



COMMON PURPOSE CUSTOMISED LIMITED

**REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 JULY 2014**

Company registered number 3476595

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COMMON PURPOSE CUSTOMISED LIMITED
REPORT AND ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2014

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COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS AND COMPANY DETAILS

FOR THE YEAR ENDED 31 JULY 2014

DIRECTORS

Simon Russell (appointed 01/08/2013)
Philip Wright

CHIEF EXECUTIVE OFFICER

Marie Mohan

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 2014

The directors present their report and financial statements for the year ended 31 July 2014

Activities

In August 2013 the group companies were restructured resulting in Common Purpose Customised Limited ("the Company") 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 The Common Purpose Charitable Trust, a company limited by guarantee, registered in England and Wales under company number 2832875 and registered charity number 1023384 which therefore remains the ultimate parent undertaking.

The global activity of the Company including the International Licensing arrangements was transferred for £1 net assets to a new group company Common Purpose Global Customised Limited, a wholly owned subsidiary of The Common Purpose Charitable Trust, whilst the UK business was retained and now its main area of activity is to provide customised courses in UK.

Governing document and constitution

The governing documents of Common Purpose Customised Limited are the Memorandum and Articles of Association. It was established in 1996.

Organisational structure and decision-making

The Company is run by the Chief Executive, Marie Mohan, 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

The key areas of focus were -

- 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 2014

Performance against objectives is as follows

1. ***Continue to build on NHS brand, identify national growth areas and explore partnership approach to business development with health providers.***

We delivered a leadership programme for the top 50 leaders for a leading cancer charity. We worked with them on a number of interventions with external partners in healthcare. As a result we have developed a better understanding of our key relationships across the NHS.

2. ***Develop existing key account relationships in order to maximise repeat and new business opportunities***

We have confirmed repeat business with a number of key corporate clients. We want to continue to develop in this year, and have therefore invested in initial Key Account Management training with an external provider.

3. ***Work on increasing the resource capacity to create sales sustainability to support the growth of customised work.***

We increased the resource capacity to support the growth of our customised work by commissioning the services of several staff from Common Purpose UK to run and support the customised courses.

4. ***Work on strong service evaluation process and develop statistical data which demonstrates the impact our services / solutions are making on the customer***

Each piece of work we deliver for a client is subject to Key Performance Indicator assessment and clients are provided with an evaluation report.

5. ***Work on governance to develop a board to support the growth of customised work in the UK.***

We have developed the board to include and enhance the skills and expertise to support the growth of customised work in the UK.

Review of progress

Turnover in 2013/14 was £419,195 (2012/2013 £897,105). The adverse movement in the turnover is the direct result of transferring the global activity and licensing arrangements to the new group company, Common Purpose Global Customised Limited. Despite significant reduction in the turnover, the company produced £22,307 or 5% surplus as a direct result of reduction in the resource cost.

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 JULY 2014

Finances

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

Results for the period

The profit before taxation amounted to £22,307 (2013 £194,988) All taxable profit will be paid to the immediate parent charity, Common Purpose UK, under Gift Aid

Plans for the future (2014/15)

- 1 Focus on the growth areas to include work with universities, the NHS, big NGOs and the private sector
- 2 Proactively market our Collab and Innoventure products
- 3 Continue to develop key account relationships in order to maximise repeat and new business opportunities
- 4 Produce case-studies to demonstrate the impact of our work
- 5 Develop a pool of associates to include coaches to work with us to increase resource capacity
- 6 Build strategic alliances with other agencies

COMMON PURPOSE CUSTOMISED LIMITED

DIRECTORS' REPORT (continued)

FOR THE YEAR ENDED 31 JULY 2014

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 a 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 3 March 2015 and signed on their behalf by

Director



(Simon Russell)

**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 2014 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

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

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 2014 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, or
- the directors were not entitled to take advantage of the small companies exemption in preparing the directors' report or take advantage of the small companies exemption from the requirement to prepare a strategic report.



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

26 Red Lion Square
London
WC1R 4AG

31 March 2015

COMMON PURPOSE CUSTOMISED LIMITED**PROFIT AND LOSS ACCOUNT****YEAR ENDED 31 JULY 2014**

	Note	2014 £	2013 £
Turnover		419,195	897,105
Administrative expenses	3	396,888	702,117
Operating profit		<u>22,307</u>	<u>194,988</u>
Interest received		-	-
Profit on ordinary activities before taxation		<u>22,307</u>	<u>194,988</u>
Amount covenanted to Common Purpose UK	9	22,308	194,987
Retained profit for the financial year		<u>(1)</u>	<u>1</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

COMMON PURPOSE CUSTOMISED LIMITED

Company registered number 3476595

BALANCE SHEET**AS AT 31 JULY 2014**

	Note	£	2014	£	£	2013	£
Fixed assets							
Intangible fixed assets	5			-		22,882	
Current assets							
Debtors and accrued income	6	90,487			255,811		
Cash at bank and in hand		100,989			3,456		
		<u>191,476</u>			<u>259,267</u>		
Creditors: amounts falling due within one year	7	<u>191,475</u>			<u>(282,147)</u>		
Net current liabilities				1		(22,880)	
Net Assets				<u>1</u>		<u>2</u>	
Capital and reserves							
Reserves				-		1	
Issued share capital	8			1		1	
				<u>1</u>		<u>2</u>	

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

The financial statements were approved and authorised for issue by the Board of Directors on 3 March 2015 and were signed below on its behalf by

Director



(Simon Russell)

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 JULY 2014

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 invoiced fees in respect of customised courses

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 (2013 £nil). The directors did not receive any remuneration during the year (2013 £nil).

3 ADMINISTRATIVE EXPENSES

The Company commissioned the services of several staff from Common Purpose UK to sell, run and support the customised courses

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

YEAR ENDED 31 JULY 2014

4	OPERATING PROFIT		2014	2013
			£	£
	Operating profit is stated after charging			
	Amortisation		-	16,452
	Auditors remuneration		2,800	3,500
			<u></u>	<u></u>
5	INTANGIBLE FIXED ASSETS	Software costs	Trademarks	Total
		£	£	£
	COST			
	At 1 August 2013	103,365	27,252	130,617
	Disposals	(103,365)	(27,252)	(130,617)
		<u></u>	<u></u>	<u></u>
	At 31 st July 2014	-	-	-
		<u></u>	<u></u>	<u></u>
	AMORTISATION			
	At 1 August 2013	84,975	22,760	107,735
	Disposals	(84,975)	(22,760)	(107,735)
		<u></u>	<u></u>	<u></u>
	At 31 st July 2014	-	-	-
		<u></u>	<u></u>	<u></u>
	NET BOOK VALUE			
	At 31 July 2014	-	-	-
		<u></u>	<u></u>	<u></u>
	At 31 July 2013	18,390	4,492	22,882
		<u></u>	<u></u>	<u></u>
6	DEBTORS		2014	2013
			£	£
	Trade debtors		27,322	47,278
	Prepayments		9,466	8,043
	Accrued income		53,699	30,422
	Amounts due from group undertaking (Common Purpose UK)		-	169,557
	Amounts due from group undertaking (Common Purpose Int)		-	511
			<u></u>	<u></u>
			90,487	255,811
			<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		2014	2013
			£	£
	Amounts due to group undertaking (Common Purpose Global Customised Ltd)		56,549	-
	Amounts due to group undertaking (Common Purpose Int)		5,966	-
	Amount due to Parent undertakings		105,346	247,742
	Other taxes and social security		12,235	16,431
	Other Creditors		11,379	17,974
			<u></u>	<u></u>
			191,475	282,147
			<u></u>	<u></u>

COMMON PURPOSE CUSTOMISED LIMITED

NOTES TO THE FINANCIAL STATEMENTS (continued)

YEAR ENDED 31 JULY 2014

8. SHARE CAPITAL	2014 £	2013 £
Authorised 1 ordinary share of £1 each	<u>1</u>	<u>1</u>
Issued 1 ordinary share of £1	<u>1</u>	<u>1</u>

9 ULTIMATE PARENT UNDERTAKING

The Company's parent undertaking is Common Purpose UK, a company limited by guarantee, registered in England and Wales under company number 3556983 and registered charity number 1023384