

DO NOT STAPLE
PRINT ON ONE SIDE ONLY

FORM AR27

Trade Union and Labour Relations (Consolidation) Act 1992

ANNUAL RETURN FOR AN EMPLOYERS' ASSOCIATION



Name of Employers' Association:

Year ended:

List No:

Head or Main Office:

Website address (if available)

Has the address changed during the year to which the return relates? Yes No (Tick as appropriate)

General Secretary:

Contact name for queries regarding the completion of this return:

Telephone Number:

e-mail:

PLEASE FOLLOW THE GUIDANCE NOTES IN THE COMPLETION OF THIS RETURN.
Any difficulties or problems in the completion of this return should be directed to the Certification Office as below or by telephone to: 0330 109 3602

The address to which returns and other documents should be sent are:

For Employers' Associations based in England and Wales:
Certification Office for Trade Unions and Employers' Associations
Lower Ground Floor, Fleetbank House, 2-6 Salisbury Square, London EC4Y 8JX

For Employers' Associations based in Scotland:
Certification Office for Trade Unions and Employers' Associations
Melrose House, 69a George Street, Edinburgh EH2 2JG

All Officers in Post at the period end 31st December 2017

T Abbott
T Adams
J Bland
M Benson
S Cooper
S Costelloe
S Davies
C Delaney
S Dodd
J Hackney
H Hadfield
T Katz
K Keith
A Levene
L More O'Ferrall
R Packer
H Stanley
K Sawszak-Pierce
S Sheperd
J Sorton
K Taylor
A Smith Tenser
J Tomkinson
O Wood

RETURN OF MEMBERS

(see note 9)

NUMBER OF MEMBERS AT THE END OF THE YEAR				
Great Britain	Northern Ireland	Irish Republic	Elsewhere Abroad (including Channel Islands)	TOTALS
24				24

OFFICERS IN POST

(see note 10)

Please attach as an annexe to this form a complete list of all officers in post at the end of the year to which this form relates, with the title of each persons office.

CHANGE OF OFFICERS

Please complete the following to record any changes of officers during the twelve months covered by this return.

Title of Office	Name of Officer ceasing to hold office	Name of Officer Appointed	Date of Change

REVENUE ACCOUNT/GENERAL FUND

(see notes 11 to 16)

Previous Year		£	£
	INCOME		
585,735	From Members Subscriptions, levies, etc		646,700
	Investment income Interest and dividends (gross) Bank interest (gross) Other (specify)		
	Other income Rents received Insurance commission Consultancy fees APA show income Other income Management fees		208,788 11,124 0
209,388 29,769 5,000			
(252,905)	Direct Costs		(278,001)
576,987	Gross Profit		588,611
	EXPENDITURE		
	Administrative expenses		
343,341	Remuneration and expenses of staff	365,319	
71,246	Occupancy costs	73,906	
11,307	Printing, stationery and post	5,500	
7,979	Telephones	6,885	
2,438	Legal and professional fees	3,165	
11,860	Accountancy	12,850	
8,350	Audit fees	7,600	
4,076	Computer expenses	5,819	
0	Sundry expenses	0	
11,603	Travel and hotel expenses	18,710	
9,400	Entertaining	5,937	
0	Research and development	0	
20,803	Advertising	21,882	
32,842	Bad debt	(3,904)	
2,019	Depreciation	1,949	
3,065	Hire costs	3,886	
	Other charges		
1,406	Bank Charges	1,259	
(1,610)	Loss/(Profit) on foreign exchange	0	
0	Affiliation fees	0	
20,464	Subscriptions and Donations	14,483	
	Taxation	0	
862			

(561,451)	TOTAL EXPENDITURE	(545,246)
15,536	Surplus/Deficit for year	43,365
497,419	Amount of fund at beginning of year	512,955
512,955	Amount of fund at end of year	556,320

ACCOUNTS OTHER THAN THE REVENUE ACCOUNT/GENERAL FUND

(see notes 17 to 18)

ACCOUNT 2		Fund Account	
Name of account:		£	£
Income	From members Investment income Other income (specify)		
		Total Income	
Expenditure	Administrative expenses Other expenditure (specify)		
		Total Expenditure	
		Surplus (Deficit) for the year	
		Amount of fund at beginning of year	
		Amount of fund at the end of year (as Balance Sheet)	

ACCOUNT 3		Fund Account	
Name of account:		£	£
Income	From members Investment income Other income (specify)		
		Total Income	
Expenditure	Administrative expenses Other expenditure (specify)		
		Total Expenditure	
		Surplus (Deficit) for the year	
		Amount of fund at beginning of year	
		Amount of fund at the end of year (as Balance Sheet)	

ACCOUNTS OTHER THAN THE REVENUE ACCOUNT/GENERAL FUND

(see notes 17 to 18)

ACCOUNT 4		Fund Account	
Name of account:		£	£
Income	From members Investment income Other income (specify)		
	Total Income		
Expenditure	Administrative expenses Other expenditure (specify)		
	Total Expenditure		
	Surplus (Deficit) for the year		
	Amount of fund at beginning of year		
	Amount of fund at the end of year (as Balance Sheet)		

ACCOUNT 5		Fund Account	
Name of account:		£	£
Income	From members Investment income Other income (specify)		
	Total Income		
Expenditure	Administrative expenses Other expenditure (specify)		
	Total Expenditure		
	Surplus (Deficit) for the year		
	Amount of fund at beginning of year		
	Amount of fund at the end of year (as Balance Sheet)		

ACCOUNTS OTHER THAN THE REVENUE ACCOUNT/GENERAL FUND

(see notes 17 to 18)

ACCOUNT 6		Fund Account	
Name of account:		£	£
Income	From members		
	Investment income		
	Other income (specify)		
		Total Income	
Expenditure	Administrative expenses		
	Other expenditure (specify)		
		Total Expenditure	
		Surplus (Deficit) for the year	
		Amount of fund at beginning of year	
		Amount of fund at the end of year (as Balance Sheet)	

ACCOUNT 7		Fund Account	
Name of account:		£	£
Income	From members		
	Investment income		
	Other income (specify)		
		Total Income	
Expenditure	Administrative expenses		
	Other expenditure (specify)		
		Total Expenditure	
		Surplus (Deficit) for the year	
		Amount of fund at beginning of year	
		Amount of fund at the end of year (as Balance Sheet)	

BALANCE SHEET AS AT 31 DECEMBER 2017

(see notes 19 and 20)

Previous Year		£	£
4,315	Fixed Assets (as at page 11)		3,524
	Investments (as per analysis on page 13)		
	Quoted (Market value £)		
	Unquoted		
	Total Investments		
	Other Assets		
143,749	Trade debtors	198,508	
71,927	Sundry debtors	40,901	
556,827	Cash at bank and in hand	580,905	
	Others (specify)		
772,503	Total of other assets	820,314	
776,818		TOTAL ASSETS	823,838
	Fund (Account)		
	Fund (Account)		
	Fund (Account)		
	Revaluation Reserve		
	Liabilities		
	Loans		
	Bank overdraft		
24,890	Tax payable	12,130	
11,033	Trade creditors	22,329	
227,940	Accrued expenses	233,059	
	Provisions		
	Other liabilities		
263,863	TOTAL LIABILITIES		267,518
512,955		TOTAL ASSETS	556,320

FIXED ASSETS ACCOUNT

(see note 21)

	Land & Buildings	Fixtures & Fittings	Motor Vehicles & Equipment	Total
	£	£	£	£
COST OR VALUATION				
At start of period		85,858		85,858
Additions during period		1,158		1,158
Less: Disposals during period				
Less: DEPRECIATION:		83,492		83,492
Total to end of period				
BOOK AMOUNT at end of period		3,524		3,524
Freehold				
Leasehold (50 or more years unexpired)				
Leasehold (less than 50 years unexpired)				
AS BALANCE SHEET		3,524		3,524

ANALYSIS OF INVESTMENTS

(see note 22)

		Other Funds £
QUOTED	British Government & British Government Guaranteed Securities	
	British Municipal and County Securities	
	Other quoted securities (to be specified)	
	TOTAL QUOTED (as Balance Sheet)	
	*Market Value of Quoted Investments	
UNQUOTED	British Government Securities	
	British Municipal and County Securities	
	Mortgages	
	Other unquoted securities (to be specified)	
	TOTAL QUOTED (as Balance Sheet)	
	*Market Value of Unquoted Investments	

* Market value of investments to be stated where these are different from the figures quoted in the balance sheet

ANALYSIS OF INVESTMENT INCOME (CONTROLLING INTERESTS)

(see notes 23 to 25)

Does the association, or any constituent part of the association, have a controlling interest in any limited company?		YES	NO
If YES name the relevant companies:			
COMPANY NAME	COMPANY REGISTRATION NUMBER (if not registered in England & Wales, state where registered)		
INCORPORATED EMPLOYERS' ASSOCIATIONS			
Are the shares which are controlled by the association registered in the association's name		YES	NO
If NO, please state the names of the persons in whom the shares controlled by the association are registered.			
COMPANY NAME	NAMES OF SHAREHOLDERS		
UNINCORPORATED EMPLOYERS ASSOCIATIONS			
Are the shares which are controlled by the association registered in the names of the association's trustees?		YES	NO
If NO, state the names of the persons in whom the shares controlled by the association are registered.			
COMPANY NAME	NAMES OF SHAREHOLDERS		

SUMMARY SHEET

(see notes 26 to 35)

	All funds except Political Funds £	Political Funds £	Total Funds £
INCOME			
From Members	646,700		646,700
From Investments			
Other Income (including increases by revaluation of assets)	219,912		219,912
Total Income	866,612		866,612
EXPENDITURE (including decreases by revaluation of assets)			
Total Expenditure	(545,246)		(545,246)
Funds at beginning of year (including reserves)	512,955		512,955
Funds at end of year (including reserves)	556,320		556,320
ASSETS			
Fixed Assets			3,524
Investment Assets			-
Other Assets			820,314
		Total Assets	823,838
LIABILITIES			
		Total Liabilities	(267,518)
NET ASSETS (Total Assets less Total Liabilities)			556,320

NOTES TO THE ACCOUNTS

(see note 36)

All notes to the accounts must be entered on or attached to this part of the return.

1 Accounting policies

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound. The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Exemptions for qualifying entities under FRS 102

The association has taken the following exemptions under the small companies regime:

- The requirements of Section 7 Statement of Cash Flows and Section 3 Financial Statement Presentation paragraph 3.17(d).
- The requirements of Section 11 paragraphs 11.39 to 11.48A and Section 12 paragraphs 12.26 to 12.29A.

1.3 Turnover

Revenue represents members' subscriptions, show income and other amounts received and receivable.

Members' subscriptions relating to future financial periods are carried forward as deferred income. Revenue in respect of show income is recognised in the month that the Annual APA Show is held.

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses. Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% on cost
--------------------------------	-------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.5 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.6 Financial instruments

The Company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

1.7 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the association has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

ACCOUNTING POLICIES

(see notes 37 and 38)

1.8 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.9 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

1.10 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

1.11 Members' subscriptions

Included in members' subscriptions are all amounts received and receivable from members in respect of subscription notices issued.

SIGNATURES TO THE ANNUAL RETURN

(see notes 39 and 40)

including the accounts and balance sheet contained in the return.

Secretary's Signature: 	Chairman's Signature: 
Name: <u>STEPHEN DAVIS</u>	Name: <u>LEWIS MOORE O'FERRALL</u>
Date: <u>11th September 2018</u>	Date: <u>17.09.18.</u>

CHECK LIST

(see note 41)

(please tick as appropriate)

IS THE RETURN OF OFFICERS ATTACHED? (see Page 3)	YES		NO	
HAS THE RETURN OF CHANGE OF OFFICERS BEEN COMPLETED? (see Page 3)	YES		NO	
HAS THE RETURN BEEN SIGNED? (see Note 38)	YES		NO	
HAS THE AUDITOR'S REPORT BEEN COMPLETED (see Note 39)	YES		NO	
IS A RULE BOOK ENCLOSED? (see Note 40)	YES		NO	
HAS THE SUMMARY SHEET BEEN COMPLETED (see Notes 6 and 25 to 34)	YES		NO	

AUDITOR'S REPORT

(see notes 42 to 47)

made in accordance with section 36 of the Trade Union and Labour Relations (Consolidation) Act 1992.

THE CHECKLIST BELOW IS FOR GUIDANCE. A REPORT IS STILL REQUIRED EITHER SET OUT OVERLEAF OR BY WAY OF AN ATTACHED AUDITOR'S REPORT THAT COVERS THE ABOVE 1992 ACT REQUIREMENTS.

1. In the opinion of the auditors or auditor do the accounts they have audited and which are contained in this return give a true and fair view of the matters to which they relate?
(See section 36(1) and (2) of the 1992 Act and notes 43 and 44)

YES/NO
If "No" please explain below.

2. Have the auditors or auditor carried out such investigations in the preparation of their audit report as will enable them to form an opinion as to:
 - (a) whether the trade union has kept proper accounting records in accordance with section 28 of the 1992 Act;
 - (b) whether it has maintained a satisfactory system of control over its transactions in accordance with the requirements of that section; and
 - (c) whether the accounts to which the report relates agree with the accounting records?(See section 36(3) of the 1992 Act, set out in note 43)

YES/NO
If "No" please explain below.

3. Are the auditors or auditor of the opinion that the union has complied with section 28 of the 1992 Act and has:
 - (a) kept proper accounting records with respect to its transactions and its assets and liabilities; and
 - (b) established and maintained a satisfactory system of control of its accounting records, its cash holding and all its receipts and remittances.(See section 36(4) of the 1992 Act set out in note 43)

YES/NO
If "No" please explain below.

4. Please set out a copy of the report made by the auditors or auditor to the union on the accounts to which this AR27 relates. The report is to set out the basis upon which the audit has been conducted and/or such other statement as the auditor considers appropriate. Such a statement may be provided as a separate document.
(See note 45)

PLEASE REFER TO ENCLOSED ACCOUNTS

AUDITOR'S REPORT (continued)

Kingston Smith LLP audited the financial statements for the company for the year ended 31 December 2017 in accordance with the Companies Act 2006 and our reported dated 10 September 2018 is attached.

Signature(s) of auditor or auditors:	<i>Kingston Smith LLP</i>	
Name(s):	Kingston Smith LLP	
Profession(s) or Calling(s):	Registered Auditors	
Address(es):	Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL	
Date:		
Contact name and telephone number:	020 7304 4647	

Advertising Producers Association

Annual Report and Financial Statements

For the year ended 31 December 2017

Advertising Producers Association

Officers and Advisers

Chief Executive	S Davis
Chairmen	L More O'Ferrall J Hackney
Council of Members	T Abbott T Adams J Bland M Benson S Cooper S Costelloe S Davies C Delaney S Dodd J Hackney H Hadfield T Katz K Keith A Levene L More O'Ferrall R Packer H Stanley K Sawszak-Pierce S Sheperd J Sorton K Taylor A Smith Tenser J Tomkinson O Wood
Registered office	47 Beak Street London W1F 9SE
Auditors	Kingston Smith LLP The Charlotte Building 17 Gresse Street London W1T 1QL
Bankers	Coutts & Co 440 Strand London WC2R 0QS

Advertising Producers Association

Contents

	Page
Chief Executive's statement	1
Chief Executive's report	2
Independent auditor's report	3 - 5
Profit and loss account	6
Balance sheet	7
Statement of changes in equity	8
Notes to the financial statements	9 - 13

Advertising Producers Association

Chief Executive's Statement

For the year ended 31 December 2017

A challenging year for APA members, as the UK economy stalled and uncertainty as to the business outlook reigned as Brexit continued to dominate the headlines.

For the first time in some years, the APA had static growth- new companies joining were balanced out by existing members closing or leaving because they were no longer advertising focussed.

We continued to have a strong focus on battling agencies distorting the free market for production by seeking to bid in house against independent production companies.

Many agencies will now not do that because APA members will not bid against their in house entity (and some because they agree with the principle).

Our focus was to ensure advertisers knew of the issue and understood the value of choice v the agency as monopoly supplier of production. Our experience was that advertisers readily understood the issue and, once they did, strongly favoured open market competition.

We presented to clients at Adweek Europe, at an ISBA event for clients, convened to explain the issue to them, through CIPS, the Chartered Institute of Procurement and Supply and in presenting at Procurecon.

We continue to help members meet the challenges of the production market place by finding new business opportunities: we focused on helping members with practical marketing workshops.

We also helped members explore new markets overseas, with an APA delegation visiting Seoul, South Korea, early in the year, to meet the international agencies there, with particular potential coming from the success of Korean brands internationally, such as Samsung, Hyundai and LG.

We continued to be heavily involved in and present at Adweek Europe, to run five events in Cannes, including the World Producers Summit, where production company owners around the world meet to look at global production issues, to run the APA Masterclass- again with 110 students this year- and the APA Show, which saw around 850 attend the Guildhall and see an extremely high quality APA Collection, a great achievement by the membership, given what was perceived to be a lean year for work and great scripts.

Spending on initiatives to communicate our case on in-house production and on making the APA Show more spectacular, with a theme and performers, impacted profits, meaning they are down this year- and reflecting decisions that reserves were there to be spent where they would benefit the members.

On behalf of the council



S Davies
Chief Executive
7.19.18

Advertising Producers Association

Chief Executive's Report

For the year ended 31 December 2017

The chief executive presents the report and financial statements for the year ended 31 December 2017.

Principal activities

The principal activity of the Association is to provide a framework within which members can manage their key business relationships.

Chief Executive

S Davies is the Chief Executive and has held office since 1 January 2013.

Statement of Council Members' responsibilities

The chief executive is responsible for preparing the Chief Executive's Report and the financial statements in accordance with applicable law and regulations.

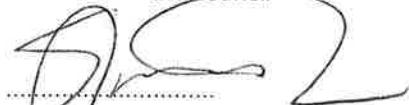
The chief executive has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of APA and its surplus or deficit for that period. In preparing these financial statements, the chief executive is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that APA will continue in business.

The chief executive is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of APA. They are also responsible for safeguarding the assets of APA and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the council



S Davies

Chief Executive

719118

Advertising Producers Association

Independent Auditor's Report

To the Members of Advertising Producers Association

Opinion

We have audited the financial statements of Advertising Producers Association (the 'association') for the year ended 31 December 2017 which comprise the Statement of Comprehensive Income, the Balance Sheet and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the association's affairs as at 31 December 2017 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Trade Union and Labour Relations Act 1992

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the association in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the council members use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the council members have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the association's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The council members are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Advertising Producers Association

Independent Auditor's Report (Continued)

To the Members of Advertising Producers Association

Opinions on other matters prescribed by the Trade Union and Labour Relations Act

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Chief Executive's Report for which the financial statements are prepared is consistent with the financial statements; and
- the Chief Executive's Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the association and its environment obtained in the course of the audit, we have not identified material misstatements in the Chief Executive's Report.

We have nothing to report in respect of the following matters where the Trade Union and Labour Relations Act 1992 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of members remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the members not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the Chief Executive's Report and take advantage of the small companies exemption from the requirement to prepare a Strategic Report.

Responsibilities of directors

As explained more fully in the Council Members' Responsibilities Statement, the members are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the members determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the members are responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the members either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Advertising Producers Association

Independent Auditor's Report (Continued)

To the Members of Advertising Producers Association

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the members.
- Conclude on the appropriateness of the members' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the association's members, as a body, in accordance with Chapter 3 of Part 16 of the Trade Union and Labour Relations Act. Our audit work has been undertaken for no purpose other than to draw to the attention of the association's members those matters we are required to include in an auditor's report addressed to them. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the association and the association's members as a body, for our work, for this report, or for the opinions we have formed.

Kingston Smith LLP
Valerie Cazalet (Senior Statutory Auditor)
for and on behalf of Kingston Smith LLP

Chartered Accountants
Statutory Auditor

10 September 2018

Charlotte Building
17 Gresse Street
London
W1T 1QL

Advertising Producers Association

Statement of Comprehensive Income

For the year ended 31 December 2017

	2017	2016
Notes	£	As restated £
Turnover	866,612	824,892
Cost of sales	(278,001)	(252,905)
Gross profit	<u>588,611</u>	<u>571,987</u>
Administrative expenses	(545,246)	(560,589)
Other operating income	-	5,000
Profit before taxation	<u>43,365</u>	<u>16,398</u>
Taxation	-	(862)
Profit and total comprehensive income for the financial year	<u><u>43,365</u></u>	<u><u>15,536</u></u>

Advertising Producers Association

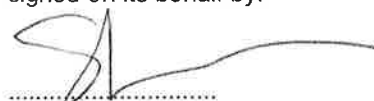
Balance Sheet

As at 31 December 2017

		2017		2016 as restated	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	4		3,524		4,315
Current assets					
Debtors	5	239,409		215,676	
Cash at bank and in hand		580,905		556,827	
		<u>820,314</u>		<u>772,503</u>	
Creditors: amounts falling due within one year	6	<u>(267,518)</u>		<u>(263,863)</u>	
Net current assets			552,796		508,640
Total assets less current liabilities			<u>556,320</u>		<u>512,955</u>
Capital and reserves					
Profit and loss reserves			556,320		512,955

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the council and authorised for issue on 7/9/18..... and are signed on its behalf by:



.....
S Davies
Chief Executive



.....
L More O'Ferrall
Chairman

Advertising Producers Association

Statement of Changes in Equity

For the year ended 31 December 2017

	Notes	Profit and loss reserves £
Balance at 1 January 2016 as previously reported		660,121
Prior year adjustment	9	(162,702)
As restated for the period ended 31 December 2016:		<u>497,419</u>
Year ended 31 December 2016:		
Profit and total comprehensive income for the year as restated	9	15,536
Balance at 31 December 2016		<u>512,955</u>
Year ended 31 December 2017:		
Profit and total comprehensive income for the year		43,365
Balance at 31 December 2017		<u><u>556,320</u></u>

Advertising Producers Association

Notes to the Financial Statements

For the year ended 31 December 2017

1 Accounting policies

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Exemptions for qualifying entities under FRS 102

The association has taken the following exemptions under the small companies regime:

- The requirements of Section 7 Statement of Cash Flows and Section 3 Financial Statement Presentation paragraph 3.17(d).
- The requirements of Section 11 paragraphs 11.39 to 11.48A and Section 12 paragraphs 12.26 to 12.29A.

1.3 Turnover

Revenue represents members' subscriptions, show income and other amounts received and receivable. Members' subscriptions relating to future financial periods are carried forward as deferred income.

Revenue in respect of show income is recognised in the month that the Annual APA Show is held.

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% on cost
--------------------------------	-------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.5 Cash and cash equivalents

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.6 Financial instruments

The Company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

1.7 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Advertising Producers Association

Notes to the Financial Statements (Continued)

For the year ended 31 December 2017

1 Accounting policies

(Continued)

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the association has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.8 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

1.9 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

1.10 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

1.11 Members' subscriptions

Included in members' subscriptions are all amounts received and receivable from members in respect of subscription notices issued.

Advertising Producers Association

Notes to the Financial Statements (Continued)

For the year ended 31 December 2017

2 Judgements and key sources of estimation uncertainty

In the application of the association's accounting policies, the chief executive is required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Critical judgements

The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements.

Trade and other receivables

The company makes an estimate of the recoverable value of trade and other debtors. When assessing impairment of trade and other debtors, management considers factors including the current credit rating of the debtor, the ageing profile of debtors and historical experience. See debtors note for the net carrying amount of the debtors and associated impairment provision.

3 Employees

The average monthly number of persons (including the chief executive) employed by the company during the year was 6 (2016: 8).

4 Tangible fixed assets

	Fixtures, fittings & equipment £
Cost	
At 1 January 2017	85,858
Additions	1,158
	<hr/>
At 31 December 2017	87,016
	<hr/>
Depreciation and impairment	
At 1 January 2017	81,543
Depreciation charged in the year	1,949
	<hr/>
At 31 December 2017	83,492
	<hr/>
Carrying amount	
At 31 December 2017	3,524
	<hr/>
At 31 December 2016	4,315
	<hr/>

Advertising Producers Association

Notes to the Financial Statements (Continued)

For the year ended 31 December 2017

5 Debtors

	2017	2016
	£	£
Amounts falling due within one year:		
Trade debtors	198,508	143,749
Other debtors	40,901	71,927
	<u>239,409</u>	<u>215,676</u>

6 Creditors: amounts falling due within one year

	2017	2016
	£	as restated £
Trade creditors	22,329	11,033
Corporation tax	401	1,262
Other taxation and social security	11,729	23,628
Other creditors	233,059	227,940
	<u>267,518</u>	<u>263,863</u>

7 Related party transactions

No guarantees have been given or received.

During the year, the Association made payments of £62,713 (2016: £94,874) to APA Property Holdings Limited for rent, rates and service charge. The Association was owed £16,226 (2016: £23,251) at the year end.

During the year, the Association received £5,497 (2016: £7,372), being operating expenses recharged to CFP-E Europe, a related party due to common control. There Association was owed £5,497 (2016: £nil) at the year end.

At the balance sheet date, included in trade creditors were amounts due to the Advertising Producers Association of £12,800 (2016: £nil) in respect of rent payable.

8 Controlling party

There is no ultimate controlling party of the association.

Advertising Producers Association

Notes to the Financial Statements (Continued)

For the year ended 31 December 2017

9 Prior period adjustment

The prior year comparatives have been restated to reflect members' subscriptions relating to future financial periods as deferred income.

Previously membership subscriptions were recognised when invoiced. However, given the significant benefits of memberships, the council feel that recognising subscription income over the term of memberships is a fairer reflection of turnover.

Changes to the balance sheet

	At 31 December 2016		
	As previously reported	Adjustment	As restated
	£	£	£
Creditors due within one year			
Other creditors	24,137	193,503	227,010
Capital and reserves			
Profit and loss	676,458	(163,503)	512,955

Changes to the profit and loss account

	Year ended 31 December 2016		
	As previously reported	Adjustment	As restated
	£	£	£
Turnover	825,693	(801)	824,892
Profit for the financial period	16,337	(801)	15,536

Advertising Producers Association

Management Information

For the year ended 31 December 2017

Advertising Producers Association

Detailed Trading and Profit and Loss Account

For the year ended 31 December 2017

		2017		2016
	£	£	£	as restated £
Turnover				
Members' subscriptions		646,700		585,735
APA show income		208,788		209,388
Other income		11,124		29,769
		<u>866,612</u>		<u>824,892</u>
Cost of sales				
Direct costs	278,001		252,905	
		<u>(278,001)</u>		<u>(252,905)</u>
Gross profit		588,611		571,987
Other operating income				
management fees receivable				5,000
Administrative expenses		(545,246)		(560,589)
Operating profit		<u>43,365</u>		<u>16,398</u>

Advertising Producers Association

Schedule of Administrative Expenses

For the year ended 31 December 2017

	2017	2016
	£	£
Administrative expenses		
Wages and salaries	317,692	293,549
Social security costs	34,193	30,499
Staff training	113	-
Staff pension costs defined benefit	13,321	19,293
Rent	62,713	60,914
Cleaning	1,635	1,731
Power, light and heat	2,240	2,102
Property repairs and maintenance	2,158	1,429
Premises insurance	5,160	5,070
Computer running costs	5,819	4,076
Leasing - plant and machinery	3,886	3,065
Travelling expenses	18,710	11,603
Professional subscriptions	14,483	20,464
Legal and professional fees	3,165	2,438
Accountancy	12,850	11,860
Audit fees	7,600	8,350
Bank charges	1,259	1,406
Bad and doubtful debts	(3,904)	32,842
Printing and stationery	5,500	11,307
Advertising	21,882	20,803
Telecommunications	6,885	7,979
Entertaining	5,937	9,400
Depreciation	1,949	2,019
Profit or loss on foreign exchange	-	(1,610)
	<hr/>	<hr/>
	545,246	560,589
	<hr/> <hr/>	<hr/> <hr/>
