

Registered Charity No:277805

MARKETING TRUST

**Registered as the Chartered Institute of Marketing
Charitable Trust**

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

THE MARKETING TRUST

Trustees Report

The Trustees present their report and financial statements for the year ended 30 June 2020. The financial statements have been prepared in accordance with the accounting policies set out on pages 9 and 10 and comply with the Charity's trust deed, applicable law and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Trust is registered as a charity in England and Wales.

Objects of charity

The objects of the Trust are the advancement for the benefit of the public, of education, practical training and research into the art and science of marketing.

The Trustees meet regularly to receive and consider proposals for the achievement of the objects of the Trust. The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning.

Review of activities for the year and future developments

The Marketing Trust has considered seven new applications with four being approved. In addition, the Trust is supporting ongoing approved applications. A few applications have been given extensions for completion due to the impact of the Covid-19 pandemic.

The Marketing Trust enabled the Media Trust to train 101 charities in Digital Marketing Strategy across England and Scotland. They delivered eight expert led, Digital Marketing Strategy training workshops in London, Newcastle, Manchester, Leicester, Bristol, Bournemouth and Edinburgh. The training equipped the charities with the knowledge and skills to effectively promote their work online, grow audiences and increase their visibility. The one- day strategic workshop had a significant impact on all of the charity delegates attending. As evidenced by delegate feedback:

- 100% of delegates strongly agreed or agreed that their knowledge of Digital Marketing Strategies improved.
- 100% of delegates rated the training as either very good or good workshop improved their knowledge
- 100% of delegates understand the importance of having a Digital Marketing Strategy
- 98% of delegates strongly agreed or agreed that they felt confident in their ability to implement a digital marketing strategy
- 96% of delegates strongly agreed or agreed that the training was relevant to their organisation
- 95% of delegates felt more confident in their digital communication skills.
- 88% of delegates now feel more confident using marketing tools and platforms at their organisation

The Marketing Trust provided funding to enable 50 doctoral students to attend a one-day Research Doctoral Colloquium at Regent's University London and provided cash prizes for the Best Colloquium Paper and Best Literature Review. The Doctoral students appreciated and clearly benefited from attending the Colloquium, which the Trust was advised would not take place without the Trust's funding.

THE MARKETING TRUST

Trustees Report (continued)

Review of activities for the year and future developments (continued)

In 2019-20, the grant to Young Enterprise (YE) funded their Start-up programme and sponsored two awards for students taking part in the programme. The 'Marketing Excellence Award' recognised a team who had excelled across all areas of marketing throughout their time on the programme. The second 'Digital Excellence Award' was new in 2018/19 and focused specifically on a team that had excelled in a digital aspect of their business. Additionally, some of The Marketing Trust Trustees dedicated their time to Young Enterprise, judging the North West England Regional Finals in February 2020 and attending the first ever digital National Finals in May 2020. Across England, Young Enterprise reached 15 Higher and Further Education Institutions and carried out 116 Start-Up Programmes benefitting nearly 600 young people (aged 18+). The support from The Marketing Trust was pivotal, enabling these young people to engage in a unique opportunity to devise and run their own business, developing and applying skills needed for work and future success.

In 2018/19, The Marketing Trust secured the support of the Chartered Institute of Marketing (CIM) to develop an 'Introduction to Marketing' online resource for teams taking part in Start-Up. The resource gives students a background on marketing, along with key principles that they should consider when deciding the marketing for their business. With many expressing the comments such as 'The guide was overall very useful because of the perfect overview of each required stage to build a business. Furthermore, it explained the different steps between generating an idea and making it come true.' The online resource has also benefitted the Young Enterprise Company Programme students (14-18 year-olds) who used the marketing resource during their enterprise journeys too, highlighting that it has had a broader reach than initially anticipated and that it is helpful and functional for young people of different ages.

The Marketing Trust supported the RSA (Royal Society of Arts, Manufactures and Commerce) Student Design Awards 2020. This generated 534 design projects from 97 different Universities/Colleges involving 93 different types of academic courses ranging from graphic design to global business in the world's longest running competition using design to solve the most pressing social problems of today's society. 95% of entries were entered as part of their course work, 86% of entries from UK based students and 14% from international universities. A Trustee was involved in developing the brief and participated in the two-stage judging process where every entry is examined by all the judges.

The Trust's new Impact Research Fund in partnership with the Academy of Marketing for research projects with an emphasis on the impact on society to meet the requirements of the Government's Ref 2021 protocol were pleased to support two awards in its' first year of operation.

The Trustees are particularly pleased to be able to report that they continue to operate the Peer Review Process for vetting the Final Reports of Research Projects the Trust has funded as part of the assessment process of whether they can be approved to be uploaded on to the Trust website. This programme is only possible with the generous help of the Professors concerned who have given of their time freely to the Trust.

Continuing the Research theme, Trustees participated in a number of conferences including taking an active role in the Three-Day Academy of Marketing Conference at Regent's University London, where two Trustees made a presentation on the Trust's work and met with the Heads of Marketing Education Departments at UK Universities to discuss current and future challenges to see how the two organisations can work together to achieve each other's goals.

We also continue to support the recognition of excellence by funding prizes such as the Academy of Marketing 2019 Most Innovative Paper in Conference.

THE MARKETING TRUST

Trustees Report (continued)

Review of activities for the year and future developments (continued)

During the year the Trustees received and considered a number of applications for financial support for marketing projects, and made grants totalling £47,706 (2019 - £135,914) as listed in Note 2 to the financial statements.

Review of transactions and financial position

The Trust's total income for the year was £111,040 (2019 - £204,354). The Trust made grants of £47,706 (2019 - £135,914) which, together with other expenditure amounting to £8,894 (2019 - £20,953) resulted in net incoming resources of £54,440 (2019 - incoming £47,487).

Unrealised gains of £78,769 (2019 - £205,719) resulted in a net increase in resources in the year of £133,209 (2019 - £253,206).

The Trust's main investments are in listed securities which have been made in accordance with the powers contained in the Trust Deed.

Governance

The Marketing Trust is governed by a Deed of Trust dated 31 December 1978, as amended by a further trust deed dated 4 April 2011. The Trustees are responsible for the overall management and control of the charity. It is custom and practice that the Board has regard to the numbers of CIM and non-CIM members on the Board. On appointment trustees attend an induction meeting.

The Board of Trustees operates within the framework of the Charity Governance Code and applies its principles throughout its work and decision-making.

Investment powers, policy and performance

The Trustees' investment powers are governed by the Deed of Trust which permits the charity's funds to be invested in investments, securities or property as may be thought fit. Due to the unrealised gains of £78,769 there was a net gain of 2.3% on total investments (2019 – 12.5%).

Reserves policy

In line with the guidance issued by the Charity Commission the Trustees have reviewed the charity's needs for free reserves which are those unrestricted funds not invested in fixed assets, designated for specific purposes or otherwise committed. The Trustees believe reserves should be at least sufficient to cover three months running costs to ensure that the charity can run effectively. Reserves in excess of this minimum will be used as and when the Trustees receive and approve proposals for funds which would further the charity's objects. The reserves of £3,560,127 (2019 - £3,426,918) are currently higher than three months and this will be monitored going forward.

Risk management

The Trustees actively review the major risks which the charity faces on a regular basis. The Trustees believe that maintaining free reserves at the levels stated above, combined with the annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks, which the Trust faces and confirm that they have established systems to manage the significant risks.

Auditors/Independent Examiner

As the gross income of the Trust is less than £1 million, the Trustees have opted, under The Charities Act 2011 (Accounts and Audit) Order 2015 (SI 2015 No.321), to have an independent examination of the Trust accounts in place of an audit. Accordingly, on 19 October 2020, Read, Milburn & Co were appointed as Independent Examiner and BDO resigned as Auditors.

THE MARKETING TRUST

Trustees Report (continued)

Appointment of trustees

The Trust has an establishment of seven Trustees, at least four must be senior CIM members and up to three non-CIM members. At the end of the financial year there were 5 Trustees in place and one vacancy.

The CIM Trustees are drawn from past CIM Chairmen or other senior members with wide CIM experience. A list of potential candidates is drawn up by the Chairman then discussed with the other CIM Member Trustees. The Trust Chairman then undertakes discussions with the potential candidate(s) to arrive at a preferred new Trustee.

Non-CIM Trustees have been drawn from local business people and the process is the Chairman has extensive discussions with CIM Member Trustees and local business contacts to arrive at a candidate. The Trust Chairman then undertakes discussions with the potential candidate(s) to arrive at a preferred new Trustee. The aim is to add new varied skills to the board.

All Trustees' appointments are ratified by The Board.

Statement of Trustees' responsibilities

Law applicable to charities in England and Wales 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;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to
- any material departures disclosed and explained in the financial statements;
- 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 sufficient accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to ensure that the financial statements comply with the Charities Act 2011. 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.

Trustees

Current trustees are listed on the charity information page of this report.

Approved by the Board of Trustees of The Marketing Trust on 4 March 2021 and signed on its behalf by:



N F Coates

Chair

THE MARKETING TRUST

Charity Information

For the Year Ended 30 June 2020

Trustees:

N F Coates	FCIM (Chair – from 13 July 2020)
M Davies	FCIM, FIPA (Chair – until 24 June 2020)
T Mason	FCIM
M Neilson	FCIM (until 20 January 2020)
T Harris	MA
T Groom	

Principal Office:

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH

Independent Examiner:

Read, Milburn & Co
71 Howard Street
North Shields
Tyne & Wear
NE30 1AF

Bankers:

The Royal Bank of Scotland PLC
London Cavendish Square Branch
28 Cavendish Square
London
W1G 0DB

Registered Charity No:

277805

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE MARKETING TRUST REGISTERED AS THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

Independent examiner's report to the trustees of The Chartered Institute of Marketing Charitable Trust

I report to the charity trustees on my examination of the accounts of The Chartered Institute of Marketing Charitable Trust (the Trust) for the year ended 30 June 2020.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

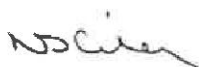
I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Nicholas Liley FCA
Institute of Chartered Accountants in England and Wales
Read, Milburn & Co
71 Howard Street
North Shields
Tyne and Wear
NE30 1AF

Date: 5 March 2021

THE MARKETING TRUST

Statement of Financial Activities

For the Year Ended 30 June 2020

	<u>Note</u>	<u>Unrestricted Funds 2020</u> £	<u>Total Funds 2020</u> £	<u>Total Funds 2019</u> £
Income				
Donations		139	139	-
Investment income	2	110,901	110,901	76,356
Interest receivable			-	119,748
CIM contribution for cost of selling shares			-	8,250
Total income		111,040	111,040	204,354
Expenditure				
Expenditure on charitable activities	3	56,560	56,560	156,867
Other		40	40	-
Total expenditure		56,600	56,600	156,867
Net income/(expenditure) and net movement in funds before gains and (losses) on investments		54,400	54,440	47,487
Unrealised gains/(losses) on revaluation of investments	3	78,769	78,769	205,719
Net income and net movement in general fund for the year	7	133,209	133,209	253,206
Total funds brought forward		3,426,918	3,426,918	3,173,712
Total funds carried forward	7	3,560,127	3,560,127	3,426,918

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure was derived from continuing activities.

The notes on pages 9 to 13 form part of these financial statements.

THE MARKETING TRUST

Balance Sheet as at 30 June 2020

	<u>Note</u>	<u>2020</u> £	<u>2019</u> £
Fixed assets			
Investments	2	3,503,154	3,354,385
Total fixed assets		<u>3,503,154</u>	<u>3,354,385</u>
Current assets			
Debtors	4	31,356	35,730
Cash at bank and in hand		<u>107,049</u>	<u>112,350</u>
		138,405	148,080
Current liabilities			
Creditors: Amounts falling due within one year	5	61,432	35,176
Net current assets		<u>76,973</u>	<u>112,904</u>
Total assets less current liabilities		<u>3,580,127</u>	<u>3,467,289</u>
Creditors: Amounts falling due after more than one year	6	20,000	40,371
Total net assets		<u>3,560,127</u>	<u>3,426,918</u>
Unrestricted funds			
General	7	<u>3,560,127</u>	<u>3,426,918</u>

The notes on pages 9 to 13 form part of these financial statements.

The accounts were approved by the Board of Trustees on 4 March 2021 and were signed on its behalf by:



N F Coates

Chair

THE MARKETING TRUST

Notes to the accounts

For the Year Ended 30 June 2020

1 Accounting Policies

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with the exception of investments, included at market value, and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

(b) Judgements in applying accounting policies and key sources of estimation uncertainty

There are no estimates and judgements that have a significant risk of causing material adjustment to the carrying amounts of assets and liabilities within the next financial year.

(c) Going concern

These financial statements have been prepared on the going concern basis which assumes that the Trust will continue in operation for the foreseeable future, considered to be at least 12 months from the date of signing these financial statements.

The Trust has prepared cash flow forecasts and projections that show an excess of income over expenditure for the year ended 30 June 2020. In the opinion of the Trustees there will be sufficient resources to meet the Trust's needs over the forthcoming 12 months.

Given the above, the Trustees consider that these financial statements should be prepared on the going concern basis.

(d) Interest receivable

Interest is included when receivable by the charity.

(e) Income

All other income is accounted for on an accruals basis.

(f) Expenditure

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

THE MARKETING TRUST

Notes to the accounts

For the Year Ended 30 June 2020

1 Accounting Policies (continued)

(g) Grants payable

Grants payable are charged in the year in which they are committed to the recipient, except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attached are fulfilled.

(h) 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.

(i) Unrealised gains and losses

All unrealised gains and losses are recognised in the accounts.

(j) Investments

Listed investments are stated at market value. Realised and unrealised gains and losses in investment assets are dealt with in the Statement of Financial Activities. Mixed motive investments are included at cost less any provision for diminution in value. Mixed motive investments are those investments that are made on the basis that it has elements of both financial investment and furthering the charity's aims.

(k) Cash flow statement

The charity has taken advantage of the disclosure exemption contained within FRS102 and the Charities SORP (FRS102) Update Bulletin from presenting a Statement of Cash Flows.

THE MARKETING TRUST

Notes to the accounts (continued)

For the Year Ended 30 June 2020

2 Investments

	<u>2020</u>	<u>2019</u>
	£	£
Listed:		
Market value at 1 July 2019	3,354,385	1,648,666
Purchases	70,000	1,500,000
Net unrealised gain/(loss)	78,769	205,719
	<u>3,503,154</u>	<u>3,354,385</u>
Market value at 30 June 2020	<u>3,503,154</u>	<u>3,354,385</u>
Cost at 30 June 2020	<u>2,877,765</u>	<u>2,807,765</u>
COIF Charities Investment Fund	3,326,472	3,164,856
COIF Charities Property Fund	176,682	189,529
	<u>3,503,154</u>	<u>3,354,385</u>

3 Expenditure on charitable activities

	<u>Unrestricted Funds 2020</u>	<u>Total Funds 2020</u>	<u>Total Funds 2019</u>
	£	£	£
Grants payable:			
The Chartered Institute of Marketing	-	-	8,000
Media Trust	19,824	19,824	24,850
Academy of Marketing	11,340	11,340	11,300
The University of Sheffield	-	-	(3,161)
Young Enterprise	20,000	20,000	20,000
University of Leicester	(211)	(211)	-
RSA	-	-	60,000
Lancaster University	-	-	6,782
University of Birmingham	(4,448)	(4,448)	5,758
Northumbria University	-	-	2,385
The Small Charities Coalition	1,201	1,201	-
Total grants payable	<u>47,706</u>	<u>47,706</u>	<u>135,914</u>
Other charitable activities:			
Award - Students of The Chartered Institute of Marketing	1,000	1,000	1,500
Research	-	-	4,800
Website and other design	242	242	1,350
Total other charitable activities	<u>1,242</u>	<u>1,242</u>	<u>7,650</u>
Support costs:			
Grant administration costs	3,200	3,200	4,882
Trustees' expenses:-			6,369
grants related	1,617	1,617	-
Total support costs	<u>4,817</u>	<u>4,817</u>	<u>11,251</u>

THE MARKETING TRUST

Notes to the accounts (continued)

For the Year Ended 30 June 2020

3 Expenditure on charitable activities (continued)

	<u>Unrestricted Funds 2020</u>	<u>Total Funds 2020</u>	<u>Total Funds 2019</u>
Governance costs:			
Independent Examiner/Audit fees	976	976	1,974
Administration fees	1,600	1,600	-
Trustees' expenses- board meetings	138	138	-
Bank charges	81	81	78
Total governance fees	2,795	2,795	2,052
Total expenditure on charitable activities	56,560	56,560	156,867

4 Debtors

	<u>2020</u> £	<u>2019</u> £
Investment income	28,060	28,113
University of Birmingham	3,296	-
Sunderland University	-	7,617
	<u>31,356</u>	<u>35,730</u>

5 Creditors: Amounts falling due within one year

	<u>2020</u> £	<u>2019</u> £
Accruals:		
The Chartered Institute of Marketing	4,800	4,800
The Royal Society of Arts (RSA)	20,000	20,000
Young Enterprise	20,000	-
Academy of Marketing	11,340	-
University of Leicester	643	643
Aston University	1,828	1,828
University of Lancaster	-	1,357
University of Birmingham	-	1,152
Northumbria University	1,855	1,484
Independent Examiner/Audit fees	960	2,000
Bank charges	6	6
Matthew Neilson	-	720
Mary Davies	-	688
Nigel Coates	-	48
TNW Design	-	450
	<u>61,432</u>	<u>35,176</u>

THE MARKETING TRUST

Notes to the accounts (continued)

For the Year Ended 30 June 2020

6 Creditors: Amounts falling due after more than one year

	<u>2020</u>	<u>2019</u>
	£	£
Northumbria University	-	371
RSA	20,000	40,000
	<u>20,000</u>	<u>40,371</u>

7 Unrestricted funds

	<u>2020</u>	<u>2019</u>
	£	£
Funds at 1 July 2019	3,426,918	3,173,712
Net movement for the year	133,209	253,206
Funds at 30 June 2020	<u>3,580,127</u>	<u>3,426,918</u>

8 Trustees' emoluments

No trustees received any emoluments in respect of their services to the Trust.
The aggregate amount of expenses reimbursed to the Trustees amounted to £1,755 (2019 - £6,369). These expenses were reimbursed to 4 trustees (2019 - 4) and related to accommodation, travel and subsistence. The Marketing Trust does not employ its own staff but uses those of The Institute of Chartered Marketing which forms part of the support fees of £4,800 (2019 - £4,800).

9 Investment Income

Investment income was derived from the COIF Charities Investment Fund, COIF Charities Property Fund.