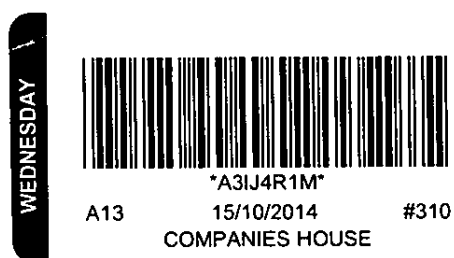


Company Registration No 06069322 (England and Wales)

**DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C**  
**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2014**



# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## COMPANY INFORMATION

---

<b>Directors</b>	Mr Roy Head Mr Mark Andrew Adams Professor David Lowell Heymann Professor Robert Hornik Dr Richard Horton
<b>Secretary</b>	Ms Radha Chakraborty
<b>Company number</b>	06069322
<b>Registered office</b>	Unit 2, First Floor White Horse Yard 78 Liverpool Road London N1 0QD
<b>Auditors</b>	Alliotts Imperial House 15 Kingsway London WC2B 6UN

---

# **DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C**

## **CONTENTS**

---

	<b>Page</b>
Directors' report	1 - 2
Independent auditors' report	3 - 4
Profit and loss account	5
Balance sheet	6
Notes to the financial statements	7 - 11

---

# **DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C**

## **DIRECTORS' REPORT**

***FOR THE YEAR ENDED 31 MARCH 2014***

---

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

### **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 2013

Mr Roy Head

Mr Mark Andrew Adams

Professor David Lowell Heymann

Professor Robert Hornik

Dr Richard Horton

### **Auditors**

The directors report that Alliotts were reappointed as auditors by the company's board at a meeting on 13 May 2014

### **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 2014***

---

### **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

1/10/14

# **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 2014 set out on pages 5 to 11. 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 Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. 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 2014 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 and from preparing a strategic report



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

1/10/14

Chartered Accountants  
Statutory Auditor

Imperial House  
15 Kingsway  
London  
WC2B 6UN

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2014

	Notes	2014 £	2013 £
Turnover	2	1,567,048	1,380,156
Cost of sales		(1,501,753)	(1,355,846)
Gross profit		65,295	24,310
Administrative expenses		(65,956)	(23,063)
Operating (loss)/profit	3	(661)	1,247
Other interest receivable and similar income	4	2,703	311
Profit on ordinary activities before taxation		2,042	1,558
Tax on profit on ordinary activities	5	(589)	(638)
Profit for the year	12	1,453	920



# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## BALANCE SHEET

AS AT 31 MARCH 2014

	Notes	2014 £	£	2013 £	£
<b>Fixed assets</b>					
Intangible assets	6		518		-
Tangible assets	7		27,409		34,295
			<u>27,927</u>		<u>34,295</u>
<b>Current assets</b>					
Debtors	8	73,879		63,193	
Cash at bank and in hand		714,883		830,490	
		<u>788,762</u>		<u>893,683</u>	
<b>Creditors amounts falling due within one year</b>	9	(810,141)		(924,693)	
<b>Net current liabilities</b>			(21,379)		(31,010)
<b>Total assets less current liabilities</b>			<u>6,548</u>		<u>3,285</u>
<b>Provisions for liabilities</b>	10		(3,418)		(1,608)
			<u>3,130</u>		<u>1,677</u>
<b>Capital and reserves</b>					
Profit and loss account	12		3,130		1,677
<b>Members' funds</b>			<u>3,130</u>		<u>1,677</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and the Financial Reporting Standard for Smaller Entities (effective April 2008)

Approved by the Board for issue on

1/10/14



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 2014

### 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 Turnover

Turnover represents amounts receivable for services

#### 1.3 Intangible assets

Intangible assets are valued at cost less accumulated amortisation. Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful lives. The useful estimated life of the software capitalised is 2 years.

#### 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% & 50% straight line on cost
Fixtures, fittings & equipment	25% & 50% straight line on cost
Motor vehicles	33% & 50% straight line on cost

#### 1.5 Revenue recognition

Turnover is calculated as a proportion of the total contract value based on the actual costs incurred to date.

#### 1.6 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 Turnover

In the year to 31 March 2014 the turnover represents 33% (2013: 39%) of funds received from UK based funders and 67% (2013: 61%) from overseas funders for services rendered overseas.

### 3 Operating (loss)/profit

	2014 £	2013 £
Operating (loss)/profit is stated after charging:		
Amortisation of intangible assets	519	-
Depreciation of tangible assets	41,982	24,877
Auditors' remuneration	4,250	4,000
Directors' remuneration	87,949	85,201
	<u>          </u>	<u>          </u>

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

<b>4</b>	<b>Investment income</b>	<b>2014</b>	<b>2013</b>
		<b>£</b>	<b>£</b>
	Bank interest	2,703	311
		<u>2,703</u>	<u>311</u>
<b>5</b>	<b>Taxation</b>	<b>2014</b>	<b>2013</b>
		<b>£</b>	<b>£</b>
	<b>Domestic current year tax</b>		
	U K corporation tax	5,697	4,237
	<b>Total current tax</b>	<u>5,697</u>	<u>4,237</u>
	<b>Deferred tax</b>		
	Deferred tax charge/credit current year	(5,108)	(3,599)
		<u>589</u>	<u>638</u>
<b>6</b>	<b>Intangible fixed assets</b>		
			<b>Intangible assets</b>
			<b>£</b>
	<b>Cost</b>		
	At 1 April 2013		-
	Additions		1,037
	At 31 March 2014		<u>1,037</u>
	<b>Amortisation</b>		
	At 1 April 2013		-
	Charge for the year		519
	At 31 March 2014		<u>519</u>
	<b>Net book value</b>		
	At 31 March 2014		<u>518</u>
	At 31 March 2013		<u>-</u>

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

### 7 Tangible fixed assets

	Plant and machinery etc
	£
<b>Cost</b>	
At 1 April 2013	78,507
Additions	43,385
Disposals	(12,689)
At 31 March 2014	109,203
<b>Depreciation</b>	
At 1 April 2013	44,212
On disposals	(4,400)
Charge for the year	41,982
At 31 March 2014	81,794
<b>Net book value</b>	
At 31 March 2014	27,409
At 31 March 2013	34,295

8 Debtors	2014 £	2013 £
Trade debtors	3,845	-
Other debtors	61,327	59,594
Deferred tax asset (see note 10)	8,707	3,599
	73,879	63,193

9 Creditors amounts falling due within one year	2014 £	2013 £
Trade creditors	10,051	2,190
Taxation and social security	5,697	22,297
Other creditors	794,393	900,206
	810,141	924,693

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2014

### 10 Provisions for liabilities

	Office repair provision £
Balance at 1 April 2013	1,608
Profit and loss account	1,810
Balance at 31 March 2014	<u>3,418</u>

Provisions have been made to cover any dilapidations costs on completion of the lease

The deferred tax asset (included in debtors, note 8) is made up as follows

	2014 £	
Balance at 1 April 2013	(3,599)	
Profit and loss account	(5,108)	
Balance at 31 March 2014	<u>(8,707)</u>	
	2014 £	2013 £
Decelerated capital allowances	<u>(8,707)</u>	<u>(3,599)</u>

### 11 Share capital

Development Media International Associates C I C is a company limited by guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the company being wound up.

### 12 Statement of movements on profit and loss account

	Profit and loss account £
Balance at 1 April 2013	1,677
Profit for the year	1,453
Balance at 31 March 2014	<u>3,130</u>

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES C.I.C

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2014**

---

### 13 Financial commitments

At 31 March 2014 the company was committed to making the following payments under non-cancellable operating leases in the year to 31 March 2015

	2014 £	2013 £
Operating leases which expire		
Within one year	19,000	-
Between two and five years	-	19,000
	<u>19,000</u>	<u>19,000</u>

### 14 Control

The ultimate controlling party is Roy Head

### 15 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 £130 (2013: £145) were incurred during the year for services provided. No amounts were due to Development Media International Limited at the year end (2013: £nil).

000005/15

**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**

31/03/14

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 ("DMI CIC") delivers mass media campaigns to change behaviours and save lives in developing countries. DMI 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 2014 DMI CIC continued to run a major randomised controlled trial of a child health radio campaign in Burkina Faso, aiming to prove that radio alone can reduce under-five mortality by 16%. The midline results of the trial (available on our website at [www.developmentmedia.net](http://www.developmentmedia.net)) show that we are on track to achieve this result.

DMI has been working on developing projects in other countries in Africa, including a child health community radio campaign in 8 provinces of the Democratic Republic of Congo, and a mobile phone health video pilot in Burkina Faso. In 2013 DMI launched a fundraising initiative called Media Million Lives, to scale up to 10 African countries ([www.mediamillionlives.org](http://www.mediamillionlives.org)).

(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 £87,949

**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 )*

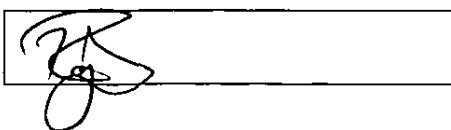
**(N.B. Please enclose a cheque for £15 payable to Companies House)**



## PART 5 – SIGNATORY

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

Signed



Date

1/10/14

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

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, 4<sup>th</sup> 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