

## Employers' Association's details

Name of Employers' Association:

Advertising Producers Association

Year ended:

31 December 2018

List number:

02 E

Head or Main Office:

47 Beak Street  
London  
W1F 9SE

Has the address changed during the year to which the return relates?

Yes

No

(Tick as appropriate)

Website address (if available)

General Secretary:

Contact name for queries regarding the completion of this return:

Stephen Davies

Telephone Number:

0207434 3651

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.**



## 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
25				25

## Change of officers

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

Position held	Name of Officer ceasing to hold office	Name of Officer Appointed	Date of Change
See list below:			

## **Officers in post**

(see note 10)

**Please insert a complete list of all officers in post at the end of the year to which this form relates.**

### Name of Officer

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  
J Guest

## Revenue account/General Fund

(see notes 11 to 16)

Previous Year		£	£
	<b>Income</b>		
627,700	From Members                      Subscriptions, levies, etc		626,814
	Investment income    Interest and dividends (gross) Bank interest (gross) Other (specify)		
208,788	Other income            Rents received		207,705
11,124	APA Show income		60,395
	Other income		
(278,001)	Direct Costs		(315,775)
569,611	<b>Gross Profit</b>		579,139
	<b>Expenditure</b>		
	Administrative expenses		
317,692	Wages and salaries	310,381	
34,193	Social security costs	33,675	
113	Staff training	28	
13,321	Staff pension costs defined benefit	14,414	
-	Management charge	7,120	
62,713	Rent	64,705	
1,635	Cleaning	1,909	
2,240	Power, light and heat	1,816	
2,158	Property repairs and maintenance	1,217	
5,160	Premises insurance	4,369	
5,819	Computer running costs	10,975	
3,886	Leasing - plant and machinery	13,073	
18,710	Travelling expenses	10,704	
3,165	Legal and professional fees	10	
12,850	Accountancy	13,083	
7,600	Audit fees	9,500	
-	Charitable donations	1,105	
(3,904)	Bad and doubtful debts	2,683	
-	Insurance	808	
5,500	Printing and stationary	2,327	
21,882	Advertising	5,201	
6,885	Telecommunications	6,814	
5,937	Entertaining	13,115	
1,949	Depreciation	1,340	
1,259	Other charges            Bank charges and interest	957	
14,483	Subscriptions and Donations	12,575	

0	Taxation		0
(545,246)		<b>Total expenditure</b>	(543,904)
24,365		Surplus/Deficit for year	35,235
512,955		Amount of fund at beginning of year	537,320
537,320		Amount of fund at end of year	572,555

Account 3		Fund Account	
Name of account:		£	£
<b>Income</b>	From members		
	Investment income		
	Other income (specify)		
		<b>Total Income</b>	
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
			<b>Total Expenditure</b>
		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 11 to 16)

Account 4		Fund Account	
Name of account:		£	£
<b>Income</b>	From members		
	Investment income		
	Other income (specify)		
		<b>Total Income</b>	
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
			<b>Total Expenditure</b>
		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:		£	£
<b>Income</b>	From members		
	Investment income		
	Other income (specify)		
		<b>Total Income</b>	
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
			<b>Total Expenditure</b>
		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:		£	£
<b>Income</b>	From members		
	Investment income		
	Other income (specify)		
		<b>Total Income</b>	
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
			<b>Total Expenditure</b>
		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 2018

(see notes 19 and 20)

Previous Year		£	£
3,524	<b>Fixed Assets</b> (as at page 7)		2,184
	<b>Investments</b> (as per analysis on page 9)		
	Quoted (Market value £)		
	Unquoted		
	<b>Total Investments</b>		
	<b>Other Assets</b>		
198,508	Trade debtors	254,796	
40,901	Sundry debtors	80,385	
580,905	Cash at bank and in hand	548,891	
	Stocks of goods		
	Others (specify)		
820,314	<b>Total of other assets</b>	884,072	
823,838		<b>Total assets</b>	886,256
	Fund (Account)		
	Fund (Account)		
	Fund (Account)		
	Revaluation Reserve		
	<b>Liabilities</b>		
401	Tax payable	401	
22,329	Trade Creditors	17,826	
252,059	Sundry creditors (other creditors)	276,740	
11,729	Other liabilities	18,734	
286,518		<b>Total liabilities</b>	313,701
537,320		<b>Total assets</b>	572,555



## Fixed Assets Account

(see note 21)

	Land & Buildings	Fixtures & Fittings	Motor Vehicles & Equipment	Total
	£	£	£	£
<b>Cost or valuation</b>				
At start of period		87,016		87,016
Additions during period				
Less: Disposals during period				
Less: DEPRECIATION:		84,832		84,832
Total to end of period				
<b>Book amount at end of period</b>		2,184		2,184
Freehold				
Leasehold (50 or more years unexpired)				
Leasehold (less than 50 years unexpired)				
<b>As balance sheet</b>		2,184		2,184

## Analysis of investments

(see note 22)

		Other Funds £
<b>Quoted</b>	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	
<b>Unquoted</b>	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)

<b>Does the association, or any constituent part of the association, have a controlling interest in any limited company?</b>		YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If YES name the relevant companies:			
Company name	Company registration number (if not registered in England & Wales, state where registered)		
<b>Incorporated Employers' Associations</b>			
<b>Are the shares which are controlled by the association registered in the association's name</b>		YES <input type="checkbox"/>	NO <input type="checkbox"/>
If NO, please state the names of the persons in whom the shares controlled by the association are registered.			
Company name	Names of shareholders		
<b>Unincorporated Employers' Associations</b>			
<b>Are the shares which are controlled by the association registered in the names of the association's trustees?</b>		YES <input type="checkbox"/>	NO <input type="checkbox"/>
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 24 to 33)

	All funds except Political Funds £	Political Funds £	Total Funds £
<b>Income</b>			
From Members	626,814		626,814
From Investments			
Other Income (including increases by revaluation of assets)	268,100		268,100
<b>Total Income</b>	894,914		894,914
<b>Expenditure</b> (including decreases by revaluation of assets)			
<b>Total Expenditure</b>	(544,355)		(544,355)
<b>Funds at beginning of year</b> (including reserves)	537,320		537,320
<b>Funds at end of year</b> (including reserves)	572,555		572,555
<b>Assets</b>			
Fixed Assets			2,184
Investment Assets			-
Other Assets			884,072
<b>Total Assets</b>			886,256
<b>Liabilities</b>			
<b>Total Liabilities</b>			(313,701)
<b>Net assets (Total Assets less Total Liabilities)</b>			572,555

## Summary sheet

(see notes 24 to 33)

	All funds except Political Funds £	Political Funds £	Total Funds £
<b>Income</b>			
From Members	626,814		626,814
From Investments			
Other Income (including increases by revaluation of assets)	(47,675)		(47,675)
<b>Total Income</b>	579,139		579,139
<b>Expenditure</b> (including decreases by revaluation of assets)			
<b>Total Expenditure</b>	(543,904)		(543,904)
<b>Funds at beginning of year</b> (including reserves)	537,320		537,320
<b>Funds at end of year</b> (including reserves)	572,555		572,555
<b>Assets</b>			
Fixed Assets			2,184
Investment Assets			-
Other Assets			884,072
<b>Total Assets</b>			886,256
<b>Liabilities</b>			
<b>Total Liabilities</b>			(313,701)
<b>Net assets (Total Assets less Total Liabilities)</b>			572,555

# Notes to the accounts

(see note 34)

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
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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.

### 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 Members' subscriptions



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

## Accounting policies

(see notes 35 and 36)

### Signatures to the annual return including the accounts and balance sheet contained in the return.

(see notes 37 and 38)

<p>Secretary's Signature:</p>  <p>Name: <b>STEVE DAVISS</b></p> <p>Date: 15th October 2019</p>	<p>Chairman's Signature: (or other official whose position should be stated)</p>  <p>Name: <b>LEWIS MORE O'FERRALL</b></p> <p>Date: 16th October 2019</p>
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### Checklist

(see note 39)

(please tick as appropriate)

Has the return of change of officers been completed? (see Page 2)	Yes	<input checked="" type="checkbox"/>	No	
Has the list of officers been completed? (see page 2a)	Yes	<input checked="" type="checkbox"/>	No	
Has the return been signed? (see Note 38)	Yes	<input checked="" type="checkbox"/>	No	
Has the auditor's report been completed? (see Note 39)	Yes	<input checked="" type="checkbox"/>	No	
Is the rule book enclosed? (see Note 40)	Yes	<input checked="" type="checkbox"/>	No	
Has the summary sheet been completed? (see Notes 6 and 25 to 34)	Yes	<input checked="" type="checkbox"/>	No	

## Checklist for auditor's report

[\(see notes 40 to 44\)](#)

**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 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)

[See auditors report on audited accounts.](#)

2. 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)

[See auditors report on audited accounts.](#)

3. Your auditors or auditor must include in their report the following wording:

**In our opinion the financial statements:**

- **give a true and fair view of the matters to which they relate to.**
- **have been prepared in accordance with the requirements of the sections 28, 32 and 36 of the Trade Union and Labour Relations (consolidation) Act 1992.**

[See auditors report on audited accounts.](#)



**Auditor's report (continued)**

*See attached audited accounts*

Signature(s) of auditor or auditors:	<i>Moore Kingston Smith LLP</i>	
Name(s):	Moore Kingston Smith LLP	
Profession(s) or Calling(s):	Registered Auditors	
Address(es):	Moore Kingston Smith LLP Charlotte Building 17 Gresse Street London, W1T 1QL	
Date:	<i>22 October 2019</i>	
Contact name for enquiries and telephone number:	020 7304 4647	

N.B. When notes to the accounts are referred to in the auditor's report a copy of those notes must accompany this return.

# **Advertising Producers Association**

**Annual Report and Financial Statements**

**For the year ended 31 December 2018**

# Advertising Producers Association

## Officers and Advisers

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<b>Chief Executive</b>	S Davis
<b>Chairmen</b>	L More O'Ferrall J Hackney
<b>Council of Members</b>	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 J Guest
<b>Registered office</b>	47 Beak Street London W1F 9SE
<b>Auditors</b>	Moore Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL
<b>Bankers</b>	Coutts & Co 440 Strand London WC2R 0QS

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# Advertising Producers Association

## Contents

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	<b>Page</b>
Chief Executive's statement	1
Chief Executive's report	2
Independent auditor's report	3 - 5
Statement of comprehensive income	6
Balance sheet	7
Statement of changes in equity	8
Notes to the financial statements	9 - 13

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# Advertising Producers Association

## Chief Executive's Statement

For the year ended 31 December 2018

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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

17/09/2019

# Advertising Producers Association

## Chief Executive's Report

For the year ended 31 December 2018

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The chief executive presents the report and financial statements for the year ended 31 December 2018.

### **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.

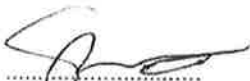
The chief executive has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of APA 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

17/09/2019

# Advertising Producers Association

## Independent Auditor's Report

### To the Members of Advertising Producers Association

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#### Opinion

We have audited the financial statements of Advertising Producers Association (the 'association') for the year ended 31 December 2018 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 2018 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

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#### **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 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

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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.

*Moore Kingston Smith LLP*

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

*27 September 2019*

**Chartered Accountants**  
**Statutory Auditor**

Charlotte Building  
17 Gresse Street  
London  
W1T 1QL

# Advertising Producers Association

## Statement of Comprehensive Income

For the year ended 31 December 2018

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	<b>2018</b>	<b>2017</b>
	<b>£</b>	<b>As restated £</b>
<b>Turnover</b>	894,914	847,612
Cost of sales	(315,775)	(278,001)
	<hr/>	<hr/>
<b>Gross profit</b>	579,139	569,611
Administrative expenses	(544,355)	(545,246)
	<hr/>	<hr/>
<b>Operating profit</b>	34,784	24,365
Interest receivable and similar income	451	-
	<hr/>	<hr/>
<b>Profit before taxation</b>	35,235	24,365
Taxation	-	-
	<hr/>	<hr/>
<b>Profit and total comprehensive income for the financial year</b>	<u>35,235</u>	<u>24,365</u>

# Advertising Producers Association

## Balance Sheet

As at 31 December 2018

	Notes	2018		2017 as restated	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	4		2,184		3,524
<b>Current assets</b>					
Debtors	5	335,181		239,409	
Cash at bank and in hand		548,891		580,905	
		<u>884,072</u>		<u>820,314</u>	
<b>Creditors: amounts falling due within one year</b>	6	<u>(313,701)</u>		<u>(286,518)</u>	
Net current assets			570,371		533,796
<b>Total assets less current liabilities</b>			<u>572,555</u>		<u>537,320</u>
<b>Capital and reserves</b>					
Profit and loss reserves			572,555		537,320

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 17/01/2019 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 2018

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	Notes	Profit and loss reserves £
<b>As restated for the period ended 31 December 2017:</b>		
<b>Balance at 1 January 2017</b>		512,955
<b>Year ended 31 December 2017:</b>		
Profit and total comprehensive income for the year as restated	9	24,365
<b>Balance at 31 December 2017</b>		<u>537,320</u>
<b>Year ended 31 December 2018:</b>		
Profit and total comprehensive income for the year		35,235
<b>Balance at 31 December 2018</b>		<u><u>572,555</u></u>

# Advertising Producers Association

## Notes to the Financial Statements

For the year ended 31 December 2018

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### 1 Accounting policies

#### Company information

Advertising Producers Association is a company limited by shares incorporated in England and Wales. The registered office is 47 Beak House, London, W1F 9SE.

#### 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.

# Advertising Producers Association

## Notes to the Financial Statements (Continued)

For the year ended 31 December 2018

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### 1 Accounting policies

(Continued)

#### 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.

#### 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 Members' subscriptions

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

### 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.

# Advertising Producers Association

## Notes to the Financial Statements (Continued)

For the year ended 31 December 2018

### 3 Employees

The average monthly number of persons (including the chief executive) employed by the company during the year was 6 (2017: 6).

### 4 Tangible fixed assets

	<b>Fixtures, fittings &amp; equipment £</b>
<b>Cost</b>	
At 1 January 2018	87,016
Disposals	(75,936)
At 31 December 2018	<u>11,080</u>
<b>Depreciation and impairment</b>	
At 1 January 2018	83,492
Depreciation charged in the year	1,340
Eliminated in respect of disposals	(75,936)
At 31 December 2018	<u>8,896</u>
<b>Carrying amount</b>	
At 31 December 2018	<u>2,184</u>
At 31 December 2017	<u>3,524</u>

### 5 Debtors

	<b>2018 £</b>	<b>2017 £</b>
<b>Amounts falling due within one year:</b>		
Trade debtors	254,796	198,508
Other debtors	80,385	40,901
	<u>335,181</u>	<u>239,409</u>

# Advertising Producers Association

## Notes to the Financial Statements (Continued)

For the year ended 31 December 2018

### 6 Creditors: amounts falling due within one year

	2018	2017
	£	as restated £
Trade creditors	17,826	22,329
Corporation tax	401	401
Other taxation and social security	18,734	11,729
Other creditors	276,740	252,059
	<u>313,701</u>	<u>286,518</u>

### 7 Related party transactions

No guarantees have been given or received.

At the balance sheet date, included in trade creditors were amounts due from APA Property Holdings Limited to the Advertising Producers Association of £nil (2017: £12,800) in respect of rent payable.

During the year, the Association made payments of £64,705 (2017: £62,713) to APA Property Holdings Limited for rent, rates and service charge. The amount due to the Advertising Producers Association was £13,498 (2017: £16,226) at the year end.

During the year, the Association incurred expenses amounting to £21,897 (2017: £5,497), being operating expenses recharged to CFP-E Europe, a related party due to the fact that the chairmen of CFP-E Europe are the same in the Advertising Producers Association.

### 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 2018

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### 9 Prior period adjustment

The prior year comparatives have been restated to reflect revenue relating to future financial periods as deferred income as masterclass income totalling £19,000 which relates to 2018 was included in turnover for 2017 in error.

#### Changes to the balance sheet

	At 31 December 2017		
	As previously reported	Adjustment	As restated
	£	£	£
<b>Creditors due within one year</b>			
Other creditors	(233,059)	(19,000)	(252,059)
<b>Capital and reserves</b>			
Profit and loss reserves	556,320	(19,000)	537,320

#### Changes to the profit and loss account

	Period ended 31 December 2017		
	As previously reported	Adjustment	As restated
	£	£	£
Turnover	866,612	(19,000)	847,612
Profit for the financial year	43,365	(19,000)	24,365

# Advertising Producers Association

Management Information

For the year ended 31 December 2018

# Advertising Producers Association

## Detailed Trading and Profit and Loss Account

For the year ended 31 December 2018

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		2018		2017
	£	£	£	as restated £
<b>Turnover</b>				
Members' subscriptions		626,814		627,700
APA show income		207,705		208,788
Other income		60,395		11,124
		<u>894,914</u>		<u>847,612</u>
<b>Cost of sales</b>				
Direct costs	315,775		278,001	
	<u>315,775</u>	(315,775)	<u>278,001</u>	(278,001)
<b>Gross profit</b>		<u>579,139</u>		<u>569,611</u>
<b>Administrative expenses</b>		(544,355)		(545,246)
<b>Operating profit</b>		<u>34,784</u>		<u>24,365</u>
<b>Investment revenues</b>				
Bank interest received	451		-	
	<u>451</u>	451	<u>-</u>	-
<b>Profit before taxation</b>		<u><u>35,235</u></u>		<u><u>24,365</u></u>

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# Advertising Producers Association

## Schedule of Administrative Expenses

For the year ended 31 December 2018

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	2018	2017
	£	£
<b>Administrative expenses</b>		
Wages and salaries	310,381	317,692
Social security costs	33,675	34,193
Staff training	28	113
Staff pension costs defined benefit	14,414	13,321
Management charge	7,120	-
Rent	64,705	62,713
Cleaning	1,909	1,635
Power, light and heat	1,816	2,240
Property repairs and maintenance	1,217	2,158
Premises insurance	4,369	5,160
Computer running costs	10,975	5,819
Leasing - plant and machinery	13,073	3,886
Travelling expenses	10,704	18,710
Professional subscriptions	12,575	14,483
Legal and professional fees	10	3,165
Accountancy	13,083	12,850
Audit fees	9,500	7,600
Charitable donations	1,105	-
Bank charges	1,408	1,259
Bad and doubtful debts	2,683	(3,904)
Insurance	808	-
Printing and stationery	2,327	5,500
Advertising	5,201	21,882
Telecommunications	6,814	6,885
Entertaining	13,115	5,937
Depreciation	1,340	1,949
	<hr/>	<hr/>
	544,355	545,246
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