

**COMPANY REGISTRATION NO: 3087758**

**REGISTERED CHARITY NO: 1051201**

**THE MARKETING COUNCIL**

**(LIMITED BY GUARANTEE)**

**REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2008**

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**THE MARKETING COUNCIL**

**(LIMITED BY GUARANTEE)**

**CHARITY INFORMATION**

**FOR THE YEAR ENDED 31 MARCH 2008**

**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 audited financial statements of The Marketing Council for the year ended 31 March 2008, 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 and is a registered charity under registration number 1051201.
- 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 a decrease from £675 to £16, due to a reduction in interest received.

The Marketing Council's net liabilities at 31 March 2008 amounted to (£5) (2007 funds of £4)

## **THE MARKETING COUNCIL**

### **(LIMITED BY GUARANTEE)**

#### **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 charity and of the surplus or deficit of the charity 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 charity will continue.

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

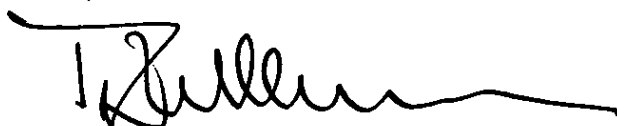
##### **Trustees and Directors**

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 2007 are as follows:

Paul Gostick	resigned	15.12.08
Phil Harris	resigned	11.12.08
Sukhjinder Kalirai	resigned	31.03.08
Christopher MacLeod	resigned	17.03.08
John Flynn	resigned	01.08.07
Chris Lenton	appointed	11.12.08

By Order of the Board



Director and Trustee  
16 March 2009

**THE MARKETING COUNCIL**  
**(LIMITED BY GUARANTEE)**

**STATEMENT OF FINANCIAL ACTIVITIES**

**FOR THE YEAR ENDED 31 MARCH 2008**

	<b><u>Note</u></b>	<b><u>Total 2008</u></b>	<b><u>Total 2007</u></b>
		<b>£</b>	<b>£</b>
<b>INCOMING RESOURCES FROM GENERATED FUNDS</b>			
Interest receivable	1	16	675
<b>Total incoming resources</b>		<u>16</u>	<u>675</u>
Costs of generating funds		-	-
<b>Net incoming resources available for charitable application</b>		<u>16</u>	<u>675</u>
<b>RESOURCES EXPENDED</b>			
<b>CHARITABLE EXPENDITURE</b>			
Donations	2	-	24,000
Governance costs	3	25	940
<b>Total charitable expenditure</b>		<u>25</u>	<u>24,940</u>
<b>Total resources expended</b>		<u>25</u>	<u>24,940</u>
<b>Net expenditure</b>		(9)	(24,265)
<b>Net movements in funds for the year</b>		<u>(9)</u>	<u>(24,265)</u>
Total funds brought forward	5	4	24,269
<b>Total funds carried forward</b>	5	<u>(5)</u>	<u>4</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**  
**(LIMITED BY GUARANTEE)**

**BALANCE SHEET**

**AS AT 31 MARCH 2008**

	<u>Note</u>	<u>2008</u>	<u>2007</u>
<b>Current assets</b>		£	£
Cash at bank and in hand		895	929
		<u>895</u>	<u>929</u>
<b>Creditors, amounts falling due within one year</b>	4	900	925
<b>Total Net assets</b>	5	<u>(5)</u>	<u>4</u>
<b>Funds</b>			
Unrestricted funds	5	(5)	4
	5	<u>(5)</u>	<u>4</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 2008 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 16 March 2009



Director and Trustee

**THE MARKETING COUNCIL**  
**(LIMITED BY GUARANTEE)**

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2008**

**(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 charity.

**(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 charity 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**  
**(LIMITED BY GUARANTEE)**

**NOTES TO THE ACCOUNTS ( Continued)**

**FOR THE YEAR ENDED 31 MARCH 2008**

**(2) DONATIONS PAID**

	<b><u>2008</u></b> <b>£</b>	<b><u>2007</u></b> <b>£</b>
Industry and Parliament Trust	-	15,000
IDM Ltd	-	9,000
	<u>-</u>	<u>24,000</u>

**(3) GOVERNANCE COSTS**  
**Includes the following:**

	<b><u>2008</u></b> <b>£</b>	<b><u>2007</u></b> <b>£</b>
Audit fees	-	900
	<u>-</u>	<u>900</u>

**(4) CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b><u>2008</u></b> <b>£</b>	<b><u>2007</u></b> <b>£</b>
Accruals and deferred income	900	925
	<u>900</u>	<u>925</u>



**THE MARKETING COUNCIL**  
**(LIMITED BY GUARANTEE)**

**NOTES TO THE ACCOUNTS ( Continued)**

**FOR THE YEAR ENDED 31 MARCH 2008**

**(5) RECONCILIATION OF MOVEMENT OF FUNDS**

	<b><u>2008</u></b> <b><u>£</u></b>	<b><u>2007</u></b> <b><u>£</u></b>
Funds at 1 April 2007	4	24,269
Net movement for the year	(9)	(24,265)
Funds at 31 March 2008	<u>(5)</u>	<u>4</u>

**(6) TRUSTEES' EMOLUMENTS**

None of the Trustees received any emoluments in respect of their services to the Charity nor were they reimbursed for any expenses. (2007: nil)

**(7) TAXATION**

As The Marketing Council is a registered charity, no charge to corporation tax arises on any surpluses.

**(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 2007 and 31 March 2008.

**(9) DORMANT CHARITY**

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