Unaudited Financial Statements

for the Year Ended 31 December 2017

for

The National Social Marketing Centre CIC
**Contents of the Financial Statements**

*for the year ended 31 December 2017*

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The National Social Marketing Centre CIC

Company Information
for the year ended 31 December 2017

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)

Balance Sheet
31 December 2017

<table>
<thead>
<tr>
<th>Notes</th>
<th>31.12.17</th>
<th>31.12.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors 4</td>
<td>27,166</td>
<td>7,037</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>92,100</td>
<td>144,141</td>
</tr>
<tr>
<td></td>
<td>119,266</td>
<td>151,178</td>
</tr>
<tr>
<td>CREDITORS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts falling due within one year 5</td>
<td>85,141</td>
<td>132,337</td>
</tr>
<tr>
<td>NET CURRENT ASSETS</td>
<td>34,125</td>
<td>18,841</td>
</tr>
<tr>
<td>TOTAL ASSETS LESS CURRENT LIABILITIES</td>
<td>34,125</td>
<td>18,841</td>
</tr>
<tr>
<td>RESERVES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income and expenditure account</td>
<td>34,125</td>
<td>18,841</td>
</tr>
<tr>
<td></td>
<td>34,125</td>
<td>18,841</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 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 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 financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 5 March 2018 and were signed on its behalf by:

J G Bromley - Director

The notes form part of these financial statements

Page 2
The National Social Marketing Centre CIC (Registered number: 07856984)

Notes to the Financial Statements
for the year ended 31 December 2017

1. STATUTORY INFORMATION

The National Social Marketing Centre CIC is a private company, limited by guarantee, registered in England and Wales. The company’s registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover
Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2016 - 3).

4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th></th>
<th>31.12.17</th>
<th>31.12.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>£26,999</td>
<td>£6,870</td>
</tr>
<tr>
<td>Other debtors</td>
<td>£167</td>
<td>£167</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£27,166</strong></td>
<td><strong>£7,037</strong></td>
</tr>
</tbody>
</table>
The National Social Marketing Centre CIC (Registered number: 07856984)

Notes to the Financial Statements - continued
for the year ended 31 December 2017

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th>Item</th>
<th>31.12.17</th>
<th>31.12.16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade creditors</td>
<td>9,796</td>
<td>6,902</td>
</tr>
<tr>
<td>Tax</td>
<td>3,643</td>
<td>2,268</td>
</tr>
<tr>
<td>Social security and other taxes</td>
<td>2,008</td>
<td>7,352</td>
</tr>
<tr>
<td>VAT</td>
<td>4,490</td>
<td>3,351</td>
</tr>
<tr>
<td>Salary control</td>
<td>637</td>
<td>1,249</td>
</tr>
<tr>
<td>Directors' current accounts</td>
<td>2,884</td>
<td>9,230</td>
</tr>
<tr>
<td>Deferred income</td>
<td>59,933</td>
<td>96,202</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>1,750</td>
<td>5,783</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>85,141</strong></td>
<td><strong>132,337</strong></td>
</tr>
</tbody>
</table>
## Community Interest Company Report

<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 2017</td>
</tr>
</tbody>
</table>
Please ensure the company name is consistent with the company name entered on the accounts.

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)
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 description of how they have benefited the community.

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 ending 31 December 2017 we have achieved this through the following activities:
- Reviewing and updating The NSMC’s website to make the resources more accessible and relevant for students and practitioners. The website continues to attract over 600 visitors per month.
- Delivering six Award Courses and 9 one day courses for different UK and international organisations including four free sessions for NGOs.
- Chairing the Chartered Institute of Marketing's social marketing interest group and half way through the year merging the interest group with the CIM's charity interest group.
- Providing free access to our online access to three students from developing countries
- Being active members of a number of strategic advisory groups including the Time to Change mental health stigma campaign and the National Donor Transformation Group

Mentoring and supporting a number of organisations as they develop their own social marketing programmes including Kent Fire Service, 4 Public Health departments, 2 Clinical Commissioning Groups, 4 charities 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 contact them again six months after the project is finished to review impact.

We continue to monitor usage of The NSMC website through google analytics and adapt the website content accordingly. We have a pre course questionnaire for all our training courses so we can tailor the content accordingly and a pre-course evaluation questionnaire to evaluate attendees learning. We are also actively engaged with our community through twitter, linked in and via the social marketing interest group.

(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 2017:
John Bromley - £61,992 paid as Director’s Remuneration
John Bromley - £800 paid as Director’s Pension Contributions
Patrick Ladbury - £17,200 paid as Fees
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: 10 May 2018

Office held (delete as appropriate) Director/Secretary

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Bromley</td>
<td>26 Finsbury Square</td>
<td>0207 799 1920</td>
</tr>
<tr>
<td></td>
<td>London, EC2A 1DS</td>
<td></td>
</tr>
</tbody>
</table>

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)