains very healthy and above the reserves target.

Year	Cash in hand	Reserve target
2019-20	£259,468	
2020-21	£550,920	
2021-22	£629,865	£240,000
2022-23	£531,693	£300,000
2023-24	£524,031	£345,000

Income

Overall, income increased by 23% year on year, with all bar one income stream increasing.

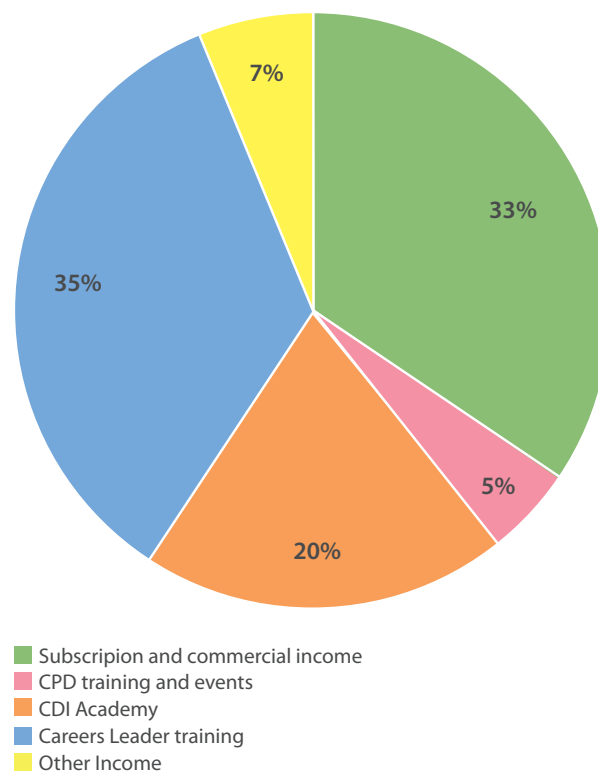
- Subscription and commercial income increased by 5%.
- CPD training and events income fell by 25%, largely due to the decision to change the National Conference to one day online instead of face-to-face due to Covid and strike fears (a £20k reduction in income vs budget).
- The CDI Academy continued to perform extremely well, growing 31%.
- Careers Leader training jumped 62% as we took more 5-day Careers Leader students and gained the contract to deliver the CEC's 2-day top-up training.
- Other income increased by 5%.

Continued healthy membership income is an achievement given the challenges of the cost-of-living crisis which were prevalent during this period, and despite holding membership fees flat for yet another year.

However, the softening of spend by individuals and employers is reflected in the poor performance of CPD and Events income – despite offering a reduced rate paid-webinar, we saw much less demand for paid CPD.

Overall, our aim is to grow income from a range of sources. However, while income excluding the CEC increased by 8%, the strong uplift in CEC income meant it accounted for nearly 35% (26% in 2022-23).

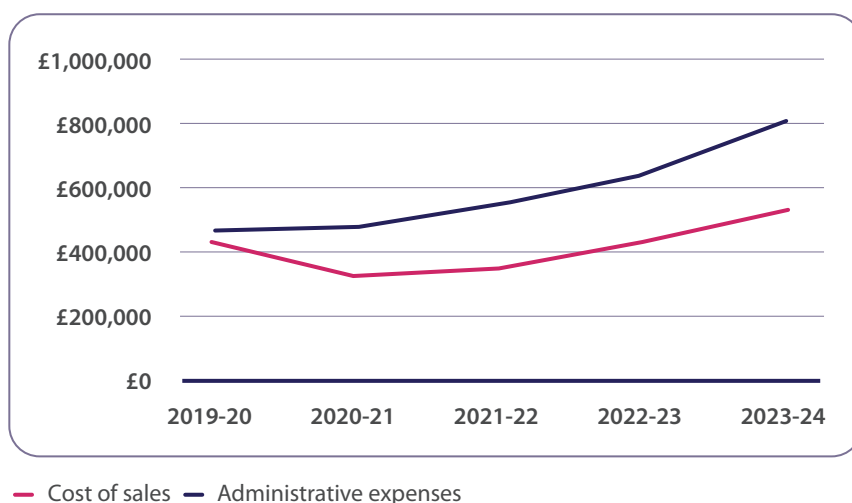
2023-24 Income distribution



Expenditure

Expenditure increased by more than income in 2023-24 as we re-invested in-year surplus into the organisation and support for the profession. Our cost of sales increased broadly in line with income (such as paying more trainers as the Academy and CEC income grew), while administrative expenses mainly grew due to higher salary costs from expanding the employed team.

Expenditure growth



Other significant cost increases were in the non-capitalised costs for the website project (up nearly £43k) and the charges for amortisation (£27k versus £0 the previous year).

We have been less affected by underlying rising costs than many organisations, as we carefully manage overheads and focus spend on activities that add most value, such as responses to policy consultations, investment in research projects and content to support the Valuing Careers campaign.

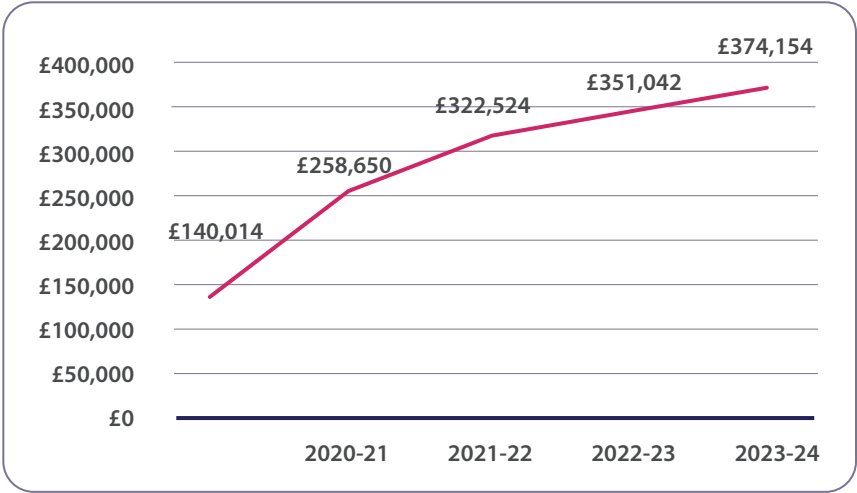
Surplus

While the budget planned to breakeven, with the recruitment of new roles taking longer than planned and the successful bids for new contracts that were unbudgeted, we achieved a surplus of £28,769 for the year. Where some of the planned spend was delayed, it is anticipated that this will be balanced out by a similarly sized deficit in 2024-25.

Balance sheet

Our balance sheet position strengthened in 2023-24, rising from £351,042 to £374,154. Our fixed assets grew as the website and membership management platforms were completed, and current assets grew with higher debtor levels – mainly from memberships paid by direct debit meaning that payments are spread over the year. Current creditors also grew though we had no creditors falling due after more than one year, having repaid the government-backed loan taken out during Covid.

Net assets

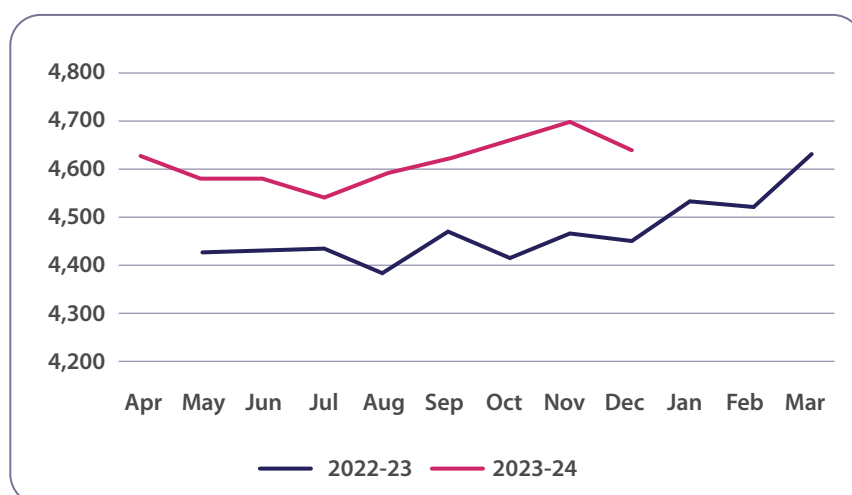


Broadening memberships

Memberships

With the issues with the new website, we could not reliably track like-for-like membership volumes after December 2023. However, up to that point paid memberships were running ahead of the previous year and we hadn't seen a downturn in activity up to the end of the year. However, the website issues did prevent us from continuing the trend in membership growth and undertaking promotional activity to attract even more people to join their professional body.

Paid membership volumes



In part, the maintenance of membership volumes is due to the continued focus on improving member services and support. In 2023-24 we continued to work on our email and social media engagement, attended the National Career Guidance Shows, supported the We Are Careers podcast and increased our free membership offer with our new e-learning course on Careers Theory being available free to members.

A key driver of memberships is also our activity raising the profile of the profession, and this has been very positive over the year (see 'Influencing Change' below).

UK Register of Career Development Professionals



The number of people on the Register rose from 1,823 in March 2023 to peak at 1,954 in December 2023 before declining to 1,760 at the end of March 2024. The fall was largely due to a decision to halt new membership applications while we resolved the website issues.

Fellowships

At the UK Career Development Awards in 2023, three members were awarded CDI Fellowships – Liz Reece, Dr Michelle Stewart and Jan Ellis. CDI Fellowships were also presented to Legacy Fellows Jane Artess, Dave Cordle, Avril Hannon, Dr Deirdre Hughes OBE, Rosemary McLean, Stuart Mitchell, Nicki Moore, Derek Osborne, Valerie Rowles and Ruth Winden. Congratulates to everyone on receiving this prestigious recognition of their ongoing service to the CDI and the career development profession.



CDI Big Listen surveys

The summer 2023 #CDIBigListen survey continued to show a positive trend in perceptions of the CDI and our services, with satisfaction with CDI membership rising from 70.2% to 73.5% and those likely to renew their membership increasing from 83.3% to 88.2%. The winter 2024 survey explored people's views of working in career development, with those saying they were likely or very likely to leave the profession in the next two years declining from 22.9% to 21.7%. Retirement continues to be the main driver of intent to leave, though poor pay and benefits rose from 16.2% to 22.9%.

Training and Events

The CDI continues to offer a wide range of high-quality CPD support, including some of the biggest events in the career development calendar, such as:

- The UK Career Development Awards on 26th June 2023, the evening before the National Careers Leaders' Conference. Our return to a face-to-face celebration was a great success with over 100 attendees.





- National Careers Leaders' Conference (NCLC) at the University of Derby on 27th June was hosted with iCeGS. With over 200 attendees the event was close to a sell-out, with a theme of 'Gatsby benchmarks and beyond: Developing and evidencing impactful careers programmes'.
- We held our second CDI Annual Lunch on 7th November 2023, attended by the leaders of current and historical careers bodies, CDI Fellows and special guests.
- 6th February 2024 saw the National Research Conference for Careers Practitioners run in conjunction with NICEC, iCeGS and AGCAS. Held online it was titled 'Practitioner Research Matters: The beginning, influence and value of research'.

NATIONAL RESEARCH CONFERENCE FOR CAREERS PRACTITIONERS

Practitioner researchers matter: The beginning, influence, and value of research

TUESDAY 6 FEBRUARY 2024, 9.15AM - 4.30PM

ONLINE EVENT



- The CPD Conference Scotland was held on 6th March 2024, held online with University of the West of Scotland, Edinburgh Napier University and Skills Development Scotland.
- CDI England and Wales Student Conference on 27th March 2024 looked at 'How to put what you've learned during your training into practice and what the future holds for you'.

In addition, offer online CPD training, free or at discounted rates for members, along with Digital Bytes webinars and regional meetings. We also delivered an increased number of bespoke CPD commissions for careers organisations.

We have piloted a new approach to CPD with the launch of our first e-learning courses on Moodle. Careers Theory into Practice by Dr Julia Yates had 150 people registered by the

year end. A course on AI And Ethics, developed and presented by Michael Larbalestier and Marianne Wilson, sold out it's first cohort. A course on Supervision is in development.

Member engagement

Oliver Jenkin continued to curate high quality content as Editor of the Career Matters magazine, encouraging a mix of well-known contributors and new voices to ensure the magazine remains relevant and valued.

The Career Development Practitioners' Community of Practice on Facebook grew from 1,367 members to 1,554. The forum is very active and continues to offer excellent peer support. The Careers Leaders' forum remains active with resources to help school and college leaders.

We continued to support the #WeAreCareers livestream featuring a wide range of excellent guests, shout-outs to careers heroes and updates on CDI activities. Towards the end of the financial year, we worked with Chris Webb and Meet Sabiha on moving to fortnightly shows on YouTube and as a podcast on Spotify to widen the audience.



In Scotland, the Facebook group continues to offer support and Pete Robertson, in his role as Scotland Associate, hosts regular online meetings for members. He also worked with Skills Development Scotland on events for Careers Week Scotland, promoting CDI membership and encouraging people to enter the profession.

In Wales, the regular Forum is hosted by Wales Associate Carolyn Parry, bringing together stakeholders with an interest in career development to discuss key topics affecting clients and the economy. Carolyn and the wider team also support Careers Wales with bespoke CPD training sessions.

Strengthening Standards

Under the ‘Strengthening Standards’ pillar of the 2025 Strategy, the CDI supports members as they train to enter the profession then continue to develop their skills, knowledge and ethical practice.

Strategic Review of how people qualify

In 2023-24 the CDI initiated a Strategic Review looking at how people qualify to work in career development, exploring issues that:

- The sector faces in having a sustainable workforce.
- Individuals face who wish to become qualified in career development.
- Employers face in recruiting professionally qualified staff and enabling professional working.
- Training providers face in offering relevant qualifications.

The Strategic Review is being conducted by iCeGS at the University of Derby and recommendations to inform future CDI work are expected to be presented to the CDI Board in January 2025.



Qualification in Career Development (QCD)

QCD provision at Coventry University closed, leaving seven QCD centres delivering full-time, part-time and distance learning routes. In September 2023, 60 students started the QCD with a further 26 students starting in January 2024 and a Huddersfield course starting in May 2024 with 7 students. This is slightly down (93) on the 97 students starting the previous year.

Centres report a downturn in applications for the QCD, perhaps partly due to students opting for the work-based Level 6 Diploma in Career Guidance and Development with its flexibility for employers - including the option to fund via

the Higher Apprenticeship: Career Development Professional route. Moderation of QCD Professional Reports, centre visits, Moderators’ and QCD Leaders’ Meetings also take place online for time and cost efficiency.

	Completed	Undertaken
L6 Diploma in Career Guidance and Development	79	76
L6 Careers Leader (Accredited)	8	1
L6 Careers Leader (non Accredited)	0	0
Professional Certificate (Supporting Clients with Additional Needs)- Non-Accredited	40	15
L4 Career Assistant - Supporting Career-Related Learning in Schools and Colleges	4	6

The CDI Academy

Courses in 2023-24 continued to be mainly held online, with some face-to-face delivery for interviewing skills and some bespoke courses. There has been a 39% increase in learners achieving this year compared to 2022-23 due to improved induction processes and assessment practices. Courses attracted those wishing to enter the sector, progressing from Careers Leader to Careers Adviser roles and further developing their skills and knowledge, as well as qualified Careers Advisers and Careers Assistants wanting to learn more about career-related learning.

Careers Leader Training funded by the Careers & Enterprise Company

The CDI continues to provide the Careers Leader training with 240 learners enrolling onto the 5-day programme, 119 completing by March 2024 and further cohorts aiming to complete by September 2024. We also gained the national contract for the enhanced 2-day programme, with 103 learners completing the course by the year-end and 105 applications for future courses.



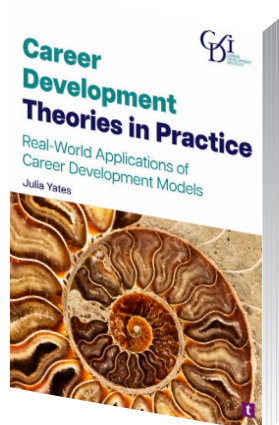


Student Support

As well as receiving the same benefits as individual members, we produce a termly Student Newsletter for our 500+ CDI Student Members. The newsletter promotes the membership benefits available including upcoming CDI webinars, events, etc. of relevance to their studies. Students are also supported with the Scotland CPD Conference and the England and Wales Student Conference, both free to attend and held online to maximise accessibility.

Trotman/CDI Publishing Agreement

The publishing partnership between the CDI and Trotman Indigo Publishing sees the CDI supporting the development and marketing of new books that add value to the profession and those seeking careers support. This also helps raise the profile of the CDI in supporting the profession and makes more resources available to career development professionals. The first three books, due for publication in October/November 2024, are:



- The Career Development Handbook, by: Tristram Hooley, Gill Frigerio and Rosie Alexander.
- Career Development and Inclusive Practice: Jules Benton and Chris Targett.
- Career Development Theories in Practice: Julia Yates.

CPD Newsletters and Resources

Erica Rowell took over producing these Newsletters from Dr Lyn Barham in April 2023. The newsletters are very well received by members. Previous editions of the newsletter can be accessed via the members-only CPD resources area on the CDI website.

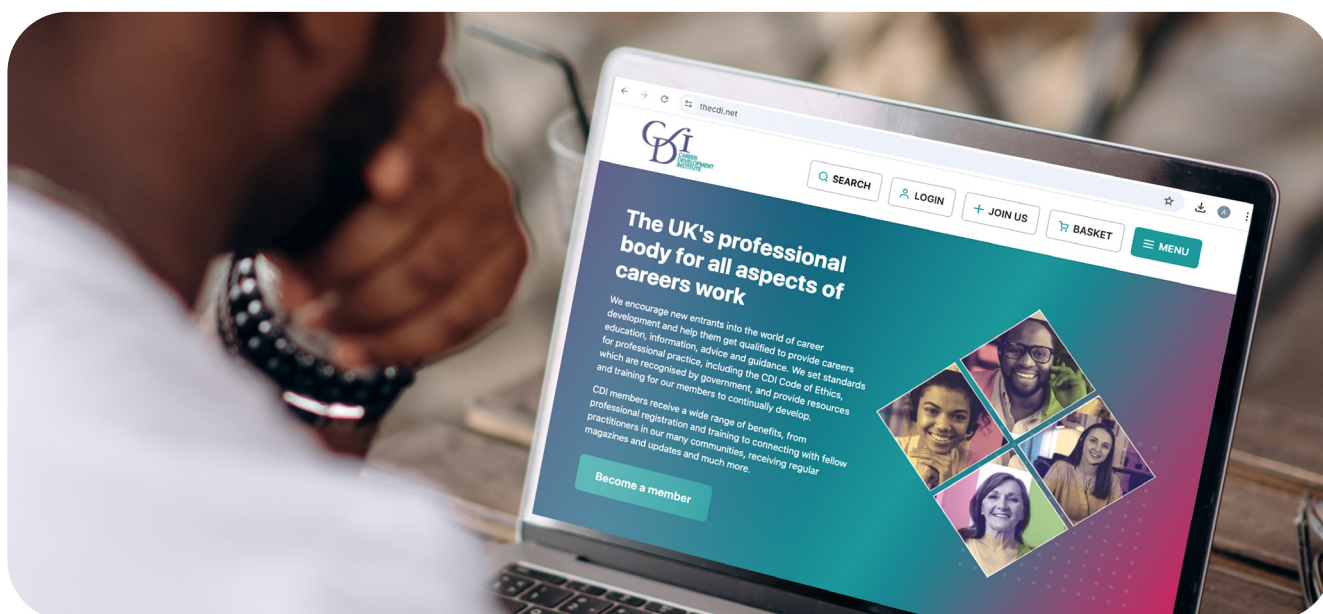
The new website has allowed us to refresh the ways in which CPD resources are made available, with a members-only resources area where CPD recording can also take place. Old materials have been archived and planning has begun on how to improve the CPD experience for CDI members.

Supervision

Having delivered online training for Supervisors in September 2022 based on the *CDI Guidance on the Benefits and Delivery of Supervision* in the Career Development Sector, Rachel Mallows and John Walker have developed an e-learning course which will be available from Autumn 2024.

Mentoring

In January 2024 we launched the latest CDI Mentoring Scheme. This has attracted 20 Mentors and Mentees and comprises four, free, hour-long mentoring sessions to be completed by 31st October 2024. Mentors received online training from Rachel Mallows and a Mentor Handbook developed by Rachel and Claire Johnson. The scheme will be evaluated to decide whether to develop an e-learning version of the mentor training.



Influencing change

The CDI's work under the 'Influencing Change' pillar of the 2025 strategy continues to grow. Key this year has been the development of the Valuing Careers campaign, supported by two new roles in the team – the Content & Campaigns Manager and the Research Manager.

Valuing Careers

The Valuing Careers campaign moves the CDI's influencing work from one-off activities, to a longer-term, planned series of actions working towards specific goals. The campaign recognises that members of the profession are extremely proud of the work they do, yet often feel very undervalued for the benefit they add. The aims of the campaign are therefore to;

- Raise recognition of the value of career development in addressing wider policy issues such as skills shortages and social mobility.
- Increase awareness among the general public of the value of engaging with careers professionals.
- Help people see the career development profession as a valuable place to work.

The campaign soft-launched in February 2024 and, to support the formal launch later in 2024, we are making a significant investment in a survey of 5,000 UK adults about their careers and the careers support they have received.

Policy in England

2023-24 has again been a busy year for career development policy:

- I served as a Commissioner on the Skills Commission inquiry into the 'skills system of 2030', attending oral evidence sessions in Leeds and London, as well as contributing to and reviewing the final report.
- As a member of the Skills Federations CEO Forum I joined industry skills bodies at a one-day workshop with an author of the Labour Party's skills and education paper, as well as a discussion with Seema Malhotra, Shadow Skills Minister.
- I attended the Labour Party conference in October 2023 to gain a greater understanding of likely policy positions and champion the role of career development in a potential future government.
- Provided a written response to the House of Lords Public Services Committee inquiry into the transition from education to employment for young disabled people, then gave evidence at the inquiry alongside Careers England and The SAMEE Charity.
- Co-convened a roundtable of careers advisers to input to the Gatsby Foundation's review of the Gatsby Benchmarks. We also continued as part of the national advisory group to the review, inputting to and commenting on the recommendations for changes to the Benchmarks.
- Hosted two webinars in January 2024 for careers advisers to input to the Department for Education's strategic action plan consultation.
- Submitted responses to the consultation on the Advanced British Standard, a Careers Connect consultation on the evidence of the impact of careers guidance and the Ofsted Big Listen.



CDI
CAREER
DEVELOPMENT
INSTITUTE

**VALUING
CAREERS**

thecdi.net/ValuingCareers

Policy in Scotland

CDI President and Project Associate for Scotland, Pete Robertson, continued to support the Careers Collaborative in Scotland, following the Careers Review. Once the Careers Review report was published, Pete led our response to the

work including a written response on the Withers Report recommendations. We continued to work with Skills Development Scotland, running events as part of Scotland's Careers Week.



Engagement in Wales

We provided a response to the UK Government's Welsh Affairs Committee inquiry into population change in Wales and delivered consultancy contracts for the Welsh government to support the careers system. With our Wales Associate, Carolyn Parry, we continued to support Careers Wales with tailored CPD events and build the profile of career development through regular forums with attendees from Careers Wales, employers, charities and organisations with an interest in career development.



Career Development Policy Group (CDPG)

The CDPG held its first parliamentary event on 18th July 2023, with the successful launch of the Investing in Careers report at the House of Lords, including a roundtable chaired by Baroness Garden. As a key member of the CDPG, we continue to work with Policy Connect who host the All-Party Parliamentary Group for Skills, Careers and Employment.

Working with the media and other organisations

Other activities included:

- Our second exam results day campaign which was a huge success, reaching eight million people through channels such as the Jeremy Vine Show on BBC 2, FE News, The Express and Asian Star Radio.
- After attending a meeting of the 'four nations' careers services and government departments, they agreed to form an EDI and workforce sub-group, which met in February 2024. The aim is to work together to address career development workforce issues.
- Continuing on the advisory board for the WWF's Sustainable Futures environmental careers programme for schools.
- CDI representatives sit on key advisory and steering groups including the Board of the Quality in Careers Standard and the Careers England Board.

Reconnecting in Northern Ireland

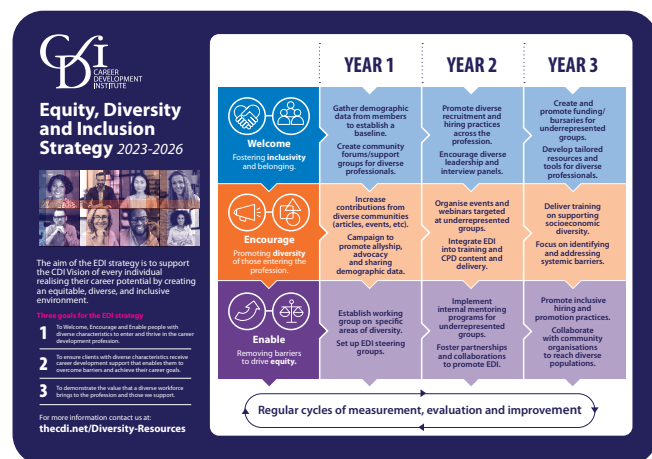
Having had little direct contact with the careers services in Northern Ireland for a few years, a positive relationship has been formed with Justin Kerr, who became Head of the Careers Service Northern Ireland in 2023. As well as regular meetings, Justin joined SDS and Careers Wales representatives as panellists at the CDI Summit in December 2023.



Working for a fair future

EDI strategy

The CDI's Equity, Diversity and Inclusion (EDI) strategy launched in October 2023, following stakeholder workshops to review and refine the strategy. The launch included a video, webinars and content on the CDI website. The winter #CDIBigListen survey again included key questions on EDI, allowing us to track progress over time. The strategy sets out activities to welcome, encourage and enable people from diverse backgrounds to thrive in career development.



Team development

We carried out our first staff survey in November 2023 to gather feedback on working at the CDI. The results were generally positive and highlighted training and development as a key area to focus on, with a training session arranged for January 2024 and a First Aid training day arranged for January 2024 and a First Aid training day arranged for January 2024.

Investing in our service

We aim to generate profitable income from a range of sources that allows us to reinvest in the organisation and the profession. We continue to build commercial relationships with a variety of organisations, with highlights including:

- The Gatsby Foundation funding the three-year Technical Education Pathways Programme, enabling us to recruit Kim Newman to manage the programme and develop research and resources to enable careers advisers to best support young people looking at technical education options.
- Being part of the winning bid for a National Careers Service contract to provide CPD training to the NCS Primes.
- Winning the tender to provide top-up training to Careers Leaders funded by the Careers & Enterprise Company.
- Delivering further consultancy contracts for the Welsh government, supporting careers and work-related experiences (CWRE).
- Xello sponsoring of the National Careers Leaders' Conference in June 2023 and Unifrog confirming as sponsors for 2024.
- Running 'sponsored webinars' for members and non-members, funded by partners.

- The Careers in Careers jobs board performance has slowed, with feedback suggesting a slowdown in recruitment after an uplift during and following the pandemic.

Organising for growth

Board and Governance

Over the year we recruited for the vacant Chair of EPSC role, with John Walker taking on the role following Avril Hannon's end of term. We also welcomed Liz Reece, Jacqui Phipps, Hannah Courtney-Bennett and Georgina Blackburn onto the EPSC.

In April 2023, Gina Visram was elected by members to the CDI Board of Directors. In March 2024 we opened for nominations for a Treasurer, three Board appointed Directors and four roles on the EPSC. I would like to thank Carolyn Parry (President) and Steph Rix (Director) who stepped down from the Board during 2023-24 at the end of their terms.

Chartership

Following the research carried out in 2022-23, the Chartership project progressed with the formation of an internal working group comprising the Honorary Secretary, Chief Executive, two Board members and Head of Professional Development and Standards. The Chartered Status Advisory Group (CSAG) of key career development organisations will hold its first meeting in April 2024.

CDI team changes

2023-24 saw a significant increase in the capability and capacity of the CDI team, as we welcomed;

- Georgia Clarke as Events & Commercial Executive
- Caroline Green as Content & Campaigns Manager
- Stephen Plimmer as Research Manager
- Kim Newman as Technical Education Pathways Manager

Claire Johnson, Head of Professional Development & Standards, reduced from a full-time role to two-days a week, with much of her work take on by Sue Alder, Professional Training Manager.

Digital transformation

The website investment recognised the limitations of our old website in providing services to members, influencing policy and engaging the public. While the project did improve the look of the website and the accessibility of general content, there have been ongoing critical issues for members accessing the logged in Members Area. While some issues were resolved early on, others then appeared and, as of the year-end, these still affected many members, particularly Registered members.

This has been a high priority for the CDI team who continue to work with the web agency to resolve the issues. The poor member experience was exacerbated by problems with our phone system and internal processes leaving some member emails unanswered. A new phone system wasn't properly implemented in 2023, but this was finally addressed in early 2024 and is now working well.

Summary

In 2023-24, we continued to make progress towards the CDI's 2025 strategy. We further enhanced our core capability with new team members and we developed new and improved services that allow us to fulfil our Mission and Vision as an organisation.

Supporting our members and championing the profession remain at the heart of everything we do. It is critical that we provide high-quality support to our members so that they are best placed to enable clients to achieve their career goals. And it is vital that we work collaboratively to raise the profile and understanding of the value of career development, to widen the availability of professional careers support to as many people as possible.

Our training and CPD helps people join and progress within the profession, underpinned by the CDI Code of Ethics and valuable resources. Our events are key dates in the careers calendar and our regular updates and Career Matters magazine keep members connected with the latest news, events and CPD opportunities. Our communities – both online and in person – keep people connected and sharing learning and experiences, while our stakeholder engagement work influences careers and skills policy.

We have launched new initiatives this year, with the first e-learning courses going live, our first research projects and the development of the longer-term Valuing Careers campaign. The Technical Education Pathways Programme will help careers advisers ensure young people are fully informed of all the routes through education and the launch of the EDI strategy demonstrates our commitment to a Fair Future.

Our investments are driven by strong finances, and we are now in a position to re-invest in-year profits in the organisation and the profession. We do face ongoing challenges – not least resolving the issues with the new website – but with the capability we have within the team and the ongoing support of the CDI Board, EPSC, Council, Associates, volunteers and, most of all, members, we can be confident that we will continue to build on our successes to date.

I would like to thank you all for your dedication to making career development the amazing profession it is, and continuing to ensure young people and adults receive the support they need to have the careers they wish for.



Unaudited financial statements

For the year ended 31 march 2024

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President and chair of the board's statement

For the year ended 31 March 2024

This year was another step in the Career Development Institute's evolution as we continued to invest in the organisation so that it can best serve members and champion the profession.

In 2023 our healthy financial position allowed the Board to make a key decision - to invest future profits back into the organisation and to support the profession, through activities such as research, campaigning and more. Despite this breakeven target, we made a healthy profit in 2023-24 as recruitment took longer than planned, projects needed more time to plan, and we secured three new contracts which added unbudgeted revenue.

The key development was the launch of the new COi website. This is a significant investment for the COi and will add to our capability. However, at the end of the financial year we were still experiencing post-launch issues that were affecting some members, undermining their experience and limiting our ability to build on the launch as planned.

Another advance was the work to clarify and improve the COi's governance. Work by my predecessor as President, Carolyn Parry, and Board members led to amendments being presented and signed off at the Annual General Meeting in December 2023. This work continues, ensuring we have clear and robust governance underpinning the organisation for the future.

Activities

The activities carried out by the company during the period can be broadly categorised as follows:

1. Membership services

The COi is proud of its role as the professional body for career development across the UK, and continued to grow its membership, though less than planned due to the website delays and issues. We offer services to support professionals working in all areas of career development, including;

- Setting, maintaining and evolving professional development and standards through the Ethics and professional standards Committee (EPSC), Code of Ethics and professional development team, as well as seeking feedback through the COi Council, COi Big Listen survey and more.
- Updating members with the latest news, resources and CPD ideas with our monthly newsletters, our quarterly magazine Career Matters and the growing WeAre Careers show.
- Developing key resources such as the COi Career Development Framework, COi Blueprint, digital skills evaluation and resources, Equity, Diversity and Inclusion resources and more.
- A programme of free and paid for continuous professional development (CPD) webinars and masterclasses, covering a wide range of subjects and specialisms, including launching our first e-learning courses on Careers Theory and AI.

- Key events such as the COi National Conference, the National Careers Leaders' Conference (in collaboration with iCeGS), two student conferences, two Cutting Edge events (with NICEC) and the National Research Conference (with NICEC, iCeGS and AGGAS).
- Running the prestigious UK Career Development Awards, recognising the best individuals, organisations and practices across the profession.
- Building communities for members, based on geography (Scotland, Wales and regions in England) and communities of practice and interest, such as the COi Facebook group which grew from 1,367 members to 1,541 over the year to the end of March 2024.

Given the ongoing cost-of-living crisis and the strong position the COi were in financially, we held our membership fees for another year. We were able to do this, and still invest in the organisation, thanks to the successes of the team in continuing to grow other profitable revenues.

2. Professional development and standards

A crucial part of the COi's role is acting as custodians for professional development and standards across career development. It underpins our status as a profession and ensures clients can be confident of getting informed and impartial support. Key areas of activity include;

- Managing the UK Register of Career Development Professionals which covers over 1,800 registered members, demonstrating their professional qualifications, commitment to the Code of Ethics and ongoing development of their skills and knowledge.
- The COi-awarded Level 7/SCQF Level 11 Qualification in Career Development (QCD), offered as part of a Masters/Post Graduate Diploma course in several UK universities.
- The CDI Academy offering Level 4 and Level 6 qualifications for career development.
- Being the largest provider of Careers and Enterprise Company-funded Careers Leader training.
- Offering a mentoring scheme for members, including training Mentors to provide support.
- Working in partnership with key organisations, such as Trotman Indigo Publishing on a new series of books for the profession.
- The EPSC began reviewing and updating the CDI Code of Ethics to ensure it remains relevant and valued. The new Code of Ethics is expected to launch in autumn 2024.

The COi's training services are now a substantial part of the Institute's role within the profession and contributed income that enables the expansion of our wider capability.

3. Commercial services

The CDI has positive relationships with commercial partners and continues to develop services for organisations who wish to reach the COi's membership and the wider profession. With our large and engaged membership base, we offer unique

opportunities to engage career development professionals with services, industry occupations, training or to input to research. Our commercial activities include;

- Sponsorship and exhibiting at major events including the UK Career Development Awards, the National Careers Leaders' Conference and the CDI Annual Conference.
- Advertising opportunities in email newsletters, the Career Matters magazine, on the CDI website, social media channels and on the We Are Careers show.
- Sponsored webinars for organisations to engage CDI members and the wider profession.
- The Careers In Careers job board, advertising career development vacancies.
- Contract services including service design for Welsh Government, training for National Careers Service providers and the Technical Education Pathways programme for Gatsby Foundation.
- The Career Assured award, quality assurance for third-party digital resources and CPD.

4. Championing the sector

Our aim is to influence policy and system change to fully consider career development as a lever to address issues facing individuals, the economy and society. The 2025 Strategy also sets out our intention to raise the profession's profile with the public. In 2023-24 key activities included;

- Recruiting the Research Manager and Content & Campaigns Manager to bring additional skills, knowledge and capacity into the team to drive campaign work.
- Developing the Valuing Careers campaign to highlight the value of the profession to policymakers, individuals seeking support and potential entrants to work in the profession.
- Initiating a major research project to support the campaign launch, surveying 5,000 UK adults on their careers and their perception of the career development profession.
- Our second year of an exam results media campaign reaching up to 8 million people.
- Supporting the Careers Review and Careers Collaborative in Scotland, as well as holding regular webinars for members in Scotland, with guest speakers and discussions.
- Continuing the regular programme of forums in Wales, focused on key topics to enhance understanding, share knowledge and engage a wider stakeholder base in Wales.
- Building a positive relationship with key individuals in the Department of Education (DfE) and contributing to consultations on the DfE's strategic action plan, the Advanced British Standard and for the Welsh Affairs Committee.
- Giving in-person evidence to the House of Lords Public Services Select Committee inquiry into the transition from education to employment for disabled young people.
- As a member of the Career Development Policy Group (CDPG), championing the Career Guidance Guarantee including the CDPG's first event at the Houses of Parliament.

- Representing the profession on Advisory groups for the ten-year review of the Gatsby benchmarks and WWF's Sustainable Careers programme.
- Attended the Labour Party conference to gain a deeper understanding of the likely policy changes should they become the next government.
- Launched the COI's Equity, Diversity and Inclusion (EDI) strategy, to welcome, encourage and enable everyone in the profession and to support clients from all communities.

5. Strengthening governance

In 2023 the Board reviewed and updated the 2025 Strategy, adding a focus on leading the profession to understand and address the risks and opportunities future changes (such as AI) represent.

Further work was undertaken to ensure CDI governance remains robust and flexible as the organisation evolves. At the AGM in November 2023, the following changes were agreed;

- To allow co-opted members of EPSC To vote at EPSC meetings
- To add the post of Treasurer as an Elected Board Member.
- To clarify terminology in the Articles of Association including around voting members.

Work continues on Chartered Status, with the creation of the Chartered Status Advisory Group (CSAG) with key organisations to progress the work with wider sector involvement.

Plans for the Future

We are committed to the further growth of the CDI to maximise the support we can offer to members and the profession. We are guided by our 2025 strategy to support a broad membership base, strengthen standards, influence change and work for a fair future. Our future plans build on the excellent progress that was made in 2023- 24 and include:

- Addressing the issues with the new CDI website then using the platform to enhance engagement with members and to support our campaigns.
- Raising the profile of career development with policy-makers, especially with an election taking place in the next financial year.
- Launching the Valuing Careers campaign to raise awareness of the value of career development.
- To support the campaign, completing the research into UK adults' perceptions of their careers.
- Developing a research hub on the CDI website, making evidence accessible to practitioners, researchers, trainers and policymakers.
- Engaging more potential members through the new Careers News pages and the extension of the WeAre Careers show to its own YouTube channel and Spotify podcast.

- Undertaking research into the routes to qualify to work in career development, to understand the challenges and opportunities with growing the workforce.
- Finalising the CDI governance documents to include the agreed changes and clarify terms.
- Continuing the Chartered Status project, bringing key stakeholders together.

The CDI offers outstanding support for members and the profession through a small but dedicated team, complemented with expert associates, volunteers and partners. I would like to thank them all for their hard work and commitment to the profession. I would also like to thank my fellow Board Directors for their continued support for the Institute. And of course, we appreciate every CDI member who does so much to help young people and adults have fulfilling careers.

I look forward to the coming year and building on another positive financial year for the Institute.

A handwritten signature in black ink, reading 'P. J. Robertson', with a long horizontal flourish underneath.

Professor Pete Robertson
Director

On behalf of the board
30 September 2024

Directors report

For the year ended 31 March 2024

The directors present their annual report and financial statements for the year ended 31 March 2024.

Principal activities

The principal activity of the company continued to be that of membership organisation for career professionals.

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

Mrs S M Rix	(Resigned 14 December 2023)
Mrs N P Moore	
Mrs C Parry	(Resigned 6 December 2023)
Mr J S Ambrose	
Mrs N J Lawrence	
Mrs A Hannon	
Mrs E Inglis	
Mr P Robertson	
Ms G Visram	(Appointed 3 April 2023)
Ms P Allner	(Appointed 22 April 2024)
Mr U Ramsay	(Appointed 22 April 2024)
Mr T Sadiq	(Appointed 22 April 2024)
Mr J A Walker	(Appointed 31 July 2023)

Energy and carbon report

We have followed the 2019 HM Government Environmental Reporting Guidelines. We have also used the CHG Reporting Protocol - Corporate Standard and have used the 2020 UK Government's Conversion Factors for Company Reporting.

We have installed smart meters across all sites and increased video conferencing technology for staff meetings, to reduce the need for travel between sites.

Small companies exemption

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



Professor Pete Robertson
Director

On behalf of the board
30 September 2024

Report to the directors on the preparation of the unaudited statutory accounts of career development institute

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Career Development Institute for the year ended 31 March 2024 which comprise the income and expenditure account, the balance sheet, the statement of changes in equity, the statement of cash flows and the related notes from the company's accounting records and from information and explanations you have given us.

This report is made solely to the board of directors of Career Development Institute, as a body, in accordance with the terms of our engagement letter dated 25 May 2022. Our work has been undertaken solely to prepare for your approval the financial statements of Career Development Institute and state those matters that we have agreed to state to the board of directors of Career Development Institute, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Career Development Institute and its board of directors as a body, for our work or for this report.

It is your duty to ensure that Career Development Institute has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and surplus of Career Development Institute. You consider that Career Development Institute is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Career Development Institute. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

30 September 2024

St David's Court
Union Street
Wolverhampton
West Midlands
United Kingdom
W1/1 3JE

Income and expenditure account

For the year ended 31 March 2024

	2024	2023
	£	£
Income	1,334,093	1,088,760
Cost of sales	(519,885)	(416,020)
Gross surplus	814,208	672,740
Administrative expenses	(789,926)	(631,191)
Operating surplus	24,282	41,549
Interest receivable and similar income	4,842	925
Interest payable and similar expenses	(355)	(1,289)
Surplus before taxation	28,769	41,185
Tax on surplus	(5,657)	(12,667)
Surplus for the financial year	23,112	28,518

The income and expenditure account has been prepared on the basis that all operations are continuing operations.

Balance sheet

For the year ended 31 March 2024

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Intangible assets	3		145,517		123,031
Tangible assets	4		22,760		18,792
			168,277		141,823
Current assets					
Debtors	5	224,597		178,786	
Cash at bank and in hand		524,031		531,983	
		748,628		710,769	
Creditors: amounts falling due within one year	6	(537,729)		(472,574)	
Net current assets			210,899		238,195
Total assets less current liabilities			379,176		380,018
Creditors: amounts falling due after more than one year	7		-		(25,406)
Provisions for liabilities			(5,022)		(3,570)
Net assets			374,154		351,042
Reserves					
Called up share capital			-		-
Income and expenditure account			374,154		351,042
Members' funds			374,154		351,042

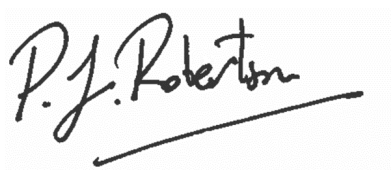
For the financial year ended 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 30 September 2024 and are signed on its behalf by:



Mr P Robertson
Director

Company Registration No. 08226390

Statement of cash flows

For the year ended 31 March 2024

	Notes	2024		2023	
		£	£	£	£
Cash flows from operating activities					
Cash generated from operations	9		89,797		50,787
Interest paid			(355)		(1,289)
Income taxes paid			(9,098)		(12,229)
Net cash inflow from operating activities			80,344		37,269
Investing activities					
Purchase of intangible assets			(49,949)		(123,031)
Purchase of tangible fixed assets			(7,078)		(1,934)
Interest received			4,842		925
Net cash used in investing activities			(52,185)		(124,040)
Financing activities					
Repayment of bank loans			(36,111)		(11,111)
Net cash used in financing activities			(36,111)		(11,111)
Net decrease in cash and cash equivalents			(7,952)		(97,882)
Cash and cash equivalents at beginning of year			531,983		629,865
Cash and cash equivalents at end of year			524,031		531,983

Statement of changes in equity

For the year ended 31 March 2024

	Income and expenditure
	£
Balance at 1 April 2022	322,524
Year ended 31 March 2023:	
Profit and total comprehensive income for the year	28,518
Balance at 31 March 2023	351,042
Year ended 31 March 2024:	
Profit and total comprehensive income for the year	23,112
Balance at 31 March 2024	374,154

Notes to the financial statements

For the year ended 31 March 2024

1. Accounting policies

Company information

Career Development Institute is a private company limited by guarantee incorporated in England and Wales. The registered office is Ground Floor, Copthall House, 1 New Road, Stourbridge, West Midlands, United Kingdom, DY8 1PH.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £1.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Income and expenditure

Income and expenses are included in the financial statements as they become receivable or due. Expenses include VAT where applicable as the company cannot reclaim it.

1.3 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Online platform – 5 years straight line

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Plant and machinery – 15% reducing balance method

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to surplus or deficit.

1.5 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

1.6 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.8 Derivatives

Derivatives are initially recognised at fair value at the date a derivative contract is entered into and are subsequently remeasured to fair value at each reporting end date. The resulting gain or loss is recognised in surplus or deficit immediately unless the derivative is designated and effective as a hedging instrument, in which event the timing of the recognition in surplus or deficit depends on the nature of the hedge relationship.

A derivative with a positive fair value is recognised as a financial asset, whereas a derivative with a negative fair value is recognised as a financial liability.

1.9 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and

it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

1.10 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

1.13 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

2. Employees

The average monthly number of persons (including directors) employed by the company during the year was:

	2024: Number	2023: Number
Total	22	20

3. Intangible fixed assets

	Other (£)
Cost	
At 1 April 2023	123,031
Additions	49,949
At 31 March 2024	172,980
Amortisation and impairment	
At 1 April 2023	
Amortisation charged for the year	27,463
At 31 March 2024	27,463
Carrying amount	
At 31 March 2024	145,517
At 31 March 2023	123,031

4. Tangible fixed assets

	Plant and machinery etc (£)
Cost	
At 1 April 2023	33,946
Additions	7,078
At 31 March 2024	41,024
Depreciation and impairment	
At 1 April 2023	15,154
Depreciation charged in the year At	3,110
31 March 2024	18,264
Carrying amount	
At 31 March 2024	22,760
At 31 March 2023	18,792

5. Debtors

	2024 (£)	2023 (£)
Amounts falling due within one year:		
Trade Debtors	158,781	138,109
Prepayments and accrued income	65,816	40,677
	224,597	178,786

6. Creditors: amounts falling due within one year

	2024 (£)	2023 (£)
Bank loans	-	10,705
Trade creditors	100,277	17,284
Corporation tax	4,204	9,097
Other taxation and social security	10,532	1,843
Other creditors	41,112	2,880
Accruals and deferred income	381,604	430,765
	537,729	472,574

7. Creditors: amounts falling due after more than one year

	2024 (£)	2023 (£)
Bank loans and overdrafts	-	25,406

8. Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of elected board members is limited, subject to an undertaking by each elected board member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

9. Cash generated from operations

	2024	2023
	£	£
Surplus for the year after tax	23,112	28,518
Adjustments for:		
Taxation charged	5,657	12,667
Finance costs	355	1,289
Investment income	(4,842)	(925)
Amortisation and impairment of intangible assets	27,463	-
Depreciation and impairment of tangible fixed assets	3,110	3,211
Movements in working capital:		
Increase in debtors	(45,811)	(76,084)
Increase in creditors	80,753	82,111
Cash generated from operations	89,797	50,787

10. Analysis of changes in net funds

	1 April 2023	Cash flows	31 March 2024
	£	£	£
Cash at bank and in hand	531,983	(7,952)	524,031
Borrowings excluding overdrafts	(36,111)	36,111	
	495,872	28,159	524,031

Detailed income and expenditure account

For the year ended 31 march 2024

	2024		2023	
	£	£	£	£
Income				
Subscription and commercial income		444,621		423,499
CPD Training & Events		66,709		88,933
COi Academy		268,452		204,226
Career Leadership Training-Government Aid		464,251		286,699
Other income		90,060		85,403
Cost of sales		1,334,093		1,088,760
Purchases and other direct costs				
CPD Training & Events Expenditure	45,093		32,288	
CDI Academy Expenditure	163,273		130,502	
Career Leadership Training Expenditure	168,784		111,157	
Other Cost of sales	142,735		142,073	
Total purchases and other direct costs	519,885		416,020	
Total cost of sales		(519,885)		(416,020)
Gross surplus	61.03%	814,208	61.79%	672,740
Administrative expenses				
Wages and salaries	477,993		403,397	
Social security costs	36,903		30,752	
Staff training	5,009		2,883	
Staff pension costs defined contribution	9,511		9,639	
Office Expenses	17,000		15,839	
Rent and rates	24,000		24,463	
Power, light and heat	4,830		2,654	
Premises insurance	7,643		6,533	
IT & support services	15,186		26,546	
Digital Transformation Project	75,268		32,661	
Postage, courier and delivery charges	3,973		3,544	
Professional subscriptions	4,889		4,993	
Legal and professional fees	6,139		6,065	
Accountancy and legal fees	6,308		4,763	
Irrecoverable value added tax	28,822		19,768	
Bank charges	9,866		10,704	
Debtor writedowns and provisions	1,000		6,000	
Advertising	18,256		11,927	
Telecommunications	6,757		4,849	
Amortisation	27,463		-	
Depreciation	3,110		3,211	
		(789,926)		(631,191)
Operating surplus		24,282		41,549
Interest receivable and similar income				
Bank interest received	4,842		925	
		4,842		925
Interest payable and similar expenses				
Bank interest on loans and overdrafts	355		964	
Interest on overdue taxation - not financial liabilities	-		325	
		(355)		(1,289)
Surplus before taxation	2.16%	28,769	3.78%	41,185



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