

# Form AR27

## Trade Union and Labour Relations (Consolidation) Act 1992

### Annual Return for an Employers' Association

Name of Employers' Association:	Advertising Producers Association				
Year ended:	31 December 2020				
List No:					
Head or Main Office:	47 Beak Street				
	London				
Postcode	W1F 9SE				
Website address (if available)	<a href="https://www.a-p-a.net/">https://www.a-p-a.net/</a>				
Has the address changed during the year to which the return relates?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	('X' in appropriate box)
General Secretary:	N/A				
Contact name for queries regarding the completion of this return:	Stephen Davies				
Telephone Number:	0207 343 3651				
E-mail:	<a href="mailto:steve@a-p-a.net">steve@a-p-a.net</a>				

**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 1093602

You should sent the annual return to the following address stating the name of the union in subject:

For Employers' Associations based in England and Wales: [returns@certoffice.org](mailto:returns@certoffice.org)

For Employers' Associations based in Scotland: [ymw@tcyoung.co.uk](mailto:ymw@tcyoung.co.uk)

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# 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
27				27

## 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

# Officers in post

(see note 10)

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

Name of Officer	Position held
S Davies	Chief Executive
L More O'Ferrall	Chairman
J Hackney	Chairman
A Levene	Council Member
A D Lisser	Council Member
C Delaney	Council Member
D Thomas	Council Member
E Williams	Council Member
J Sorton	Council Member
J Tomkinson	Council Member
J Guest	Council Member
J Beckett	Council Member
J Coombes	Council Member
J Murell	Council Member
J Frankel	Council Member
J Marshall	Council Member
K Taylor	Council Member
L Pavey	Council Member
R Packer	Council Member
R Singh	Council Member
R Reynolds-MacLean	Council Member
S Wilson	Council Member
S Cooper	Council Member
S Shepherd	Council Member
S Dodd	Council Member
T Katz	Council Member
T Adams	Council Member

## Revenue Account / General Fund

(see notes 11 to 16)

Previous Year			£	£
	<b>Income</b>			
934,650	From Members	Subscriptions, levies, etc	772,344	772,344
	Investment income	Interest and dividends (gross)		
		Bank interest (gross)		
		Other (specify)		
		Total Investment Income		
	Other Income	Rents received		
		Insurance commission		
		Consultancy fees		
		Publications/Seminars		
		Miscellaneous receipts (specify)		
		Total of other income		
		<b>Total income</b>		<b>772,344</b>
		<b>Interfund Transfers IN</b>		
	<b>Expenditure</b>			
403,305	Administrative expenses	Remuneration and expenses of staff	420,002	420,002
77,527		Occupancy costs	100,885	100,885
2,732		Printing, Stationery, Post	1,233	1,233
7,346		Telephones	7,560	7,560
23,085		Legal and Professional fees	25,000	25,000
		Miscellaneous (specify)		
		Cost of sales	103,684	103,684
290,680		Computer running costs	15,372	15,372
13,536		Entertainment	8,221	8,221
16,926		Travel	6,997	6,997
21,098		Leasing	1,112	1,112
10,384				
		Total of Admin expenses		690,066
2,275	Other Charges	Bank charges	1,950	1,950
1,954		Depreciation	851	851
11,783		Sums written off	-27,216	-27,216
		Affiliation fees		
1,230		Donations		
		Conference and meeting fees		
		Expenses		
		Miscellaneous (specify)		
13,305		Subscriptions	19,100	19,100
5,339		Insurance	6,541	6,541
8,978		Advertising	5,865	5,865
		Forex gains and losses	-29	-29
		Total of other charges		7,062
	Taxation			
		<b>Total expenditure</b>		<b>697,128</b>
		<b>Interfund Transfers OUT</b>		
		Surplus/Deficit for year		75,216
		Amount of fund at beginning of year		595,722
		Amount of fund at end of year		670,938

**Accounts other than Revenue Account/General Fund**

(see notes 17 to 18)

Account 2		Fund Account	
Name of account:		£	£
<b>Income</b>			
From members			
Investment income			
Other Income (specify)			
[Greyed out area]			
		<b>Total Income</b>	
	<b>Interfund Transfers IN</b>		
<b>Expenditure</b>			
Administrative expenses			
Other expenditure (specify)			
[Greyed out area]			
		<b>Total Expenditure</b>	
	<b>Interfund Transfers OUT</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 3		Fund Account	
Name of account:		£	£
<b>Income</b>			
From members			
Investment income			
Other income (specify)			
[Greyed out area]			
		<b>Total Income</b>	
	<b>Interfund Transfers IN</b>		
<b>Expenditure</b>			
Administrative expenses			
Other expenditure (specify)			
[Greyed out area]			
		<b>Total Expenditure</b>	
	<b>Interfund Transfers OUT</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 Revenue Account/General Fund**

(see notes 17 to 18)

Account 4		Fund Account	
Name of account:		£	£
<b>Income</b>			
From members			
Investment income			
Other income (specify)			
		<b>Total Income</b>	
<b>Interfund Transfers IN</b>			
<b>Expenditure</b>			
Administrative expenses			
Other expenditure (specify)			
		<b>Total Expenditure</b>	
<b>Interfund Transfers OUT</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>Interfund Transfers IN</b>			
<b>Expenditure</b>			
Administrative expenses			
Other expenditure (specify)			
		<b>Total Expenditure</b>	
<b>Interfund Transfers OUT</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 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>Interfund Transfers IN</b>		
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
	<b>Total Expenditure</b>		
	<b>Interfund Transfers OUT</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 7		Fund Account	
Name of account:		£	£
<b>Income</b>	From members		
	Investment income		
	Other income (specify)		
	<b>Total Income</b>		
	<b>Interfund Transfers IN</b>		
<b>Expenditure</b>	Administrative expenses		
	Other expenditure (specify)		
	<b>Total Expenditure</b>		
	<b>Interfund Transfers OUT</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 2020 ]**

(see notes 19 and 20)

Previous Year		£	£
2,213	<b>Fixed Assets</b> (as at Page 8)	2,112	2,112
	<b>Investments</b> (as per analysis on page 9)		
	Quoted (Market value £ ) as at Page 9		
	Unquoted (Market value £ ) as at Page 9		
	<b>Total Investments</b>		
	<b>Other Assets</b>		
317,809	Sundry debtors	217,321	217,321
686,694	Cash at bank and in hand	829,229	829,229
	Stocks of goods		
	Others (specify)		
	<b>Total of other assets</b>	1,046,550	1,046,550
	<b>Total Assets</b>		1,048,662
595,722	Revenue Account/ General Fund	670,938	
	Revaluation Reserve		
	<b>Liabilities</b>		
-410,994	Total Creditors	-377,724	
	<b>Total Liabilities</b>		-377,724
		<b>Total Assets</b>	1,048,662

## Fixed Assets account

(see note 21)

	Land and Buildings	Fixtures & Fittings	Motor Vehicles & Equipment	Total £
<b>Cost or Valuation</b>				
At start of period			3,141	3,141
Additions during period			750	750
Less: Disposals				
Less: Depreciation			-1,779	-1,779
Total to end of period			2,112	2,112
<b>Book Amount</b> at end of period			2,112	2,112
Freehold				
Leasehold (50 or more years unexpired)				
Leasehold (less than 50 years unexpired)				
<b>Total of Fixed Assets</b>			2,112	2,112

# Analysis of Investments

(see note 22)

Quoted		Other Funds
	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 investments (to be specified)	
	Total Unquoted (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 note 23)

Does the association, or any constituent part of the association, have a controlling interest in any limited company?

Yes		No	<b>X</b>
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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	
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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	
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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	Total Funds
		£
<b>Income</b>		
From Members	772,344	772,344
From Investments		
Other Income (including increases by revaluation of assets)		
<b>Total Income</b>	772,344	772,344
<b>Expenditure</b> (including decreases by revaluation of assets)		
<b>Total Expenditure</b>	697,128	697,128
<b>Funds at beginning of year</b> (including reserves)	595,722	595,722
<b>Funds at end of year</b> (including reserves)	670,938	670,938
<b>ASSETS</b>		
Fixed Assets		2,112
Investment Assets		
Other Assets		1,046,550
<b>Total Assets</b>		1,048,662
<b>Liabilities</b>		
<b>Total Liabilities</b>		377,724
<b>Net Assets (Total Assets less Total Liabilities)</b>		670,938

# Summary Sheet

(see notes 24 to 33)


		All Funds	Total Funds
		£	£
<b>Income</b>			
From Members			
From Investments			
Other Income (including increases by revaluation of assets)			
	<b>Total Income</b>		
<b>Expenditure</b> (including decreases by revaluation of assets)			
	<b>Total Expenditure</b>		
<b>Funds at beginning of year</b> (including reserves)			
<b>Funds at end of year</b> (including reserves)			
<b>ASSETS</b>			
	Fixed Assets		
	Investment Assets		
	Other Assets		
	<b>Total Assets</b>		
<b>Liabilities</b>			
	<b>Total Liabilities</b>		
<b>Net Assets (Total Assets less Total Liabilities)</b>			

## Notes to the accounts

(see note 34)

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

See attached accounts



## Accounting policies

(see notes 35 & 36)


See attached accounts

## Signatures to the annual return

(see notes 37 and 38)

Including the accounts and balance sheet contained in the return.

**Please copy and paste your electronic signature here**

Secretary's Signature:	Steve Davies	Chairman's Signature:	
	Chief Executive		(or other official whose position should be stated)
Name:	S DAVIES	Name:	L MORE O'FERRALL
Date:	20th December 2021	Date:	<b>21.12.2021</b>

## Checklist

(see note 39)

(please enter 'X' as appropriate)

Is the return of officers attached? (see Page 2)	Yes	<b>X</b>	No	
Has the list of officers been completed? (see Page 2A)	Yes	<b>X</b>	No	
Has the return been signed? (see Note 37)	Yes	<b>X</b>	No	
Has the auditor's report been completed? (see Note 41)	Yes	<b>X</b>	No	
Is the rule book enclosed? (see Note 39)	Yes	<b>X</b>	No	
Has the summary sheet been completed? (see Notes 6 and 24 to 33)	Yes	<b>X</b>	No	



## Checklist for auditor's report

(see notes 41 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)

Please explain in your report overleaf or attached.

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)

Please explain in your report overleaf or attached.

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.

## Auditor's report (continued)

See attached audited accounts

Signature(s) of auditor or auditors:



Name(s):

Arram Berlyn Gardner LLP

Profession(s) or Calling(s):

Statutory Auditor and chartered accountants

Address(es)

30 City Road  
London  
EC1Y 2AB

Date:

22/12/2021

Contact name for enquiries and telephone number:

2073300000

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 2020**

# ADVERTISING PRODUCERS ASSOCIATION

## OFFICERS AND ADVISERS

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<b>Chief Executive</b>	S Davies
<b>Chairmen</b>	L More O'Ferrall J Hackney
<b>Council of Members</b>	S Davies L More O'Ferrall J Hackney A Levene A D Lisser C Delaney D Thomas E Williams J Sorton J Tomkinson J Guest J Beckett J Coombes J Murell J Frankel J Marshall K Taylor L Pavey R Packer R Singh R Reynolds-MacLean S Wilson S Cooper S Shepherd S Dodd T Katz T Adams
<b>Auditor</b>	Arram Berlyn Gardner LLP 30 City Road London EC1Y 2AB London EC1Y 2AB
<b>Registered office</b>	47 Beak Street London W1F 9SE
<b>Bankers</b>	Coutts & Co 440 Strand London WC2R 0QS

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# ADVERTISING PRODUCERS ASSOCIATION

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# ADVERTISING PRODUCERS ASSOCIATION

## CHIEF EXECUTIVE'S STATEMENT

### FOR THE YEAR ENDED 31 DECEMBER 2020

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2020 was an extraordinary year for the APA, its members and the world.

Covid caused a virtual shutdown of commercials production and economic activity from March onwards, with lockdowns- advice or instruction from the Government plus fear of Coronavirus- from March onwards.

The APA had a critical role to play, first in Zoom calls with members, as we discussed how their businesses could manage without any income during March/April, helping them with reducing costs and sharing information across those calls between members as to how they had saved money through the operation of the Governments furlough scheme and negotiations with landlords and councils to discount or delay rent and rates.

We sought to get the industry moving as quickly as possible and developed two key structures for doing that- firstly, the APA Covid Shooting Guidelines, which set out how production companies could produce commercials safely and responsibly and within the law and Government guidelines.

Those gave agencies and advertisers, as well as APA members confidence that it was responsible to recommence shooting.

Secondly through the Tripartite Agreement on Covid costs with ISBA and the IPA, by which clients agreed to take responsibility for additional/extra production costs arising from Covid related postponements and cancellations.

The responsibility of APA members was to do everything in their power to avoid cancellations and to mitigate costs in the case of delay or postponement.

This is something they did with great success, so from July when the industry became busy again, production companies avoided cancellations and built the confidence of clients and agencies that they could produce without incurring abortive costs.

The Covid guidelines needed revising on each occasion the Government revised the law or guidance and there were significant issues in helping members manage Covid risks and exploring issues around travel and shooting abroad.

For our members then an incredibly challenging year but their resilience and adaptability saw them through and they survived the year.

We had fewer events because of Covid of course- the APA Show, Cannes and the industries other big events, were all postponed and that is reflected in our accounts in comparison to 2019.

The APA's profit and loss account met our expectations of a healthy profit margin to ensure no losses and build reserves.

On behalf of the board

.....  
Steve Davies  
S Davies  
**Chief Executive**  
.....  
20th December 2021

# ADVERTISING PRODUCERS ASSOCIATION

## CHIEF EXECUTIVE'S REPORT

**FOR THE YEAR ENDED 31 DECEMBER 2020**

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The directors present their annual report and financial statements for the year ended 31 December 2020.

### 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). Under law the chief executive must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the association and of the profit or loss of the association 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 the association will continue in business.

The chief executive is responsible for keeping adequate accounting records that are sufficient to show and explain the association's transactions and disclose with reasonable accuracy at any time the financial position of the association. They are also responsible for safeguarding the assets of the association and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### Statement of disclosure to auditor

So far as each person who was a chief executive at the date of approving this report is aware, there is no relevant audit information of which the association's auditor is unaware. Additionally, the chief executive has taken all the necessary steps that they ought to have taken as a chief executive in order to make themselves aware of all relevant audit information and to establish that the association's auditor is aware of that information.

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

On behalf of the board

Steve Davies  
.....

S Davies

**Chief Executive**

20th December 2021

Date: .....  
Type text here

# 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 2020 which comprise the income statement, the statement of financial position, the statement of changes in equity 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 2020 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 requirements of the sections 28, 32 and 36 of the Trade Union and Labour Relations (consolidation) 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

In auditing the financial statements, we have concluded that the council members' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the association's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the council members' with respect to going concern are described in the relevant sections of this report.

#### 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 were 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 Council Members**

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 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 association 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.

#### **The extent to which the audit was considered capable of detecting irregularities including fraud**

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the association through discussions with the chief executive and other management, and from our commercial knowledge and experience of the industry;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the association, including the Trade Union and Labour Relations Act;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting relevant correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

# ADVERTISING PRODUCERS ASSOCIATION

## INDEPENDENT AUDITOR'S REPORT (CONTINUED)

### TO THE MEMBERS OF ADVERTISING PRODUCERS ASSOCIATION

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We assessed the susceptibility of the association's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- understanding the business model as part of the control and business environment;
- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing minutes of council meetings.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

#### Use of our report

This report is made solely to the association's members, as a body, in accordance with the Trade Union and Labour Relations Act. Our audit work has been undertaken so that we might state to the association's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the association and the association's members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Sarah Wilson FCA (Senior Statutory Auditor)**  
**For and on behalf of Arram Berlyn Gardner LLP**

22/12/2020

.....

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

30 City Road  
London  
EC1Y 2AB

# ADVERTISING PRODUCERS ASSOCIATION

## INCOME STATEMENT

*FOR THE YEAR ENDED 31 DECEMBER 2020*

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	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Turnover</b>	772,344	934,650
Cost of sales	(103,684)	(290,680)
	<hr/>	<hr/>
<b>Gross profit</b>	668,660	643,970
Administrative expenses	(593,444)	(620,803)
	<hr/>	<hr/>
<b>Profit before taxation</b>	75,216	23,167
Tax on profit	-	-
	<hr/>	<hr/>
<b>Profit for the financial year</b>	<u>75,216</u>	<u>23,167</u>

# ADVERTISING PRODUCERS ASSOCIATION

## STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
<b>Fixed assets</b>					
Tangible assets	4		2,112		2,213
<b>Current assets</b>					
Debtors	5	217,321		317,809	
Cash at bank and in hand		829,229		686,694	
		<u>1,046,550</u>		<u>1,004,503</u>	
<b>Creditors: amounts falling due within one year</b>	6	<u>(377,724)</u>		<u>(410,994)</u>	
<b>Net current assets</b>			<u>668,826</u>		<u>593,509</u>
<b>Total assets less current liabilities</b>			<u><u>670,938</u></u>		<u><u>595,722</u></u>
<b>Capital and reserves</b>					
Profit and loss reserves			<u>670,938</u>		<u>595,722</u>

The financial statements were approved by the board of directors and authorised for issue on [20/12/2021](#) and are signed on its behalf by:

Steve Davies  
.....  
S Davies  
Chief Executive

  
.....  
L More O'Ferrall  
Chairman

# ADVERTISING PRODUCERS ASSOCIATION

## STATEMENT OF CHANGES IN EQUITY

*FOR THE YEAR ENDED 31 DECEMBER 2020*

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	<b>Profit and loss reserves £</b>
<b>Balance at 1 January 2019</b>	572,555
<b>Year ended 31 December 2019:</b>	
Profit and total comprehensive income for the year	23,167
	<hr/>
<b>Balance at 31 December 2019</b>	595,722
<b>Year ended 31 December 2020:</b>	
Profit and total comprehensive income for the year	75,216
	<hr/>
<b>Balance at 31 December 2020</b>	670,938
	<hr/> <hr/>

# ADVERTISING PRODUCERS ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 31 DECEMBER 2020**

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### 1 Accounting policies

#### Association information

Advertising Producers Association is an association registered under the Trade Union and Labour Relations Act. 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 Trade Union and Labour Relations Act. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

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 £.

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

#### 1.2 Going concern

These financial statements are prepared on the going concern basis. The worldwide Corona-virus pandemic (COVID-19) has impacted the business, as many physical member events and shows have been unable to take place. The council members have considered the impact of COVID-19 on the business and have a reasonable expectation that the company will continue in operational existence for the foreseeable future. The company has a healthy balance sheet and access to resources (internal and government packages aimed at small businesses) to meet its liabilities. The council members therefore continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Turnover

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

Membership income is recognised upon subscription or renewal and deferred over the period of membership which is usually 12 months. Amounts relating to future financial periods are carried forward as deferred income.

Revenue in respect of show and event income is recognised in the month that the show or event is held. Sponsorship income is recognised over the period to which the sponsorship relates.

#### 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 and fittings	25% straight line
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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 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.

# ADVERTISING PRODUCERS ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 1 Accounting policies

(Continued)

##### 1.6 Financial instruments

The association has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the association's statement of financial position when the association becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Classification of financial liabilities**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

##### **Basic financial liabilities**

Basic financial liabilities, including creditors, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### 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 income statement 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 association's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

# ADVERTISING PRODUCERS ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

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### 1 Accounting policies

(Continued)

#### 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.

Termination benefits are recognised immediately as an expense when the association is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

The cost of providing benefits under defined benefit plans is determined separately for each plan using the projected unit credit method, and is based on actuarial advice.

The change in the net defined benefit liability arising from employee service during the year is recognised as an employee cost. The cost of plan introductions, benefit changes, settlements and curtailments are recognised as an expense in measuring profit or loss in the period in which they arise.

#### 1.10 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss 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 leases asset are consumed.

#### 1.11 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 in the period are included in profit or loss.

### 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.



# ADVERTISING PRODUCERS ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 3 Employees

The average monthly number of persons (including the chief executive) employed by the association during the year was:

	2020 Number	2019 Number
Total	5	6

#### 4 Tangible fixed assets

	Plant and machinery etc £
<b>Cost</b>	
At 1 January 2020	3,141
Additions	750
At 31 December 2020	3,891
<b>Depreciation and impairment</b>	
At 1 January 2020	928
Depreciation charged in the year	851
At 31 December 2020	1,779
<b>Carrying amount</b>	
At 31 December 2020	2,112
At 31 December 2019	2,213

#### 5 Debtors

	2020 £	2019 £
<b>Amounts falling due within one year:</b>		
Trade debtors	186,457	206,462
Other debtors	30,864	111,347
	217,321	317,809

# ADVERTISING PRODUCERS ASSOCIATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

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

	2020	2019
	£	£
Trade creditors	21,940	36,798
Taxation and social security	29,373	40,403
Other creditors	326,411	333,793
	<u>377,724</u>	<u>410,994</u>

### 7 Operating lease commitments

#### Lessee

At the reporting end date the association had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

2020	2019
£	£
238,382	302,032
<u>238,382</u>	<u>302,032</u>

### 8 Related party transactions

#### Transactions with related parties

During the year the association entered into the following transactions with related parties:

	Rent, rates and service charges	
	2020	2019
	£	£
Other related parties	96,028	71,925
	<u>96,028</u>	<u>71,925</u>

The following amounts were outstanding at the reporting end date:

	2020	2019
	£	£
Amounts due from related parties		
Other related parties	22,536	39,538
	<u>22,536</u>	<u>39,538</u>

**ADVERTISING PRODUCERS ASSOCIATION  
MANAGEMENT INFORMATION  
FOR THE YEAR ENDED 31 DECEMBER 2020**

# ADVERTISING PRODUCERS ASSOCIATION

## DETAILED TRADING AND PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2020

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	£	2020 £	£	2019 £
<b>Turnover</b>				
Sales of services		772,344		934,650
<b>Cost of sales</b>				
<i>Purchases and other direct costs</i>				
Direct costs	103,684		290,680	
Total purchases and other direct costs	<u>103,684</u>		<u>290,680</u>	
Total cost of sales		<u>(103,684)</u>		<u>(290,680)</u>
<b>Gross profit</b>		668,660		643,970
<b>Administrative expenses</b>		<u>(593,444)</u>		<u>(620,803)</u>
<b>Operating profit</b>		<u><u>75,216</u></u>		<u><u>23,167</u></u>

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# ADVERTISING PRODUCERS ASSOCIATION

## SCHEDULE OF ADMINISTRATIVE EXPENSES

FOR THE YEAR ENDED 31 DECEMBER 2020

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	2020	2019
	£	£
<b>Administrative expenses</b>		
Wages and salaries	362,777	350,433
Social security costs	36,384	35,789
Staff welfare	741	-
Staff training	638	35
Staff pension costs defined contribution	15,299	14,894
Management charge	4,163	2,154
Rent re operating leases	96,028	73,153
Cleaning	840	1,673
Power, light and heat	2,809	1,433
Property repairs and maintenance	1,208	1,268
Computer running costs	15,372	13,536
Leasing - plant and machinery	1,112	10,384
Travelling expenses	6,997	21,098
Professional subscriptions	19,100	13,305
Legal and professional fees	2,100	410
Accountancy	14,400	14,175
Audit fees	8,500	8,500
Charitable donations	-	1,230
Bank charges	1,950	2,275
Bad and doubtful debts	(27,216)	11,783
Insurances	6,541	5,339
Printing and stationery	1,233	2,732
Advertising	5,865	8,978
Telecommunications	7,560	7,346
Entertaining	8,221	16,926
Sundry expenses	1	-
Depreciation	851	1,954
Profit or loss on foreign exchange	(30)	-
	<hr/>	<hr/>
	593,444	620,803
	<hr/> <hr/>	<hr/> <hr/>

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