

The Marketing Society Limited

Extracts from the notes to the financial statements for the year ended 31 December 2019

1. TURNOVER

The turnover before taxation of £3,080,989 is attributable to the principal activities of the company in the UK.

2. NET SURPLUS ON SOCIETY'S ACCOUNTS

	Income	Expenditure	Surplus/ (Deficit)
	£	£	£
Year ended 31 December 2019			
2019 Annual Conference & Dinner	603,094	219,421	383,673
Other events	419,491	238,588	180,903
Awards	368,880	170,022	198,858
Professional Development	456,095	305,013	151,082
Sponsorship	221,510	36,250	185,260
	2,069,070	969,294	1,099,776
Year ended 31 December 2018			
2018 Annual Conference & Dinner	536,205	195,058	341,147
Other events	463,602	273,561	190,041
Awards	361,323	195,589	165,734
Professional Development	327,511	217,035	110,476
Sponsorship	408,948	127,550	281,398
	2,097,589	1,008,793	1,088,796

3. TAXATION

Corporation Tax based on results for the year
Under/(Over) provision in previous year

	2018	2019
	£	£
	99	99
	99	99

4. INTANGIBLE & TANGIBLE FIXED ASSETS

	Computer Software	Fixtures & Equipment	Computer Equipment	TOTAL
	£	£	£	£
COST				
Opening balance	1,245,173	48,551	53,535	1,347,259
Additions	353,024	0	1,970	354,994
Disposals	(741,502)	0	0	(741,502)
	856,695	48,551	55,505	960,751
DEPRECIATION				
Opening balance	457,946	29,191	29,661	516,798
Disposals	(741,502)	0	0	(741,502)
Impairment losses	438,615			438,615
Depreciation for year	101,907	12,138	14,672	128,717
	256,966	41,329	44,333	342,628
NET BOOK VALUE 2019	599,729	7,222	11,172	618,123
NET BOOK VALUE 2018	787,227	19,360	23,874	830,461

5. DEBTORS

	2018	2019
	£	£
Trade debtors	274,815	411,277
Other debtors	60,207	88,963
	335,022	500,240

6. CREDITORS

Trade creditors	368,868	343,790
Other taxes and social security	92,060	100,076
Other creditors	367,648	718,331
	828,576	1,162,197

7. INCOME & EXPENDITURE ACCOUNT

Results for the year	549	(408,392)
Opening income reserve	678,686	679,235
Closing income reserve	679,235	270,843