

REGISTRAR'S
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MOORE STEPHENS

Company Number: 03087758

THE MARKETING COUNCIL
(A company limited by guarantee)
(Registered Charity No: 1051201)

REPORT AND FINANCIAL STATEMENTS

30th SEPTEMBER 2000



The Marketing Council
(A company limited by guarantee)

Trustees and Directors

Frank Auton
Stephen Callender
David Campbell
Raoul Pinnell
John Pratt
Dr Laurie Wood

Secretary

Geoffrey Wilson

Auditors

Moore Stephens
Chartered Accountants
St. Paul's House, Warwick Lane, London, EC4P 4BN

Bankers

Lloyds Bank Plc
45 High Street, Maidenhead, Berkshire, SL6 1JS

Solicitors

Field Fisher Waterhouse
41 Vine Street, London, EC3N 2NN

Registered Office

Moor Hall, Cookham, Maidenhead, Berkshire, SL6 9QH

The Marketing Council

Trustees' Report for the year ended 30th September 2000

The Trustees present the audited financial statements of The Marketing Council for the year ended 30th September 2000, which have been prepared in accordance with the Companies Act 1985 and comply with SORP - "Accounting by Charities".

Legal and Administrative

- The Marketing Council is a company limited by guarantee and is a registered charity under registration number 1051201.
- A Trustee can be appointed by a resolution passed by the existing Board of Trustees.
- Names of Trustees, Registered Office and details of advisors are given on page 1.
- 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.

Adequacy of Funds

The Trustees believe that The Marketing Council's assets are available and adequate to fulfil its obligations.

Review of Transactions & Financial Position

The Council's overall income recorded a reduction from £264,618 to £131,727.

56% (1999 21%) of the total income was spent on direct charitable expenditure, 2% (1999: 1%) on fundraising and publicity and 47% (1999: 64%) on management and administration costs and providing additional funds towards direct charitable expenditure.

The Marketing Council's funds at 30th September 2000 amounted to £87,763 a decrease of £6,419 in the year under review.

The Marketing Council

Trustees Report for the year ended 30th September 2000 (Continued)

Trustees and Directors

The following trustee, who is also a director, resigned during the year:

Date of Resignation

David Chapman

5th April 2000

The following trustees, who are also directors were appointed during the year:

Date of Appointment

Raoul Pinnell

7th June 2000

John Pratt

7th June 2000

By Order of the Board

GEOFFREY WILSON

Secretary

A handwritten signature in black ink, appearing to be 'G. Wilson', written over a horizontal line.

The Marketing Council**Statement of Trustees' Responsibilities**

It is the Trustees' responsibility 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 period. 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and 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.

Report of the Auditors to the Members of The Marketing Council

We have audited the financial statements on pages 6 to 9 which have been prepared under the historical cost convention and the accounting policies set out on page 8.

Respective Responsibilities of Trustees and Auditors

As described on page 4 the charity's Trustees are responsible for the preparation of financial statements. It is our responsibility to form an independent opinion, based on our audit, on those statements and to report our opinion to you.

Basis of Opinion

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements give a true and fair view of the state of the company's affairs at 30th September 2000 and of its outgoing resources and application of resources including its income and expenditure for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

St. Paul's House,
London, EC4P 4BN

-4 APR 2001


MOORE STEPHENS

Chartered Accountants
Registered Auditor

The Marketing Council

Statement of Financial Activities
For the year ended 30th September 2000

	<u>Note</u>	<u>2000</u>	<u>1999</u>
Incoming Resources			
Subscriptions		16,000	141,400
Donations		-	59,000
Seminars and projects		113,929	63,104
Interest receivable		1,798	1,114
Total Incoming Resources		£ 131,727	£ 264,618
Resources Expended			
Direct Charitable Expenditure:			
Conference costs		7,698	7,027
Seminars and projects		65,993	48,513
Other Expenditure:			
Fundraising and publicity		2,566	1,944
Management and administration	5	61,889	170,084
Total Resources Expended		£ 138,146	£ 227,568
Net (Outgoing)/Incoming Resources for the Year		(6,419)	37,050
Fund Balance at 1st October 1999		94,182	57,132
Fund Balance at 30th September 2000		£ 87,763	£ 94,182

The Marketing Council

Balance Sheet at 30th September 2000

	<u>Note</u>	<u>2000</u>	<u>1999</u>
Current Assets			
Debtors	3	19,417	42,394
Cash at bank and in hand		78,557	66,716
		<u>97,974</u>	<u>109,110</u>
Creditors, amounts falling due within one year	4	(10,211)	(14,928)
Net Assets		<u>87,763</u>	<u>94,182</u>
Funds			
Unrestricted Fund		87,763	94,182
		<u>£ 87,763</u>	<u>£ 94,182</u>

Approved by the Directors and Trustees on 4th April 2001

JOHN PRATT



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Director
and
Trustee

The Marketing Council

Financial Statements
For the year ended 30th September 2000

Notes

1. **Constitution**

The Marketing Council is a registered charity under the Charities Act 1993.

2. **Principal Accounting Policies**

- (a) The financial statements have been prepared in accordance with applicable Accounting Standards and the Statements of Recommended Practice "Accounting by Charities".
- (b) Voluntary income is recorded when received.
- (c) Grants receivable are accounted for on an accruals basis.
- (d) Subscription income is recorded when received.
- (e) Pension costs are charged when incurred.

3. **Debtors**

	<u>2000</u>		<u>1999</u>
Other debtors	£ 19,417	£	42,394

4. **Creditors: amounts falling due within one year**

	<u>2000</u>		<u>1999</u>
Other creditors	-		898
Accruals and deferred income	10,211		14,030
	£ 10,211	£	14,928

The Marketing Council

Financial Statements
For the year ended 30th September 2000

Notes (Continued)

5. Management and Administration Expenses

	<u>2000</u>	<u>1999</u>
Administration fees	21,706	-
Staff costs (note 6)	-	112,538
Training	-	2,858
Telephone	36	815
Insurance	1,208	2,500
Legal and professional	347	1,606
Audit fees	6,538	6,500
Travel and subsistence	1,253	7,486
Printing and stationery	14,793	11,254
Sundry	1,889	4,782
Bank interest and charges	325	326
Depreciation	-	5,755
Motor vehicles	167	1,458
Meeting costs	1,625	4,098
Computer charges	12,000	12,000
Profit on sale of motor vehicle	-	(3,892)
	<hr/> £ 61,889	<hr/> £ 170,084

6. Trustees and Employees**Trustees' Emoluments**

None of the trustees received any emoluments in respect of their services to the Charity nor were they reimbursed for any expenses.

Staff Costs

	<u>2000</u>	<u>1999</u>
Wages and salaries	-	100,587
Social security costs	-	9,332
Pension costs	-	2,618
	<hr/> £ -	<hr/> £ 112,537

The average monthly number of employees for the year was Nil (1999: 3).

Indemnity Insurance

The Marketing Council has purchased an insurance policy to indemnify the trustees against the consequences of neglect or default on their part. The cost of this insurance was £1,208.

8. Guarantee

Every member's guarantee is limited to a maximum of £100.