Abbreviated Unaudited Accounts
for the Year Ended 31 December 2013
for
The National Social Marketing Centre CIC
The National Social Marketing Centre CIC

Contents of the Abbreviated Accounts
for the year ended 31 December 2013

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Information</td>
<td>1</td>
</tr>
<tr>
<td>Abbreviated Balance Sheet</td>
<td>2</td>
</tr>
<tr>
<td>Notes to the Abbreviated Accounts</td>
<td>3</td>
</tr>
</tbody>
</table>
The National Social Marketing Centre CIC

Company Information
for the year ended 31 December 2013

DIRECTORS:  J G Bromley
             P Ladbury

REGISTERED OFFICE:  286a High Street
                     Dorking
                     Surrey
                     RH4 1QT

REGISTERED NUMBER:  07856984 (England and Wales)

ACCOUNTANTS:  Mapperson Price, Chartered Accountants
               286a High Street
               Dorking
               Surrey
               RH4 1QT
The National Social Marketing Centre CIC (Registered number: 07856984)

Abbreviated Balance Sheet
31 December 2013

<table>
<thead>
<tr>
<th></th>
<th>31 12 13</th>
<th>31 12 12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>63,750</td>
<td>46,096</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>100,181</td>
<td>93,285</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>163,931</td>
<td>139,381</td>
</tr>
<tr>
<td><strong>CREDITORS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts falling due</td>
<td>162,556</td>
<td>139,341</td>
</tr>
<tr>
<td>within one year</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NET CURRENT ASSETS</strong></td>
<td>1,375</td>
<td>40</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS LESS CURRENT LIABILITIES</strong></td>
<td>1,375</td>
<td>40</td>
</tr>
</tbody>
</table>

RESERVES

Income and expenditure account

<table>
<thead>
<tr>
<th></th>
<th>31 12 13</th>
<th>31 12 12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income and expenditure account</strong></td>
<td>1,375</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,375</td>
<td>40</td>
</tr>
</tbody>
</table>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2013 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for
(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 19 September 2014 and were signed on its behalf by

P Ladbury - Director

The notes form part of these abbreviated accounts
1 ACCOUNTING POLICIES

Accounting convention
The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover
Turnover represents net invoiced sales of goods, excluding value added tax.

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date
Community Interest Company Report

For official use
(Please leave blank)

Please complete in typescript, or in bold black capitals

Company Name in full
THE NATIONAL SOCIAL MARKETING CENTRE CIC

Company Number
07856984

Year Ending
31 DECEMBER 2013

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator’s guidance notes and the alternate example provided for a more complex company with more detailed notes.

PART 1 - GENERAL DESCRIPTION OF THE COMPANY’S ACTIVITIES AND IMPACT
In the space provided below, please insert a general account of the company’s activities in the financial year to which the report relates, including a fair and accurate description of how they have benefited the community, or section of the community, which the company is intended to serve.

The National Social Marketing Centre was set up to build social marketing capacity internationally across government and non government sectors through training, strategic consultancy and dissemination of best practice and publications.

During the financial year ended 31 December 2013 we have achieved this through the following activities:
- Working with USAID on training NGOs in Jordan to deliver more effective environmental behaviour change programmes
- Delivering five Award Courses, 8 one day tailored courses for different organisations and our on-line training course
- Mentoring a number of individuals and organisations as they develop their own social marketing programmes
- Maintaining our website and distributing our materials to various practitioners
- Continuing our online membership scheme which includes subscription to the world’s largest social marketing journal

(If applicable, please just state “A social audit report covering these points is attached”)

(Please continue on separate continuation sheet if necessary)
PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company’s stakeholders are, how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

The company’s stakeholders are the company’s clients and users of The NSMC resources via its website.

At the end of all our client projects we ask for feedback on the impact of The NSMC and we also measure the behaviour change impact generated by each project.

We continue to monitor usage of The NSMC website through google analytics and adapt the website content accordingly.

(If applicable, please just state “A social audit report covering these points is attached”)

PART 3 – DIRECTORS’ REMUNERATION – if you have provided full details in your accounts you need not reproduce it here. Please clearly identify the information within the accounts and confirm that, “There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director’s loss of office, which require to be disclosed” (See example with full notes) If no remuneration was received you must state that “no remuneration was received” below.

Director’s remuneration for the financial year ended 31 December 2013

John Bromley - £23,586 paid as Consulting Fees
Julia Crighton - £38,672 paid as Consulting Fees
Patrick Ladbury - £19,933 paid as Consulting Fees
Patrick Ladbury - £25,900 paid as Director’s Remuneration

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies. If this does not apply you must state that “no transfer of assets other than for full consideration has been made” below.

No transfer of assets other than for full consideration has been made

(Please continue on separate continuation sheet if necessary)

(N.B. Please enclose a cheque for £15 payable to Companies House)
PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed [Signature] Date 20/10/14

Office held (tick as appropriate) ☑ Director ☐ Secretary

<table>
<thead>
<tr>
<th>Patrick Ladbury</th>
</tr>
</thead>
<tbody>
<tr>
<td>The NSMC c/o OPR</td>
</tr>
<tr>
<td>10 Cabot Square</td>
</tr>
<tr>
<td>London EC14 4QB Telephone 0207 799 1920</td>
</tr>
<tr>
<td>DX Number DX Exchange</td>
</tr>
</tbody>
</table>

When you have completed and signed the form, please send it to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139 Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38 Linenhall Street, Belfast, BT2 8BG