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Company Registration No. 06069322 (England and Wales)

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2012

FRIDAY



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COMPANIES HOUSE

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

COMPANY INFORMATION

Directors	Mr Roy Head	
	Mr Mark Andrew Adams	(Appointed 16 March 2012)
	Professor David Lowell Heymann	(Appointed 16 March 2012)
	Professor Robert Hornik	(Appointed 16 March 2012)
	Dr Richard Horton	(Appointed 16 March 2012)
Company number	06069322	
Registered office	Unit 2 First Floor White Horse Yard 78 Liverpool Road London N1 0QD	
Auditors	Alliotts 4th Floor Imperial House 15 Kingsway London WC2B 6UN	

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2012

The directors present their report and financial statements for the year ended 31 March 2012

Principal activities

The principal activity of the company continued to be that of developing media campaigns in developing countries

Directors

The following directors have held office since 1 April 2011

Mr Roy Head

Mr Mark Andrew Adams

(Appointed 16 March 2012)

Professor David Lowell Heymann

(Appointed 16 March 2012)

Professor Robert Hornik

(Appointed 16 March 2012)

Dr Richard Horton

(Appointed 16 March 2012)

Auditors

The directors report that Alliotts were reappointed as auditors by the company's sole member at a meeting on 19 October 2012

Statement of directors' responsibilities

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 period. 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

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

DIRECTORS' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2012

Statement of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

On behalf of the board



Mr Roy Head

Director

13 December 2012

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

We have audited the financial statements of Development Media International Associates C I C for the year ended 31 March 2012 set out on pages 5 to 10. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities)

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 auditors' 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 pages 1 - 2, 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. In addition, we read all the financial and non-financial information in the Directors' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

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 March 2012 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter 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.

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

INDEPENDENT AUDITORS' REPORT (CONTINUED)

TO THE MEMBERS OF DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

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 prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report



Ian Davies FCA (Senior Statutory Auditor)
for and on behalf of Alliotts

13/12/12

Chartered Accountants
Statutory Auditor

4th Floor
Imperial House
15 Kingsway
London
WC2B 6UN

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2012

		2012	2011
	Notes	£	£
Turnover		1,262,392	538,659
Cost of sales		(1,214,048)	(507,411)
Gross profit		48,344	31,248
Administrative expenses		(46,242)	(31,637)
Profit/(loss) on ordinary activities before taxation	2	2,102	(389)
Tax on profit/(loss) on ordinary activities	3	-	-
Profit/(loss) for the year	8	2,102	(389)

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

BALANCE SHEET

AS AT 31 MARCH 2012

	Notes	2012 £	£	2011 £	£
Fixed assets					
Tangible assets	4		54,975		-
Current assets					
Debtors	5	26,431		130,066	
Cash at bank and in hand		732,627		39,204	
		<u>759,058</u>		<u>169,270</u>	
Creditors amounts falling due within one year	6	<u>(810,105)</u>		<u>(170,615)</u>	
Net current liabilities			<u>(51,047)</u>		<u>(1,345)</u>
Total assets less current liabilities			3,928		(1,345)
Provisions for liabilities	7		<u>(3,171)</u>		-
			<u>757</u>		<u>(1,345)</u>
Capital and reserves					
Profit and loss account	8		757		(1,345)
Shareholders' funds			<u>757</u>		<u>(1,345)</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Approved by the Board for issue on 13/12/12



Mr Roy Head
Director

Company Registration No. 06069322

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2012

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1.3 Turnover

Turnover represents amounts receivable for services

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Computer equipment	33% straight line on cost
Fixtures, fittings & equipment	25% straight line on cost
Motor vehicles	33% straight line on cost

1.5 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date

Where funding in foreign currencies is received at a contracted rate, the corresponding expenses are converted into sterling at the contracted rate. Where no contracted rate exists, transactions in foreign currency are recorded at the date of transaction. All differences are taken to profit and loss account.

2 Operating profit/(loss)	2012	2011
	£	£
Operating profit/(loss) is stated after charging		
Depreciation of tangible assets	25,411	-
Auditors' remuneration	3,000	2,500
Directors' remuneration	82,500	90,500
	<u> </u>	<u> </u>

3 Taxation

The company has estimated losses of £ nil (2011 - £ 1,345) available for carry forward against future trading profits

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2012

4 Tangible fixed assets

	Plant and machinery etc
	£
Cost	
At 1 April 2011	-
Additions	80,386
	<hr/>
At 31 March 2012	80,386
	<hr/>
Depreciation	
At 1 April 2011	-
Charge for the year	25,411
	<hr/>
At 31 March 2012	25,411
	<hr/>
Net book value	
At 31 March 2012	54,975
	<hr/> <hr/>

5 Debtors	2012 £	2011 £
Other debtors	26,431	130,066
	<hr/>	<hr/>

6 Creditors: amounts falling due within one year	2012 £	2011 £
Trade creditors	8,379	4,211
Taxation and social security	13,107	44,594
Other creditors	788,619	121,810
	<hr/>	<hr/>
	810,105	170,615
	<hr/> <hr/>	<hr/> <hr/>

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

7 Provisions for liabilities

	Other £
Profit and loss account	3,171
Balance at 31 March 2012	<u>3,171</u>

8 Statement of movements on profit and loss account

	Profit and loss account £
Balance at 1 April 2011	(1,345)
Profit for the year	2,102
Balance at 31 March 2012	<u>757</u>

9 Financial commitments

At 31 March 2012 the company was committed to making the following payments under non-cancellable operating leases in the year to 31 March 2013:

	2012 £	2011 £
Operating leases which expire Between two and five years	19,000	-
	<u>19,000</u>	<u>-</u>

10 Control

The ultimate controlling party is Roy Head

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2012

11 Related party relationships and transactions

Development Media International Associates C I C trades with Development Media International Limited, an entity in which R Head is the sole director. Expenses of £10,600 (2011 £186,903) were incurred during the year for services received for the undertaking of the Improving Maternal and Child Health through Media project in Kenya and income of £Nil (2011 £26,125) was incurred with regards to services rendered. £6,143 (2011 £109,039) was owed to Development Media International Limited at 31 March 2012.

CIC 34

Community Interest Company Report

For official use
(Please leave blank)

Please
complete in
typescript, or
in bold black
capitals

Company Name in
full

Development Media International Associates CIC

Company Number

06069322

Year Ending

31/03/12

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

Development Media International Associates CIC delivers mass media campaigns to change behaviours and save lives in developing countries. Development Media International Associates CIC is the not-for-profit arm of DMI. DMI is the first media organisation to use scientific modelling in order to save the greatest number of lives in the most cost effective way.

During the year to 31 March 2012 DMI CIC focused on a major project in Burkina Faso. The project is a randomised controlled trial of a maternal and child health radio campaign. The trial will test the predictions of our statistical model linking mass media campaigns to quantifiable reductions in child mortality, and will prove that interventions based on mass media alone can reduce child mortality by between 10% and 20%.

DMI has also been working on developing projects in other target countries. Further details of both current and planned projects are outlined on the continuation sheets.

(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

Our stakeholders are Ministries of Health, radio and television broadcasters and NGOs working in our specific countries, as well as technical partners (eg the London School of Hygiene and Tropical Medicine), UN agencies and funders

Consultation (which is largely carried out through face to face meetings) is taken to collect data, determine the content of health related messages, and select which media partners to work with Using our statistical model, and information provided by partners, we are able to select the most cost-effective use of the budgets available, thus maximising the amount of lives saved

(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

The amount paid to directors in respect of qualifying services was £82,500

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

No transfer of assets other than for full consideration has been made


(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

13/12/12

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.

Roy Head	
Director	
Telephone	
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

CIC 34

CONTINUATION SHEET

*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

Company Number

Year Ending

Development Media International Associates CIC

06069322

31/03/12

PLEASE CLEARLY INDICATE THE PART YOU ARE CONTINUING HERE

Part 1 – GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

DMI runs radio and television campaigns to change behaviours and save lives in developing countries. It is the first media organisation to use scientific modelling to save the greatest number of lives in the most cost-effective way.

DMI Associates CIC is the not-for-profit arm of DMI, a social enterprise with non-profit and for-profit arms. DMI CIC was established in 2007 by Roy Head, who created and ran the Health Division of the BBC World Service Trust for 8 years, running 15 campaigns with 150 staff. DMI's experts have led some of the world's largest and most successful media health campaigns in Africa, Asia, and South America over 30 years. DMI was created to build on this experience in order to run campaigns much more comprehensively, cost-effectively and sustainably. The team has a proven track record of managing multi-million dollar projects (involving 500 to 8,000 broadcasts) on TV and radio. Funders of previous campaigns include DFID, PMNCH, WHO and USAID.

Campaigns run by DMI staff have used progressively more robust evaluation designs to measure impact. Many of our campaigns have demonstrated dramatic increases in the uptake of many basic interventions (see <http://www.developmentmedia.net/our-track-record>).

However, until now, it has not been possible to estimate the direct impact on health outcomes, rather than behaviour change. In order to address this, DMI has worked with the London School of Hygiene and Tropical Medicine to produce a mathematical model, based on the 2003 and 2005 Lancet Child Survival Series, which allows us to predict and measure how many lives can be saved through mass media campaigns. The model combines the Child Survival Series data on intervention coverage and the impact of increasing interventions in each country (updated) with DMI's evidence base for the impact of behaviour change campaigns (as outlined above). It has been peer-reviewed by the Wellcome Trust and will be published in the Lancet in early 2013.

The model predicts that a sustained, multi-disease campaign in a given country will reduce childhood mortality by between 10% and 16% by year three. For example, we would reduce the number of children dying under the age of five every year in DRC from 465,000 to

CIC 34

CONTINUATION SHEET

Please complete in typescript, or in bold black capitals.

Company Name in full

Development Media International Associates CIC

Company Number

06069322

Year Ending

31/03/12

PLEASE CLEARLY INDICATE THE PART YOU ARE CONTINUING HERE

Part 1 – GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

The model also demonstrates that mass media campaigns are the most cost-effective of ALL currently available public health interventions. We worked with Professor Anne Mills, one of the world's leading health economists, to compare the cost of our campaigns (per 'disability-adjusted life year' saved, or DALY) to other interventions. The results were dramatic. The cheapest previous intervention (DCPII) was childhood immunisations (\$8 per DALY in Africa, \$16 in Asia). Our campaigns cost just \$2-\$15 per DALY.

To persuade governments to change policy and divert resources on this scale, the model must be tested and proven to work in a real-life setting, using the most rigorous standards. DMI CIC is doing this in Burkina Faso. The trial involves fourteen geographical areas that were randomised and equally divided into an intervention group and a control group.

The research component of the trial is funded by the Wellcome Trust, a UK-based foundation and one of the world's leading funders of scientific research. The intervention is funded by the Planet Wheeler Foundation in Australia, created by the founders of the Lonely Planet travel series, which funds poverty-alleviation projects in 30 countries worldwide.

Messages are being broadcast for 2.5 years in the seven geographical areas of the intervention group, but not in the control group. Surveys of mortality (100,000 children) and behaviour (5,000 households) are being conducted before and after the intervention. The evaluation is supervised by Professor Simon Cousens, Professor of Epidemiology and Medical Statistics at LSHTM. The economic analysis is led by Professor Anne Mills and Dr Jo Borghi at LSHTM, both leading health economists.

A controlled trial using radio would not normally work, due to the risk that people in 'control' areas would listen to radio stations broadcasting from 'intervention' areas. However, Burkina Faso has a very localised, radio-dominated media environment, so we can use local FM radio stations to broadcast our messages to intervention areas without 'leaking' into the control areas. Radio spots are being broadcast 10 times per day for 2.5 years on seven radio stations, supplemented by two hours per day of interactive phone-in radio programmes, five days per week. Both spots and long-format programmes are produced and broadcast in six languages.

CIC 34

CONTINUATION SHEET

*Please
complete in
typescript, or
in bold black
capitals.*

**Company Name in
full**

Development Media International Associates CIC

Company Number

06069322

Year Ending

31/03/12

PLEASE CLEARLY INDICATE THE PART YOU ARE CONTINUING HERE

Part 1 – GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

We began broadcasting in March 2012, midline results (on behaviour change) are expected in early 2014, with full endline data (including child mortality outcomes) published in early 2015. We are building the capacity of local media and working closely with the Ministry of Health, and are creating a system of continuous formative research and pre-testing. The aim is to create a health communications system that is sustainable long after the project.

Our intention is to scale up this radio campaign to cover the whole of Burkina Faso, immediately after the successful conclusion of the trial in 2015. We predict that by broadcasting across Burkina Faso, where 101,000 children under five die every year, we will save 13,400 lives every year (by the third year of our campaign), reducing under-five mortality by 13.3% at a cost of \$8 per disability-adjusted life year (DALY).

We are also looking for funders to help us to broaden our activities so that we can bring our mass media and behaviour change expertise to bear on other pressing social problems in Burkina Faso. Among these, a key priority is road safety. Despite having only 515,000 registered vehicles in 2007, there were 619 reported road traffic fatalities and 7,359 road traffic injuries in Burkina Faso in the same year. Many of these deaths are due to people driving too fast, under the influence of alcohol, when tired, or while using a mobile phone. Many others could be avoided by educating pedestrians about the dangers of road traffic, and by encouraging people to wear helmets or seatbelts. There is very little road safety promotion in Burkina Faso, we intend to launch a major radio and TV campaign and are seeking funders to help us to do this, here and in other African countries.

Our model predicts that if we could conduct campaigns in 12 African countries over the next 10 years, we should save one million lives. Our immediate focus is on scaling up multi-year, nationwide radio campaigns covering maternal and child health issues to Cameroon, Cote d'Ivoire, Democratic Republic of the Congo, Guinea, Mozambique, Niger and Sierra Leone. We can reduce under-five mortality in each of these countries by between 10% and 16% through mass media campaigns alone, at a cost of between \$2 and \$15 per disability-adjusted life year (DALY). We are seeking partners to help us to begin projects in these countries from 2013 onwards.