Abbreviated Unaudited Accounts

for the Year Ended 31 December 2014

for

The National Social Marketing Centre CIC
The National Social Marketing Centre CIC (Registered number: 07856984)

Contents of the Abbreviated Accounts for the year ended 31 December 2014

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The National Social Marketing Centre CIC

Company Information
for the year ended 31 December 2014

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 2014

<table>
<thead>
<tr>
<th></th>
<th>31 12 14</th>
<th>31 12 13</th>
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</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>65,699</td>
<td>63,750</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>84,827</td>
<td>100,181</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>150,526</td>
<td>163,931</td>
</tr>
<tr>
<td><strong>CREDITORS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts falling due within one year</td>
<td>142,036</td>
<td>162,556</td>
</tr>
<tr>
<td><strong>NET CURRENT ASSETS</strong></td>
<td>8,490</td>
<td>1,375</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS LESS CURRENT LIABILITIES</strong></td>
<td>8,490</td>
<td>1,375</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 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2014 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 22 May 2015 and were signed on its behalf by

\[Signature\]

P Ladbury - Director

The notes form part of these abbreviated accounts

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The National Social Marketing Centre CIC (Registered number: 07856984)

Notes to the Abbreviated Accounts
for the year ended 31 December 2014

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
CIC 34

Community Interest Company Report

For official use
(Please leave blank)

Please complete in typescript, or in bold black capitals.

<table>
<thead>
<tr>
<th>Company Name in full</th>
<th>THE NATIONAL SOCIAL MARKETING CENTRE CIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Number</td>
<td>07856984</td>
</tr>
<tr>
<td>Year Ending</td>
<td>31 DECEMBER 2014</td>
</tr>
</tbody>
</table>

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 2014 we have achieved this through the following activities:

- Developing a series of reports for the Department of Health 'Social Determinants of Health Programme'
- Delivering eight Award Courses and 10 one day courses for different organisations including four free workshops for local authorities on health inequalities
- Chaining the Chartered Institute of Marketing's social marketing interest group and the CIM's Social Marketing Award

Mentoring and supporting a number of organisations as they develop their own social marketing programmes including Kent Fire Service, 4 Public Health departments, 2 CCGs and the Trading Standards Institute

(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 its services and online resources.

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 2014

John Bromley - £10,250 paid as Consulting Fees

Patrick Ladbury - £49,450 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

Date 22/5/15

Office held (tick as appropriate)  □Director  □Secretary

Patrick Ladbury

The NSMC c/o Studio 103, North Block

Westminster Business Square, 1-45 Durham Street

London SE11 5JH  Telephone  0207 799 1920

DX Number  DX Exchange

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