

## Trustees Report 2017-2018

### Introduction

This is the first Trustees Annual Report and covers the period 27<sup>th</sup> July 2017 to July 30<sup>th</sup> 2018. The decision to start a charity was made on 21<sup>st</sup> March 2017 and we obtained registered status with the Charity Commission as a Charitable Incorporated Organisation (CIO) on 27 July 2017.

We give young people, brimming with talent, but from challenging backgrounds, the opportunity to start fulfilling careers in the marketing industries. We mostly find and fund year-long apprenticeships for them in the best firms in the country and inspire and support them along the way. We have also supported individuals through mentoring and will also offer new programmes in future, but everything we do will help young people start a sustainable career in marketing and marketing services.

Jobs in the marketing industries are well paid jobs needing diverse skills with good prospects and CEO-level potential. As part of the UK's creative sector, it is not only large, but is growing and less at risk from automation than other industries. We feel we are offering our beneficiaries interesting, future-protected careers and social mobility.

Our industry is waking up to the disadvantages of their lack of social diversity and many firms are crying out for help to improve their talent pool. Ironically, the working culture is generally inclusive and open-minded, it is access that is the barrier. So, there are welcoming homes for our talent in brand owners, media and creative agencies, commercial departments in media owners, design and market research and everything in between.

The Marketing Academy Foundation took over the Merlin's Apprentice programme run by The Marketing Academy since 2010. Our ambition is to scale the programme tenfold by 2020, whilst maintaining the quality of opportunity and our duty of care.

Our website shows some of our apprentices in action at [www.tma-foundation.org](http://www.tma-foundation.org)

### Overall impact – Outcomes: 100% successful and 100% exceeded expectations

We judge our impact by the successful completion of an apprenticeship, internship or other mechanism offered by us. We judge our impact to have exceeded our expectations if individuals employed or assisted by us gain a permanent role in marketing in another high-quality organisation following a period of employment with us.

Given the starting point of the individuals we assist, who ordinarily would be competing (generally unsuccessfully) for roles with graduates from affluent homes who have attended Russell Group universities, we believe that considerable focus, resources, and support are necessary to level the playing field for our beneficiaries. We therefore provide intensive support to a few rather than a lighter level of help to many.

In the reporting period, we had the following impact.

Apprentice R – successful outcome. (Exceeded expectations in 18/19 by securing a role in one of the UK's top charities as a social media executive).

Apprentice K – successful outcome. (Exceeded expectations in 18/19 by securing a role in a large charity as a marketing executive).

### Activities

#### 1. Apprenticeships

##### The Prince's Trust

2 apprenticeships completed, fully funded by TMAF.

Two individuals transferred their contract of employment from The Marketing Academy to The Marketing Academy Foundation in December 2017, and completed a full year apprenticeship hosted at The Prince's Trust.



Apprentice R started in May 2017, obtained a Level 3 CIM Award in Marketing Principles as part of the Level 3 Foundation Certificate, but did not achieve full certification due to failing the Digital Essentials elective. This apprentice gained employment soon after leaving us as a marketing executive at another national charity.

Apprentice K started in July 2017, obtained a Distinction in the Level 3 CIM Award in Marketing Principles as part of the Level 3 Foundation Certificate, but did not achieve full certification due to failing the Digital Essentials elective. This apprentice gained employment as a Social Media executive at top 30 national charity in August 2018, just outside this reporting period.

### **The Marketing Society**

1 Apprenticeship, partly funded by TMAF, The Marketing Society and a grant from the Derek Holder Legacy Fund via the Institute of Direct Marketing.

Apprentice H started on June 6, but left the programme in August, just outside this reporting period.

### **Virgin Atlantic**

2 Apprenticeships, partly funded by TMAF, Virgin Atlantic and a grant from the Derek Holder Legacy Fund via the Institute of Direct Marketing. The development of the opportunity for apprentices to be hosted at Virgin Atlantic and recruitment for these roles began in Spring 2018, but the two apprentices started work on 6<sup>th</sup> August, just outside this reporting period.

## **2. Qualifications and training provided to our beneficiaries**

The CIM generously donated two courses for our two apprentices, The Foundation Certificate in Marketing, both apprentices that were placed at The Prince's Trust gaining part of this nationally recognised qualification.

The host company managers provide on-the-job training, and this is monitored by regular visits by the staff of TMAF.

Ticketed events organised by fundraising teams which focus on personal development training can be attended free of charge by our beneficiaries.

## **3. Mentoring**

The apprentices are given three mentors each from the population of Marketing Academy Scholars, typically marketers with between 5-10 years' experience in premier league firms. In this period, mentors from Microsoft, Virgin Atlantic, Danone, Google, CHI&Partners and Global supported our apprentices.

Mentee C was introduced to The Marketing Academy Foundation by another not-for-profit organisation, "Meet a Mentor". Mentee C was mentored from February 2018 and this continued beyond the 3-month period offered by Meet a Mentor. Mentee C attended the TMAF interviewing boot camp in May, and, in August, was offered a permanent role as a strategic analyst in the London office of a global digital communications agency owned by WPP. The activities of the charity with regard to Mentee C cover two reporting periods and the impact will be reported in FY 18/19.

## **3. Internships**

A pilot for a programme to offer paid internships to young school leavers from inner city schools was undertaken in partnership with Atomic, a London advertising agency. We delivered two careers talks in Saint Cecilia's Church of England School, Wandsworth in June 2018 and The Charter School, Dulwich in July 2018 (just outside this reporting period), involving several speakers from industry, which were well received by the school and pupils. We were disappointed that there was only one application for an internship, and this was not taken up. Given the effort involved in gaining access to schools, the apparent lack of interest in paid work experience of the pupils, and our view that more of a sustained "leg up" is needed to enable our beneficiaries to begin to a career in marketing, this programme is unlikely to continue in the summer of 2019.

## **4. Job applications, interviewing skills and role plays**

Job applications are an art. Many individuals from challenging backgrounds have little help or advice from their family, school or peer group, thus significantly reducing their competitiveness in the job market. We therefore take guidance and feedback to any applicants as an opportunity to further our purpose. Unsuccessful applicants for roles have been given feedback to help them improve applications for other jobs in future. We have written a guide, "Top tips for job interviews" and is supplied to all candidates coming for interviews with TMAF. All candidates are given constructive



feedback about their interviews. It is hoped that this will help with future employment prospects, even if they will not be employed by TMAF.

For the graduating apprentices, R and K, and mentee C, a full day of interview practice was arranged, with three role play scenarios, involving dummy jobs and two very experienced marketers undertaking each interview. After each interview, the individual was given feedback and time to reflect and apply the learning in the next interview. Given that all participants went on to secure a good job, we conclude that this was a successful activity undertaken by the charity and we will continue with this next year. We also will continue provide and to expand on our content to help all our applicants to be more successful in applying for and securing jobs whether with us or not.

## Financial overview: July 2017- July 2018

The provision and funding of apprenticeships for a full year and the effort required to support both the apprentices and the host companies in recruitment, management and training of the apprentices is an intensive activity in terms of capital and effort. At least 50% of the staff time is engaged in supporting the beneficiaries and the host company, i.e. providing a service to the beneficiaries rather than fundraising or administration. As such, the admin ratio was estimated as 30% this year, a reasonable ratio for the sector, although it is the ambition of the organisation to reduce this as economies of scale arise with growth.

No apprentice will be hired without full financial cover for their salary for the full year as a matter of policy.

### Fundraising

Donation from The Marketing Academy: £45,514

Grant from The Institute of Direct Marketing, Derek Holder Legacy Fund: £21,000

Sales of tickets to events by the team of volunteers, "Inspire": £30,139

Other corporate donations: £5,000

**TOTAL income: £101,653**

### Expenditure

Apprentice Salaries, Tax and NI: £19,610

Administrative and management staff costs: £15,198

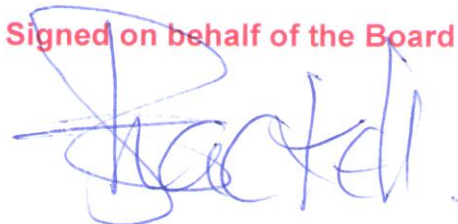
Miscellaneous costs: £514

**TOTAL expenditure: £35,322**

## Expectations for August 2018 - July 2019 and ambitions beyond

The addition of Virgin Atlantic to the host company roster is expected to encourage the participation of other world-class commercial firms. Our ambition is to have seven apprentices in work by the end of the next fiscal period, 12 by 19/20 fiscal and 20 by 20/21. We will run an alumni association for our beneficiaries past and present to enable them to continue with their learning and development.

**Signed on behalf of the Board of Trustees**



**Sherilyn Shackell**

**Chair of Trustees**


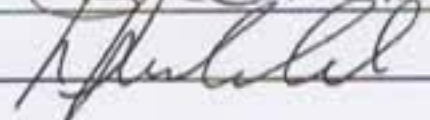
**Registered charity number: 1173977.**

**Office address: 15E Charlotte Place, London W1T 1SP. Registered office address: 4A Bridge Street, Newbury, RG14 5EX.**

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>		66,331	.	.
		.	.	.
		.	.	.
	<b>Total cash funds</b>	<b>66,331</b>	.	.
	(Gross balances with receipts and payments accounts)	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		.	.	.
		.	.	.
		.	.	.
		.	.	.
		.	.	.
		.	.	.
		.	.	.
<b>B3 Investment assets</b>			.	.
			.	.
			.	.
			.	.
			.	.
			.	.
<b>B4 Assets retained for the charity's own use</b>			.	.
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			.	.
			.	.
			.	.
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			.	.
			.	.
			.	.
<b>B5 Liabilities</b>			.	.
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			.	.
			.	.
			.	.
			.	.

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Brian Shackett	24/4/19
	USA COOPCHILD	24/4/19





CHARITY COMMISSION  
FOR ENGLAND AND WALES

The Marketing Academy Foundation

1173977

## Receipts and payments accounts

CC16a

For the period  
from

Period start date  
27-Jul-17

To

Period end date  
30/07/2018

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
	101,653	-	-	101,653	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	101,653	-	-	101,653	-
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	101,653	-	-	101,653	-
<b>A3 Payments</b>					
Bank charges	196	-	-	196	-
Equipment expensed	282	-	-	282	-
Software	36	-	-	36	-
Wages and salaries	19,610	-	-	19,610	-
Wages and salaries Management	15,198	-	-	15,198	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	35,322	-	-	35,322	-
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	35,322	-	-	35,322	-
<b>Net of receipts/(payments)</b>	66,331	-	-	66,331	-
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	-	-	-	-	-
<b>Cash funds this year end</b>	66,331	-	-	66,331	-



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

Charity Name

The Marketing Academy Foundation

**On accounts for the year  
ended**

30 July 2018

**Charity no  
(if any)**

1173977

**Set out on pages**

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **30/07/2018**.

**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 2011 Act and in carrying out my examination, I have followed the 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 (other than that disclosed below \*) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

*\* Please delete the words in the brackets if they do not apply.*

**Signed:**

**Date:**

24/4/2019

**Name:**

Steve Harney

**Relevant professional  
qualification(s) or body  
(if any):**

FCCA, ATT, DipPFS

**Address:**

21 Market Place

Blandford Forum

Dorset DT11 7AF

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

Nothing to disclose