Abbreviated Unaudited Accounts

for the Year Ended 31 December 2015

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 2015

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The National Social Marketing Centre CIC

Company Information
for the year ended 31 December 2015

DIRECTORS: J G Bromley
            P Ladbury

REGISTERED OFFICE: Old Gun Court
                    North Street
                    Dorking
                    Surrey
                    RH4 1DE

REGISTERED NUMBER: 07856984 (England and Wales)

ACCOUNTANTS: Mapperson Price, Chartered Accountants
               Old Gun Court
               North Street
               Dorking
               Surrey
               RH4 1DE
The National Social Marketing Centre CIC (Registered number: 07856984)

Abbreviated Balance Sheet  
31 December 2015

<table>
<thead>
<tr>
<th></th>
<th>31.12.15</th>
<th>31.12.14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>91,813</td>
<td>65,699</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>94,293</td>
<td>84,827</td>
</tr>
<tr>
<td></td>
<td>186,106</td>
<td>150,526</td>
</tr>
<tr>
<td><strong>CREDITORS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts falling due within one year</td>
<td>175,854</td>
<td>142,036</td>
</tr>
<tr>
<td></td>
<td>10,252</td>
<td>8,490</td>
</tr>
<tr>
<td><strong>NET CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10,252</td>
<td>8,490</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS LESS CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10,252</td>
<td>8,490</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 2015.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2015 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 8 February 2016 and were signed on its behalf by


P Ladbury - Director

The notes form part of these abbreviated accounts
The National Social Marketing Centre CIC (Registered number: 07856984)

Notes to the Abbreviated Accounts
for the year ended 31 December 2015

1 ACCOUNTING POLICIES

Accounting convention
The financial statements have been prepared under the historical cost convention and in accordance with the

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
<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 2015</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.

(N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

<table>
<thead>
<tr>
<th>PART 1 - GENERAL DESCRIPTION OF THE COMPANY’S ACTIVITIES AND IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>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 description of how they have benefited the community.</td>
</tr>
</tbody>
</table>

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 2015 we have achieved this through the following activities:

- Delivering five Chartered Institute of Marketing accredited Award Courses, 11 one day courses for different organisations and two 5 day courses for overseas clients.
- Chairing the Chartered Institute of Marketing’s social marketing interest group and the CIM’s Social Marketing Award.
- Reinvesting in and updating our website, which is one of the most widely used resources by social marketing practitioners in the world.
- Mentoring and supporting a number of organisations as they develop their own social marketing programmes including Staffordshire Fire and Rescue Service, four Public Health departments, 2 Clinical Commissioning Groups, The Financial Services Ombudsman, The Stefanou Foundation and 3 overseas clients.

(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.
We continue to engage with social marketing practitioners through conference presentations and postings on social media forums.

(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 2015
John Bromley - £46,328 paid as Director’s Remuneration
Patrick Ladbury - £59,653 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)
PART 5 – SIGNATORY

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

Signed [Signature] Date 3/3/16

Office held (delete as appropriate) Director/Secretary

Patrick Ladbury
The NSMC c/o Studio 103, North Block
Westminster Business Square, 1-45 Durham Street
London SE11 5JH Tel 0207 799 1920
DX Number DX Exchange

When you have completed and signed the form, please attach it to the accounts and send both forms by post 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

The accounts and CIC34 cannot be filed online

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