



COMMON PURPOSE CUSTOMISED LIMITED

**REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 JULY 2013**

Company registered number 3476595

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COMMON PURPOSE CUSTOMISED LIMITED
REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2013

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COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS AND COMPANY DETAILS

FOR THE YEAR ENDED 31 JULY 2013

DIRECTORS

Simon Russell (appointed 01/08/2013)
David Bell (resigned 31/07/2013)
Philip Wright

CHIEF EXECUTIVE OFFICER

Julia Middleton

REGISTERED OFFICE

Discovery House
28-42 Banner Street
London EC1Y 8QE

AUDITORS

haysmacintyre
Chartered Accountants
26 Red Lion Square
London WC1R 4AG

BANKERS

National Westminster
Cavendish Square Branch
PO Box 4NU
1 Cavendish Square
London W1A 4NU

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 JULY 2013

The directors present their report and financial statements for the year ended 31 July 2013

Activities

Common Purpose Customised Limited ("the Company") has two areas of activity:

- 1) Licences
- 2) Providing customised courses

Licences

The Company manages the licensing arrangements with the Common Purpose licensees, which in 2013 included Common Purpose UK and Common Purpose organisations operating in Germany, Hong Kong, Hungary, Ireland, India, France, South Africa and Turkey. Common Purpose UK is a direct subsidiary of Common Purpose Charitable Trust, which is the Company's ultimate parent company.

In addition, the Company provides IT, marketing and curriculum services to the Common Purpose licensees.

Governing Document and Constitution

The governing document of Common Purpose Customised Limited is the Memorandum and Articles of Association.

Common Purpose Customised Limited, a company registered in England, is a wholly owned subsidiary of Common Purpose Charitable Trust. It was established in 1996.

Organisational Structure and Decision-making

The Company is run by the Chief Executive, Julia Middleton, who reports to the board of directors. The board of directors meets quarterly. The strategic direction of the Company is set by the directors.

Risk Review Statement

The directors have established an annual risk assessment process which identifies the major foreseeable risks faced by the company, assessing their likelihood and impact, and as appropriate, implementing measures to mitigate these risks. The directors have reviewed the major risks to which the company is exposed and are satisfied that appropriate systems have been established to mitigate those risks.

Objectives for the year

- 1 Continue to build the customised work we do with global organisations, aiming to work more deeply with fewer organisations so as to have a deeper impact, be more efficient, and learn from the organisations too.
- 2 Increase the number of licensees delivering customised work and help Common Purpose India to grow its customised offering.
- 3 Increase our customised work in the field of Cultural Intelligence.
- 4 Update our intranet technically, visually and in terms of its content, to improve even further both the induction experience for new staff wherever they work for Common Purpose and the sharing of the considerable knowledge which exists within the organisation.
- 5 Further bedding in our updated operating system internationally so that all our systems of Staff Training, Information Stewardship, Finance, HR, Communication internally and externally, assessment and alumni fully benefit from it.
- 6 Continue to progress our IT development so that we are fully cloud based.

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT (continued)

FOR THE YEAR ENDED 31 JULY 2013

Performance against objectives is as follows

1 Continue to build the customised work we do with global organisations, aiming to work more deeply with fewer organisations so as to have a deeper impact, be more efficient, and learn from the organisations too

We have continued to build on our customised work with global organisations in multiple locations to deliver experiential leadership learning at deeper level

2 Increase the number of licensees delivering customised work and help Common Purpose India to grow its customised offering

We have increased the number of licensees delivering customised work, notably in UK, Germany and South Africa. The growth of customised offerings in India has started to deliver and we are seeing opportunities to further develop our customised work with the public and private sector

3 Increase our customised work in the field of Cultural Intelligence

Whilst early research was done on Cultural Intelligence, we did not increase our customised work in this field. Therefore, this will now form part of our 2013/14 plan

4 Update our intranet technically, visually and in terms of its content, to improve even further both the induction experience for new staff wherever they work for Common Purpose and the sharing of the considerable knowledge which exists within the organisation

We have updated our intranet technically, visually and in terms of content, to improve and enhance the induction experience for new staff and to share the considerable knowledge which exists within Common Purpose

5 Further bedding in our updated operating system internationally so that all our systems of Staff Training, Information Stewardship, Finance, HR, and Communications internally and externally, assessment and alumni fully benefit from it

We continue to work on our operating systems internationally to develop the support systems to assist international entities with staff talent development and information sharing

6 Continue to progress our IT development so that we are fully cloud based

We have made good progress towards making our IT systems as cloud based and available as possible. Currently our e-mail and collaboration platform as well as CRM system has gone cloud and is fully adopted by staff with other systems to follow. Our central infrastructure also had a full transformation to a virtualised platform

Review of Progress

Turnover in 2012/13 of £897,105 (2011/2012 £1,132,423) includes licence fee income of £281,202 (2011/2012 £235,099) and fee income from customised courses of £615,903 (2011/2012 £897,324). An adverse 20% turnover movement includes an increase in licence fee income from UK and decrease in customised work. Despite reduction in turnover, the company profits went up by 155% to £194,987 from £76,524, a direct result of reduction in the resource cost.

The Company provided services to the established organisations in the UK, Ireland, Germany, Hong Kong, Hungary, France, South Africa, India and Turkey.

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 JULY 2013

Finances

The attached financial statements show the current state of the finances, which the directors consider to be satisfactory

This report has been prepared in accordance with the special provision of Part VII of the Companies Act 1985 relating to small entities

Results for the Period

The profit before taxation amounted to £194,988 (2012 £76,524) All profits are covenanted to the ultimate parent charity, Common Purpose Charitable Trust

Plans for the Future

The plan ahead includes splitting Common Purpose Customised Limited business into UK and Global business effective from 1 August 2013 This decision was taken because the Board felt it was important to make the management of customised work in the UK consistent with our approach in all the countries around the world It also provided an opportunity to focus the efforts of the International Customised Team on developing global customised work

As a result of this change, Common Purpose Global Customised Limited was formed on 1 August 2013, a 100% trading subsidiary of CPCT The global business and the licensing arrangements were transferred from Common Purpose Customised Limited (which is now a 100% trading subsidiary of Common Purpose UK) to Common Purpose Global Customised Limited

The focus of Common Purpose Customised Limited ahead will be to build on local UK customised work Customised activities in the UK have accelerated in the last two years, where clients are seeking more and more collaborative and solution focused products to fulfill their changing organisational and leadership needs

The key areas of focus will be

- 1 Continue to build on NHS Brand, identify national growth areas and explore partnership approach to business development with health providers
- 2 Develop existing key account relationships in order to maximise repeat and new business opportunities
- 3 Work on increasing the resource capacity to create sales sustainability to support the growth of customised work
- 4 Work on strong service evaluation process and develop statistical data which demonstrates the impact our services / solutions are making on the customer
- 5 Work on governance to develop a Board to support the growth of customised work in the UK

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT (continued)

FOR THE YEAR ENDED 31 JULY 2013

Directors' responsibilities statement

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

Company law requires the directors to prepare financial statements for each financial year. Under the 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 period. In preparing these financial statements, the directors are required to

- Select suitable accounting policies and then apply them consistently,
- Make judgements and 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 of the persons who are directors at the time when this Directors' Report is approved has confirmed that

- So far as that director is aware, there is no relevant audit information of which the company's auditors are unaware, and
- That director has taken all the steps that ought to have been taken as a director in order to be aware of any information needed by the company's auditors in connection with preparing their report and to establish that the company's auditors are aware of that information

Auditors

Approved by the directors on 14 March 2014 and signed on their behalf by *Simon Russell*

Director



**INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF THE BOARD OF
COMMON PURPOSE CUSTOMISED LIMITED**

We have audited the financial statements of Common Purpose Customised Limited (formerly known as Civilia Limited) for the year ended 31 July 2013 which comprise the Profit and Loss Account, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's members, as a body, in accordance with Section 495 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.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement set out on page 5, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 July 2013 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.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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.



Richard Weaver (Senior Statutory Auditor)
for and on behalf of Haysmacintyre
Chartered Accountants and Statutory Auditors

20 March 2014

26 Red Lion Square
London
WC1R 4AG

COMMON PURPOSE CUSTOMISED LIMITED

PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 JULY 2013

	Note	2013 £	2012 £
Turnover		897,105	1,132,423
Administrative expenses	3	702,117	1,055,899
Operating profit		<u>194,988</u>	<u>76,524</u>
Interest received		-	-
Profit on ordinary activities before taxation		<u>194,988</u>	<u>76,524</u>
Amount covenanted to The Common Purpose Charitable Trust	9	194,987	76,524
Retained profit for the financial year		<u><u>1</u></u>	<u><u>-</u></u>

All of the Company's activities are classed as continuing

The Company has no recognised gains and losses other than those shown above

The movement on funds is shown above

BALANCE SHEET

AS AT 31 JULY 2013

	Note	£	2013	£	£	2012	£
Fixed assets							
Intangible fixed assets	5			22,882			21,973
Current assets							
Debtors and accrued income	6	255,811			378,041		
Cash at bank and in hand		3,456			610		
		<u>259,267</u>			<u>378,651</u>		
Creditors: amounts falling due within one year	7	<u>282,147</u>			<u>(400,623)</u>		
Net current liabilities				<u>(22,880)</u>			<u>(21,972)</u>
Net Assets				<u>2</u>			<u>1</u>
Capital and reserves							
Reserves				1			-
Issued share capital	8			1			1
				<u>2</u>			<u>1</u>

This report has been prepared in accordance with the special provision of the Companies Act 2006 relating to small entities

The financial statements were approved and authorised for issue by the Board of Directors on 14 March 2014 and were signed below on its behalf by *Simon Russell*



Director

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 JULY 2013

1. ACCOUNTING POLICIES

Accounting basis

The financial statements are prepared under the historical cost basis and in accordance with applicable accounting standards

Turnover

Turnover is stated net of VAT and represents income from the management of the licensing arrangements, including the provision of services to the Common Purpose licensees, and invoiced fees in respect of customised courses

The licence fee services include curriculum support, course development, marketing support and IT development and support

Amortisation

Amortisation is calculated on a monthly basis so as to write off the cost of the fixed assets over the expected useful economic lives. The principal annual rates and bases used for this purpose are

Software costs	33% straight line
Trademarks	20% straight line

Cash flow statement

The company has taken advantage of the exemption available under FRS1 and not prepared a cash flow statement

2. EMPLOYEE COSTS

The company did not directly employ staff during the year (2012 £nil). The directors did not receive any remuneration during the year (2012 £nil).

3. ADMINISTRATIVE EXPENSES

The Company commissioned the services of several staff from Common Purpose UK and the Common Purpose Charitable Trust to provide curriculum, IT and marketing services to the Common Purpose licensees. In addition, the dedicated team used to run and support the customised courses is provided by Common Purpose UK and the Common Purpose Charitable Trust.

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

YEAR ENDED 31 JULY 2013

4	OPERATING PROFIT		2013	2012
			£	£
	Operating profit is stated after charging			
	Amortisation		16,452	11,045
	Auditors remuneration		3,500	2,600
			<u> </u>	<u> </u>
5.	INTANGIBLE FIXED ASSETS	Software costs	Trademarks	Total
		£	£	£
	COST			
	At 1 August 2012	87,272	25,984	113,256
	Additions	16,093	1,268	17,361
		<u> </u>	<u> </u>	<u> </u>
	At 31 July 2013	103,365	27,252	130,617
		<u> </u>	<u> </u>	<u> </u>
	AMORTISATION			
	At 1 August 2012	66,476	24,807	91,283
	Charge for year	13,460	2,992	16,452
	Adjustment	5,039	(5,039)	
		<u> </u>	<u> </u>	<u> </u>
	At 31 July 2013	84,975	22,760	107,735
		<u> </u>	<u> </u>	<u> </u>
	NET BOOK VALUE			
	At 31 July 2013	18,390	4,492	22,882
		<u> </u>	<u> </u>	<u> </u>
	At 31 July 2012	20,796	1,177	21,973
		<u> </u>	<u> </u>	<u> </u>
6.	DEBTORS		2013	2012
			£	£
	Trade debtors		47,278	59,117
	Prepayments		8,043	-
	Accrued income		30,422	93,037
	Amounts due from related undertakings (Common Purpose UK)		169,557	
	Amounts due from group undertakings (Common Purpose Int)		511	
	Amounts due from Parent undertakings (Common Purpose Charitable Trust)		-	225,887
			<u> </u>	<u> </u>
			255,811	378,040
			<u> </u>	<u> </u>
	Amount due from Common Purpose UK mainly relates to inter-company recharges for the customised revenue			
7.	CREDITORS. DUE WITHIN ONE YEAR		2013	2012
			£	£
	Amounts due to related undertakings (Common Purpose UK)		-	394,820
	Amounts due to group undertaking (Common Purpose Int)		-	3,363
	Amount due to Parent undertakings		247,742	-
	Other taxes and social security		16,431	-
	Other Creditors		17,974	2,440
			<u> </u>	<u> </u>
			282,147	400,623
			<u> </u>	<u> </u>

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

YEAR ENDED 31 JULY 2013

8. SHARE CAPITAL	2013 £	2012 £
Authorised 1 ordinary share of £1 each	1	1
	<u> </u>	<u> </u>
Issued 1 ordinary share of £1	1	1
	<u> </u>	<u> </u>

9 ULTIMATE PARENT UNDERTAKING

The Company's ultimate parent undertaking is the Common Purpose Charitable Trust, a company limited by guarantee, registered in England and Wales under company number 2832875 and registered charity number 1023384

Consolidated financial statements for The Common Purpose Charitable Trust are available at www.charitycommission.org.uk

10. POST BALANCE SHEET EVENT

Post year end the group companies were restructured resulting in Common Purpose Customised Limited becoming direct subsidiary of Common Purpose UK, a company limited by guarantee, registered in England and Wales under company number 3556983 and registered charity number 1023384. Common Purpose UK is in turn a subsidiary of Common Purpose Charitable Trust, which therefore remains the ultimate parent undertaking.

The global activity of Common Purposed Limited was transferred to a new company Common Purpose Global Customised Limited whilst the UK business has been retained.