

# **ADVERTISING ASSOCIATION**

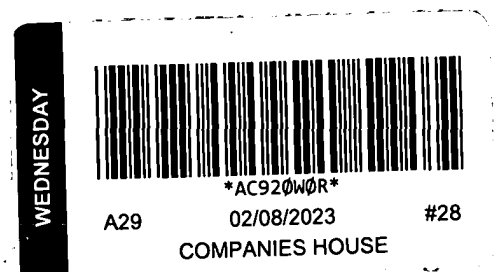
## **The Advertising Association**

**Annual Report & Financial Statements  
31 December 2022**

**Company Number: 00211587**

**Orwell House, 16-18 Berners Street, London, W1T 3LNH 9LT**

**[www.adassoc.org.uk](http://www.adassoc.org.uk)**



## **DIRECTORS AND OFFICERS**

### **Chairman**

ANNETTE KING  
Chief Executive, Publicis Groupe UK

### **Vice-Chairman**

JONATHAN MARK ALLAN  
Chief Operating Officer, Channel Four

### **Chief Executive**

STEPHEN WOODFORD

### **Hon. Treasurer**

CHARLOTTE FRIJNS  
Global Chief Financial Officer, Mediacom

### **Company Secretary**

DANIELLE WILSON  
Finance Director, Advertising Association

### **Internet Advertising Bureau**

JONATHAN MEW  
Chief Executive, IAB UK

### **Cinema Advertising Association**

KATHRYN JACOB  
Chair, Cinema Advertising Association

### **Professional Publishers Association**

OWEN MEREDITH  
Managing Director, PPA

### **Professional Publishers Association**

SAJEEDA MERALI  
Chief Executive, PPA

### **McCann Manchester Limited**

KAREN JANE BUCHANAN  
Chief Executive, McCann

### **RadioCentre**

MATTHEW JOHN PAYTON  
Chief Executive, RadioCentre

## **AA BOARD MEMBERS**

### **Data & Marketing Association**

CHRIS COMBEMALE  
Chief Executive, DMA

### **Incorporated Society of British Advertisers**

PHILIP RABY SMITH  
Director-General, ISBA

### **Institute of Practitioners in Advertising**

PAUL BAINSAIR  
Director-General, IPA

## **The following resigned as directors:**

RONAN HARRIS (27 October 2022)

## THE DIRECTORS' REPORT

The directors have pleasure in presenting their report and the financial statements of the company for the year ended 31 December 2022.

### Activities and Objectives

The Advertising Association promotes the role, rights and responsibilities of advertising and its impact on individuals, the economy and society. We are the only organisation that brings together agencies, advertisers and their brands and media to combine strengths and seek consensus on the issues that affect them. Through wide-reaching engagement and evidence-based debate we aim to build trust and maximise the value of advertising for all concerned.

### Financial Results

The Advertising Association's subscription income for 2022 was £1,737,379 (2021 - £1,663,337), with other operating income of £1,791,374 (2021 - £840,988), making a total of £3,528,753 (2021 - £2,504,325). Against this, expenditure for 2022 amounted to £3,499,704 (2021 - £2,473,788). For full details of the Accounts and Notes to the Accounts, see pages 8 to 21.

### Responsibilities for the Accounts

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors 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 company and of the profit or loss of the company for that year. In preparing these financial statements, the directors are 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 company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Each person who is a director at the date of approval of this report confirms that:

- so far as each director is aware, there is no relevant audit information of which the company's auditor is unaware; and
- each director has taken all steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of that information.

### Directors and Officers

Directors and Officers are listed on page 2.

The company maintains insurance providing qualifying indemnity provision for the board of directors.

### Auditor

Under section 487(2) of the Companies Act 2006, Menzies LLP will be deemed to have been reappointed as auditors 28 days after these financial statements were sent to members or 28 days after the latest date prescribed for filing the accounts with the registrar, whichever is earlier.

### **Going Concern**

Taking into account the reserves of the association, anticipated recurring income and detailed forecasting, the directors are confident that the company will remain as a Going Concern for at least twelve months from the date of approval of these accounts.

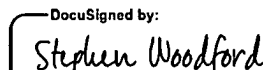
### **Small Company Provisions**

This report has been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

Signed on behalf of the directors:

DocuSigned by:  
  
F63693FE1AC240A  
**ANNETTE KING**  
Chairman

Dated: 28-Jul-2023

DocuSigned by:  
  
64A0400D0429427  
**STEPHEN WOODFORD**  
Chief Executive

## **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE ADVERTISING ASSOCIATION**

### **Opinion**

We have audited the financial statements of The Advertising Association (the 'company') for the year ended 31 December 2022 which comprise the Profit and Loss Account, the Balance Sheet, and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 company's affairs as at 31 December 2022, 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 Companies Act 2006.

### **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 company 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 director's 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 company'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 directors with respect to going concern are described in the relevant sections of this report.

### **Other information**

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

## **INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE ADVERTISING ASSOCIATION (Continued)**

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 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 directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

### **Responsibilities of directors**

As explained more fully in the directors' responsibilities statement set out on pages 3 and 4, the directors 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 directors 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 directors are responsible for assessing the company'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 directors 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- The Company is subject to laws and regulations that directly affect the financial statements including financial reporting legislation. We determined that the following laws and regulations were most significant including the Employment Rights Act 1996, the Health and Safety at Work Act 1974 and the Data Protection Act 2018. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items.
- We understood how the Company is complying with those legal and regulatory frameworks by, making inquiries to management, those responsible for legal and compliance procedures and the company secretary. We corroborated our inquiries through our review of board minutes.
- The engagement partner assessed whether the engagement team collectively had the appropriate competence and capabilities to identify or recognize non-compliance with laws and regulations. The assessment did not identify any issues in this area.

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE ADVERTISING ASSOCIATION (Continued)

- We assessed the susceptibility of the Company financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included:
  - Identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud;
  - Understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process;
  - Challenging assumptions and judgments made by management in its significant accounting estimates; and
  - Identifying and testing journal entries, in particular any journal entries posted with unusual account combinations.
- As a result of the above procedures, we considered the opportunities and incentives that may exist within the organisation for fraud and identified the greatest potential for fraud in the following areas:
  - Posting of unusual journals
  - Posting of fraudulent payments and receipts in the accounting software
  - Authorisation, processing, and payment of fraudulent expenses
  - Timing of revenue recognition

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>.

### Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company'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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

DocuSigned by:

*Janice Matthews*

**Janice Matthews**, Senior Statutory Auditor  
For and on behalf of Menzies LLP, Statutory Auditor  
Centrum House  
36 Station Road  
Egham  
Surrey  
TW20 9LF

Dated: 01-Aug-2023

## The Advertising Association

**PROFIT AND LOSS ACCOUNT AND STATEMENT OF RETAINED EARNINGS FOR THE YEAR  
ENDED 31 DECEMBER 2022**

	Note	2022	2021
		£	£
Turnover	5	1,737,379	1,663,337
Other operating income	6	1,791,374	840,988
		<u>3,528,753</u>	<u>2,504,325</u>
Staff costs	7	(1,717,006)	(1,430,038)
Depreciation	9	(6,506)	(5,619)
Other operating charges	8	(1,776,192)	(1,038,131)
		<u>(3,499,704)</u>	<u>(2,473,788)</u>
Operating profit		<u>29,049</u>	<u>30,537</u>
Bank interest receivable		<u>230</u>	<u>87</u>
Profit on ordinary activities before taxation	9	<u>29,279</u>	<u>30,624</u>
Tax on profit on ordinary activities	10	<u>-</u>	<u>-</u>
Profit for the financial year		<u>29,279</u>	<u>30,624</u>
Retained profits at 1 January		<u>624,313</u>	<u>593,689</u>
Retained profits at 31 December		<u>653,592</u>	<u>624,313</u>

All the activities of the company are classed as continuing.

A statement of comprehensive income has not been prepared as there are no gains or losses other than those dealt with in the profit and loss account.

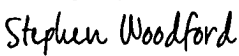
The notes on pages 10 to 18 form part of these financial statements.

**The Advertising Association**  
**BALANCE SHEET AS AT 31 DECEMBER 2022**

	Note	2022 £	2022 £	2021 £	2021 £
<b>Fixed assets:</b>					
Tangible assets	11		5,916		5,440
Investments	12		1		1
			<u>5,917</u>		<u>5,441</u>
<b>Current assets:</b>					
Debtors	13	1,244,580		1,417,673	
Cash at bank and in hand		394,555		568,168	
		<u>1,639,135</u>		<u>1,985,841</u>	
Creditors: amounts falling due within one year	14	976,460		1,366,969	
		<u></u>		<u></u>	
<b>Net current assets</b>			<u>662,675</u>		<u>618,872</u>
<b>Total assets less current liabilities</b>			<u>668,592</u>		<u>624,313</u>
<b>Provisions</b>	20		(15,000)		-
			<u></u>		<u></u>
<b>Net assets</b>			<u>653,592</u>		<u>624,313</u>
<b>Reserves</b>					
Retained profit			653,592		624,313
			<u>653,592</u>		<u>624,313</u>

The company's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime. The notes on pages 10 to 17 form part of these financial statements.

These financial statements were approved by the Directors and authorised for issue and are signed on their behalf by:

DocuSigned by:  
  
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**Stephen Woodford**  
 Chief Executive

DocuSigned by:  
  
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**Annette King**  
 Chairman

**Dated:** 28-Jul-2023

Company Number 00211587

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**

**1 Company Information**

The Advertising Association is a private limited company by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1. The Advertising Association is incorporated in England and Wales. The registered office is Orwell House, 16-18 Berners Street, London, W1T 3LN.

The company is a Public Benefit Entity defined by FRS102.

**2 Basis of preparation**

These financial statements have been prepared in accordance with applicable United Kingdom accounting standards, including Financial Reporting Standard 102 – 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' ('FRS 102'), and with the Companies Act 2006. The financial statements have been prepared on the historical cost basis. The financial statements are presented in Sterling (£) and are rounded to the nearest £.

**Going concern**

After reviewing the company's forecasts and projections, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. The company therefore continues to adopt the going concern basis in preparing its consolidated financial statements.

**3 Significant judgments and estimates**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

In the opinion of the directors there are no significant estimates or areas of judgement that would have a material impact on the financial statements.

**4 Principal accounting policies**

**4.1 Tangible Assets**

Tangible fixed assets are measured at cost less accumulated depreciation.

Depreciation is calculated to write down the cost less estimated residual value of all tangible fixed assets over their expected useful lives using the straight-line method.

The rates applicable are:

Office machinery	- 3 years
Furniture, fixtures & fittings	- 5 years
Leasehold improvements	- period of lease

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable.

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
**(continued)**

**4.2 Debtors**

Short term debtors are measured at transaction price, less any impairment.

**4.3 Creditors**

Short term creditors are measured at the transaction price.

**4.4 Taxation**

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantially enacted by the balance sheet date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future, with the following exceptions:

Provision is made for the gains on disposal of fixed assets that have been rolled over into replacements assets only where, at the balance sheet date, there is a commitment to dispose of the replacements assets.

Provision is made for gains on revalued fixed assets only where there is a commitment to dispose the revalued assets and the attributable gain can neither be rolled over nor eliminated by capital losses.

Deferred tax assets are only recognised to the extent that the directors consider it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on a non-discounted basis at the tax rates that are expected to apply in the periods in which the timing differences reverse, based on tax rates and laws enacted or substantively enacted by the balance sheet date.

**4.5 Leases**

Rentals paid under operating leases are charged in the profit and loss account on a straight line basis over the term of the lease.

**4.6 Pensions**

The company utilises a defined contribution scheme. Contributions are charged to the profit and loss account so as to spread the cost of the pensions over the employees' working lives within the company.

**4.7 Cash Flow Statement**

The company is exempt under FRS 102 and has not produced a cash flow statement.

**4.8 Turnover**

Turnover represents general subscription income due and is stated net of value added tax. Income is recognised in the period to which the subscription relates and income received in respect of future periods is carried forward as deferred income.

**4.9 Other Operating Income**

Other operating income represents monies from holding courses and seminars, publications and other income, and is stated net of value added tax. Income recognised in the period in which the course is held or service provided. Income in relation to future periods is carried forward in deferred income.

**4.10 Employee benefits**

Short-term employee benefits and contributions to defined contribution plans are recognised as an expense in the period in which they are incurred.

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
 (continued)

**4.11 Foreign currency translation**

**Transactions and balances**

In preparing the financial statements of the company, transactions in currencies other than the functional currency are recognised at the spot rate at the dates of the transactions. At the end of each reporting period, monetary items denominated in foreign currencies are retranslated at the rates prevailing at that date.

**4.12 Consolidation**

In the opinion of the directors, the company and its subsidiary undertakings comprise a small group. The company has, therefore, taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts.

**4.13 Provisions**

Provisions are recognised when the company has an obligation at the balance sheet date as a result of a past event, it is probable that an outflow of economic benefits will be required in settlement and the amount can be reliably estimated.

**5 Revenue**

All the company's income arises from the rendering of membership services.

**6 Other operating income**

	2022 £	2021 £
Other operating income, analysed by category, was as follows:		
Publications	127,626	101,714
Courses & Seminars	295,525	-
All In / BRiM	160,000	131,471
Events	283,810	119,314
Ad Net Zero	478,523	218,358
UKAEG	230,865	129,594
Other income	118,799	65,686
Advertising Information Group	23,401	12,303
Recovery of Overhead	72,825	62,548
	<u>1,791,374</u>	<u>840,988</u>

The surplus on publications relates to co-publishing ventures.

**7 (a) Directors and employees**

	2022 £	2021 £
Staff costs during the year were as follows:		
Salaries	1,366,268	1,147,522
Social security costs	205,446	181,016
Pension costs	101,126	68,483
Life assurance and permanent health insurance costs	24,063	18,091
Private health costs	20,103	14,926
	<u>1,717,006</u>	<u>1,430,038</u>

The average monthly number of employees during the year was 25.6 (2021 - 21.8).

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
**(continued)**

**7 (b) Directors' emoluments**

Remuneration in respect of directors was as follows:	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Emoluments	<b>266,880</b>	<b>261,661</b>
Value of company pension contributions to money purchase scheme	<b>-</b>	<b>-</b>
	<b><u>266,880</u></b>	<b><u>261,661</u></b>

The highest paid director received remuneration totalling £266,880 (2021 - £261,661)

The number of directors who accrued benefits under the company pension schemes was as follows:

	<b>2022</b>	<b>2021</b>
	<b>No.</b>	<b>No.</b>
Money purchase scheme	<b>1</b>	<b>1</b>

**8 Other operating charges**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Other operating charges comprise:		
Commercial & Member Relations	<b>31,359</b>	<b>27,293</b>
Administration & Overhead	<b>567,855</b>	<b>232,404</b>
Information & Strategy	<b>86,918</b>	<b>53,738</b>
Communications & Industry Affairs	<b>156,067</b>	<b>142,069</b>
Courses & Seminars	<b>191,623</b>	<b>-</b>
Events	<b>250,385</b>	<b>122,925</b>
Advertising Information Group	<b>11,732</b>	<b>3,361</b>
Food Advertising Working Group	<b>29,000</b>	<b>10,122</b>
UKAEG	<b>60,667</b>	<b>129,594</b>
Ad Net Zero	<b>336,573</b>	<b>157,669</b>
All In/ BRiM	<b>39,013</b>	<b>158,956</b>
Provision for dilapidations	<b>15,000</b>	<b>-</b>
	<b><u>1,776,192</u></b>	<b><u>1,038,131</u></b>

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
 (continued)

**9 Profit on ordinary activities before taxation**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
This is stated after charging:		
Depreciation	<b>6,506</b>	5,619
Auditors' remuneration – audit of financial statements	<b>15,035</b>	8,635
Auditors' remuneration – taxation compliance services	<b>1,945</b>	1,765
Operating lease rentals - plant & machinery land & buildings	-	-

**10 Taxation**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Tax on profit on ordinary activities		
UK Corporation Tax on profits for the period		-

Factors affecting the charge for the period:

The tax assessed on the profit on ordinary activities for the period is at the standard rate of corporation tax in the UK. The differences are explained below.

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Profit on ordinary activities before tax	<b>29,279</b>	30,624
Profit/(loss) on ordinary activities multiplied by standard rate of corporation tax in the UK of 19% (2021 – 19%)	<b>5,563</b>	5,818
Effect of:		
Disallowed expenses and non-taxable income	-	74
Capital allowances below/ (in excess) of depreciation	2,095	(1,000)
Short-term timing differences (provisions)	-	-
Group losses	<b>(7,656)</b>	<b>(4,892)</b>
Current tax charge for the period	-	-

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
 (continued)

**11 Tangible fixed assets**

	Office machinery, furniture, fixtures & fittings £
Cost:	
At 1 January 2022	56,103
Additions in year	6,983
Disposals in year	(34,297)
At 31 December 2022	<u>28,789</u>
Depreciation:	
At 1 January 2022	50,663
Depreciation in Year	6,507
Depreciation on disposals	(34,297)
At 31 December 2022	<u>22,873</u>
At book value:	
At 31 December 2022	<u>5,916</u>
At 31 December 2021	<u>5,440</u>

**12 Investments**

	Shares in subsidiary undertakings £
Cost:	
At 1 January 2022	1
At 31 December 2022	<u>1</u>

The company owns 100% of the issued ordinary share capital of the companies listed below.

	2022 £	2021 £
The Media Business Course Limited (Dormant)		
Registered office address:	1	1
Lynton House, 7-12 Tavistock Square, London, WC1H 9LT		

The aggregate of the share capital and reserves for The Media Business Course Limited as at 31 December 2022 was £1 and the profits or losses for the year ended 31 December 2022 was £nil.

The company also owns 100% of the voting rights in the following companies limited by guarantee:

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
**(continued)**

**12 Investments (continued)**

**Advertising Association AdGreen Limited**

Registered office address: Orwell House, 16-18 Berners Street, London, W1T 3LN.

The aggregate of the share capital and reserves for Advertising Association AdGreen Limited as at 31 December 2022 was £1 and the losses for the year ended 31 December 2022 were £144,629.

**Ad Net Zero Global Limited**

Registered office address: Orwell House, 16-18 Berners Street, London, W1T 3LN.

The aggregate of the share capital and reserves for Ad Net Zero Global Limited as at 31 December 2022 was £1 and the profits or losses for the year ended 31 December 2022 was £nil.

**Ad Net Zero Limited**

Registered office address: Orwell House, 16-18 Berners Street, London, W1T 3LN.

The aggregate of the share capital and reserves for Ad Net Zero Limited as at 31 December was £1 and the profits or losses for the year ended 31 December 2022 was £nil.

<b>13 Debtors</b>	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade debtors - subscriptions outstanding	174,960	391,620
Other trade debtors	46,691	42,000
Other debtors	588,217	792,525
Amounts due from group companies	208,554	-
Prepayments and accrued income	226,158	191,528
	<b>1,244,580</b>	<b>1,417,673</b>

**14 Creditors: amounts falling due within one year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade creditors	53,191	116,086
Other creditors	-	22,371
Other taxes and social security costs	147,140	263,703
Accruals and deferred income	776,129	964,809
	<b>976,460</b>	<b>1,366,969</b>

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
**(Continued)**

**15 Pension scheme**

The company uses defined contribution schemes.

The company's contributions for staff, during the year, were £101,125 (2021 - £68,483).

The pension benefits of the existing pensioners are secured with Legal and General.

In addition to the above, the company also provides life assurance, private health cover and permanent health insurance for all eligible staff. The costs during the year were £20,103.

**16 Lease commitments**

The company's future minimum operating lease payments are as follows:-

	2022		2021	
	£	£	£	£
	Land & buildings	Other	Land & buildings	Other
Within one year	114,975	-	-	-
Between one and five years	129,544	-	-	-
Over five years	-	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>
	244,519	-	-	-
	<hr/>	<hr/>	<hr/>	<hr/>

**17 Related party transactions**

Members of The Advertising Association Council and Board are associated with various organisations and transactions occurred during the year between The Advertising Association and some of these organisations in the normal course of its objectives. No other transactions with related parties were undertaken such as those required to be disclosed under FRS 102 Section 33.

The company considers that its Key Management Personnel are the directors. Details of their remuneration can be found in Note 7(b).

**18 Reserves**

Profit and loss account – This reserve records retained earnings and accumulated losses.

**19 Ultimate controlling party**

The company is deemed to be under the joint control of its members. The members consider there to be no ultimate controlling party.

**THE ADVERTISING ASSOCIATION**  
**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022**  
**(Continued)**

**20 Provisions**

A provision of £15,000 has been made in respect of potential dilapidations payable when the Association leaves its current premises.

Movements in provisions are as follows:-

Provisions at 1 January 2022	-
Provisions arising	15,000
	<hr/>
Provisions at 31 December 2022	15,000
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