

COMPANY REGISTRATION NO: 3087758

THE MARKETING COUNCIL

(LIMITED BY GUARANTEE)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2009



THE MARKETING COUNCIL

(LIMITED BY GUARANTEE)

INFORMATION

FOR THE YEAR ENDED 31 MARCH 2009

Trustees and Directors:

Chris Lenton
Roderick Wilkes

Company Secretary

Joanne Saintclair-Abbott

Registered Office:

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH

Bankers:

Lloyds Bank Plc
45 High Street
Maidenhead
Berkshire
SL6 1JS

Solicitors:

Field Fisher Waterhouse
41 Vine Street
London
EC3N 2NN

THE MARKETING COUNCIL

(LIMITED BY GUARANTEE)

TRUSTEES' REPORT

The Trustees present the financial statements of The Marketing Council for the year ended 31 March 2009, which have been prepared in accordance with the Companies Act 1985 and comply with SORP 2005 - "Accounting and Reporting by Charities".

Legal and administrative

- The Marketing Council is a company limited by guarantee.
- Names of Trustees, Registered Office and details of advisors are given on page 2.
- The Trustees have power to invest Council's funds in the manner they deem fit.

Objectives

The objectives of The Marketing Council are to:

- identify industry's needs for marketing, training and organisation;
- create pathways to attract the brightest talent to marketing, and to provide them with the marketing education most relevant to the needs of industry;
- raise competence, skills and standards amongst marketers;
- promote NVQs in marketing, sales and other commercial functions;
- promote lifetime learning opportunities for those at the customer interface and;
- contribute to the development of the UK as a centre of excellence in marketing, and marketing education.

Review of activities for the year

There was not any activity for the year and the Charities Commission removed The Marketing Council from the charities' register on 26 June 2008, it will become officially dormant during the year ended 31 March 2010.

Review of transactions & financial position

The Council's overall income recorded £5 (2008 - £16)

The Marketing Council's net assets at 31 March 2009 amounted to £0 (2008 liabilities of (£5))

THE MARKETING COUNCIL

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TRUSTEES' REPORT (Continued)

Statement of Trustees' responsibilities

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that year. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for preparing the annual report and financial statements in accordance with applicable UK Gaap.

Trustees and Directors

CIM Holdings Limited and The Chartered Institute of Marketing have the powers to appoint and remove Trustees/Directors as stated in the Memorandum and Articles.

The Trustees/Directors appointed and resigned since 1 April 2008 are as follows:

Paul Gostick	resigned	15.12.08
Phil Harris	resigned	11.12.08
Chris Lenton	appointed	11.12.08

By Order of the Board



Director and Trustee

11 May 2009

THE MARKETING COUNCIL
(LIMITED BY GUARANTEE)

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2009

	<u>Note</u>	<u>Total 2009</u>	<u>Total 2008</u>
		£	£
INCOMING RESOURCES FROM GENERATED FUNDS			
Interest receivable	1	5	16
Total incoming resources		<u>5</u>	<u>16</u>
Costs of generating funds		-	-
Net incoming resources		<u>5</u>	<u>16</u>
RESOURCES EXPENDED			
EXPENDITURE			
Donations	2	-	-
Governance costs	3	-	25
Total expenditure		<u>-</u>	<u>25</u>
Total resources expended		<u>-</u>	<u>25</u>
Net expenditure		5	(9)
Net movements in funds for the year		<u>5</u>	<u>(9)</u>
Total funds brought forward	5	(5)	4
Total funds carried forward	5	<u>-</u>	<u>(5)</u>

The statement of financial activities includes all gains and losses recognised in the year.

All incoming resources and resources expended derive from continuing activities.

The notes on pages 7 to 9 form part of these statements.

THE MARKETING COUNCIL
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BALANCE SHEET

AS AT 31 MARCH 2009

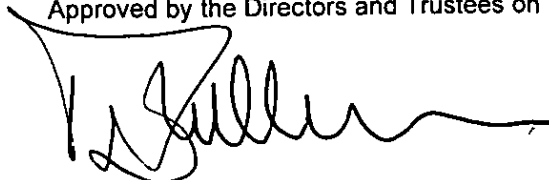
	<u>Note</u>	<u>2009</u>	<u>2008</u>
Current assets		£	£
Cash at bank and in hand		-	895
		<u>-</u>	<u>895</u>
Creditors, amounts falling due within one year	4	-	900
Total Net assets	5	<u>-</u>	<u>(5)</u>
Funds			
Unrestricted funds	5	-	(5)
	5	<u>-</u>	<u>(5)</u>

The directors have taken advantage of the exemption conferred by section 249A(1) not to have these financial statements audited and confirm that no notice has been deposited under section 249B(2) of the Companies Act 1985. The directors acknowledge their responsibilities for:

(a) ensuring that the company keeps accounting records which comply with section 221 of the Companies Act 1985; and

(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at 31 March 2009 and of its profit (or loss) for the year then ended in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

Approved by the Directors and Trustees on 11 May 2009



Director and Trustee

THE MARKETING COUNCIL
(LIMITED BY GUARANTEE)

NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2009

(1) ACCOUNTING POLICIES

(a) Accounting convention

The accounts have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice 2005 'Accounting and Reporting by Charities', applicable accounting standards and the Companies Act 1985.

(b) Interest receivable

Interest is included when received by the company.

(c) Resources expended

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

(d) Unrestricted funds

Unrestricted funds are donations and other income receivable or generated for the objects of the company without further specified purpose and are available as general funds.

(e) Grants receivable

Grants are recognised as income when they are receivable and all conditions for receipt have been met.

THE MARKETING COUNCIL
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NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 31 MARCH 2009

(2) DONATIONS PAID

<u>2009</u>	<u>2008</u>
<u>£</u>	<u>£</u>
<u>-</u>	<u>-</u>

(3) GOVERNANCE COSTS

<u>2009</u>	<u>2008</u>
<u>£</u>	<u>£</u>
<u>-</u>	<u>-</u>

(4) CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<u>2009</u>	<u>2008</u>
<u>£</u>	<u>£</u>
<u>-</u>	<u>-</u>

THE MARKETING COUNCIL
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NOTES TO THE ACCOUNTS (Continued)

FOR THE YEAR ENDED 31 MARCH 2009

(5) RECONCILIATION OF MOVEMENT OF FUNDS

	<u>2009</u> <u>£</u>	<u>2008</u> <u>£</u>
Funds at 1 April 2008	(5)	4
Net movement for the year	5	(9)
Funds at 31 March 2009	<u>-</u>	<u>(5)</u>

(6) TRUSTEES' EMOLUMENTS

None of the Trustees received any emoluments in respect of their services to the company nor were they reimbursed for any expenses (2008: nil).

(7) TAXATION

No charge to corporation tax arises.

(8) RELATED PARTIES

CIM Holdings Limited is the sole member of The Marketing Council and is thus a related party to the Council. CIM Holdings Limited is a wholly owned subsidiary of The Chartered Institute of Marketing, therefore The Chartered Institute of Marketing is also a related party. There was a nil balance for both CIM Holdings Limited and The Chartered Institute of Marketing for the years ended 31 March 2009 and 31 March 2008.

(9) DORMANT CHARITY

The Trustees plan to make the company dormant during the year ended 31 March 2010.