

00000615

Registered number
08157551

&Co Cultural Marketing Community Interest Company

Abbreviated Accounts

for the period from 26 July 2012 to 31 July 2013

SATURDAY



A36LCSJC
A39 26/04/2014 #72
COMPANIES HOUSE

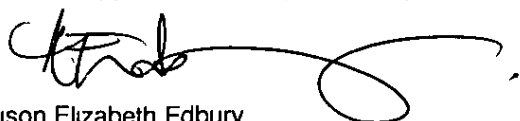
&Co Cultural Marketing Community Interest Company
Registered number: 08157551
Abbreviated Balance Sheet
as at 31 July 2013

	Notes	2013 £
Fixed assets		
Tangible assets	2	44
Current assets		
Debtors		16,153
Cash at bank and in hand		17,296
		<u>33,449</u>
Creditors: amounts falling due within one year		(38,232)
Net current liabilities		<u>(4,783)</u>
Total assets less current liabilities		<u>(4,739)</u>
Provisions for liabilities		80
Net liabilities		<u>(4,659)</u>
Capital and reserves		
Profit and loss account		(4,659)
Shareholders' funds		<u>(4,659)</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



Alison Elizabeth Edbury
Director

Approved by the board on 25 April 2014

&Co Cultural Marketing Community Interest Company
Notes to the Abbreviated Accounts
for the period ended 31 July 2013

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Plant and machinery	33 33% straight line
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Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse

2 Tangible fixed assets	£
Cost	
Additions	66
At 31 July 2013	<u>66</u>
Depreciation	
Charge for the period	22
At 31 July 2013	<u>22</u>
Net book value	
At 31 July 2013	<u>44</u>

CIC 34

Community Interest Company Report

For official use
(Please leave blank)

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Please
complete in
typescript, or
in bold black
capitals.

Company Name in
full

&Co Cultural Marketing Community Interest
Company

Company Number

8157551

Year Ending

2013 - 7 - 31

This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing a simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005. For further guidance see chapter 8 of the Regulator's guidance notes and the alternate example provided for a more complex company with more detailed notes.

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a fair and accurate description of how they have benefited the community, or section of the community, which the company is intended to serve.

The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) to

☐ Supply customer data, analytical marketing and market research and development services to arts, cultural and heritage organisations e.g. mapping and profiling, benchmarking and analysis of data about cultural provision and consumption and the opportunity to share learning.

☐ Innovate in cultural engagement tools and activities to benefit those communities who are currently less-enabled or motivated to engage with culture e.g. development of online tools, web applications, service design.

☐ Generate new opportunities and mechanisms for local communities to contribute towards the development of policy on cultural engagement e.g. consumer panels, online surveys, focus groups, service design.

See continuation sheet

(If applicable, please just state "A social audit report covering these points is attached")

(Please continue on separate continuation sheet if necessary)

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company's stakeholders are, how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

As part of the research programme with Nottinghamshire County Council, an online survey was developed to consult with the scheme's volunteer Promoters, to understand more about their marketing and ticket sales activities and to draw on their existing knowledge of local audiences 83 volunteer Promoters completed the survey

(If applicable, please just state "A social audit report covering these points is attached")

PART 3 – DIRECTORS' REMUNERATION – if you have provided full details in your accounts you need not reproduce it here Please clearly identify the information within the accounts and confirm that, "There were no other transactions or arrangements in connection with the remuneration of directors, or compensation for director's loss of office, which require to be disclosed" (See example with full notes) If no remuneration was received you must state that "no remuneration was received" below

See company accounts

PART 4 – TRANSFERS OF ASSETS OTHER THAN FOR FULL CONSIDERATION – Please insert full details of any transfers of assets other than for full consideration e.g. Donations to outside bodies If this does not apply you must state that "no transfer of assets other than for full consideration has been made" below

N/A

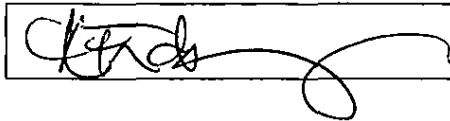
(Please continue on separate continuation sheet if necessary)

(N.B. Please enclose a cheque for £15 payable to Companies House)

PART 5 – SIGNATORY

The original report must be signed by a director or secretary of the company

Signed



Date

25/04/14

Office held (tick as appropriate) ☐ Director ☐ Secretary

You do not have to give any contact information in the box opposite but if you do, it will help the Registrar of Companies to contact you if there is a query on the form. The contact information that you give will be visible to searchers of the public record

The Tetley	
Hunslet Road	
Leeds	
LS10 1JQ	Telephone 07753 815111
DX Number	DX Exchange

When you have completed and signed the form, please send it to the Registrar of Companies at:

For companies registered in England and Wales: Companies House, Crown Way, Cardiff, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland: Companies House, 4th Floor, Edinburgh Quay 2, 139
Fountainbridge, Edinburgh, EH3 9FF DX 235 Edinburgh or LP – 4 Edinburgh 2

For companies registered in Northern Ireland: Companies House, 2nd Floor, The Linenhall, 32-38
Linenhall Street, Belfast, BT2 8BG

PART 1 GENERAL DESCRIPTION OF ACTIVITIES

During the year we benefited the community as follows

- Nottinghamshire County Council contracted &Co to undertake audience research for the Nottinghamshire, Lincolnshire and Leicestershire rural touring consortium Centre Stage in Leicestershire, Lincolnshire Rural & Community Touring in Lincolnshire, and Village Ventures in Nottinghamshire Audience information was required to inform and support development of the scheme as well as to enable effective reporting to funders
- We supported 9 performing arts venues located across the Yorkshire region with analysing and benchmarking their box office data for the 12 month period 1 April 2012 to 31 March 2013 with our House Lights product House Lights provides individual analyses of box office data, presented in the Individual Report, it compares partners' results with previous results to develop an internal benchmark, and each partners' results are collated into a Joint Report to establish a contextual benchmark
- Business development services in the form of qualitative research and service design were provided to Site Gallery, Sheffield, Bradford Museums and Galleries, The Hepworth Wakefield mima, Middlesbrough
- 22 cultural organisations benefited from using &Co's online marketing services
- In addition to this a further 11 organisations were supported with customer data analysis services to support their delivery of public engagement with the arts