Consolidated

Company Registration No. 06069322 (England and Wales)

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

# ANNUAL REPORT AND FINANCIAL STATEMENTS

# FOR THE YEAR ENDED 31 MARCH 2022

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## COMPANY INFORMATION

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|---|---|
| **Directors** | Mr P. Roy Head<br>Mr Mark Andrew Adams<br>Professor David Lowell Heymann<br>Professor Robert Hornik<br>Mr Paul Thieba |
| **Company number** | 06069322 |
| **Registered office** | Canalside Studios<br>8-14 St Pancras Way<br>London<br>NW1 0QG |
| **Auditor** | Brown Warner LLP<br>38 Northgate<br>Newark-on-Trent<br>Nottinghamshire<br>NG24 1EZ |
| **Business address** | Canalside Studios<br>8-14 St Pancras Way<br>London<br>NW1 0QG |

## DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## CONTENTS

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## DIRECTORS' REPORT

## *FOR THE YEAR ENDED 31 MARCH 2022*

The directors present their annual report and financial statements for the year ended 31 March 2022.

**Principal activities**
The principal activity of the group remains to create media campaigns in developing countries.

**About us**
Development Media International (DMI) is a UK-based non-profit organisation that creates evidence-based social behaviour change campaigns to improve health and save lives. DMI was founded to bring the rigour of epidemiology to media campaigns. We are committed to a 'Create, Test, Scale' approach. We use local talent to create engaging campaigns, test their effectiveness on influencing specific behaviours using the most rigorous evaluation methods feasible, and scale the most effective campaigns to maximise impact and reach national populations cost-effectively.

We are the first organisation to demonstrate through a randomised controlled trial (RCT), carried out in Burkina Faso from 2011-2015, that mass media interventions can change behaviours. The RCT showed that DMI's radio campaign led to dramatic increases in parental treatment-seeking behaviours in intervention zones compared to controls, which corresponded to roughly 3,000 children's lives saved(1). Economic analysis suggests that DMI's intervention is among the most cost-effective ways of saving children's lives available(2). A short animation(3) and the story of Marieta, whose life was saved by one of our campaigns(4) explain the results of the trial and its real impact on people. Our health impact, evidence base, and cost-effectiveness led GiveWell, an independent evaluator of non-profit organisations, to consistently rate us as a "standout charity" from 2014-2021. We are also rated as one of The Life You Can Save's "Best Charities", representing some of the most cost-effective non-profit organisations in the world.

We use a multi-media approach to deliver our campaigns. We broadcast on mass media through popular community and national radio stations and TV channels, reaching populations outside urban centres, especially those on the periphery of mainstream messaging channels. Where mobile phone penetration and data access are affordable and widespread, we complement this approach by campaigning via mobile phones, social media, SD memory cards, and Wi-Fi hotspots. Most recently, we have been working with community health worker networks, religious and community leaders, and local activists who use and distribute our campaign materials to enhance their interpersonal communication (IPC) with individuals and communities. Our campaigns tackle behaviours related to health (including maternal and child survival, nutrition, tuberculosis, and neglected tropical diseases), early childhood development (in line with the 2018 Nurturing Care Framework(5)) enhancing women and girls' agency (sexual and reproductive health and rights, education, and menstrual hygiene management) and COVID-19 (preventative behaviours).

**Since March 2021, DMI has successfully completed 7 projects:**

- *Enfance,* a 26-month early childhood development radio and mobile video campaign in Côte d'Ivoire, funded by Grand Challenges Canada, The Saul Foundation, and the Transforming Education in Cocoa Communities coalition (the Bernard Van Leer Foundation, the Jacobs Foundation, and the UBS Optimus Foundation).
- *TB Reach,* a 24-month tuberculosis radio campaign in Mozambique, funded by Stop TB.
- *Jitzame Afya,* a 7-month COVID-19 radio campaign in Tanzania, funded by EGPAF.
- *Linda Afya,* a 13-month COVID-19 radio campaign in Tanzania, funded by UNICEF.
- *Imarisha Afya,* a 10-month maternal and child health radio campaign in Tanzania, funded by the Saul Foundation.
- *M-VACC,* a 6-month COVID-19 radio campaign in Madagascar, funded by the UK FCDO.
- *Preservativo,* a 1-month family planning radio campaign in Mozambique, funded by UNFPA.

**DMI continues to operate in 6 countries via unique projects and 2 multi-country projects:**

Burkina Faso

- *SUNRISE,* a 60-month early childhood development radio campaign and RCT in Burkina Faso, co-funded by Wellcome and the Light Foundation.
- *Zaka,* a 36-month family planning radio campaign in Burkina Faso, funded by an individual philanthropist.

*Côte d'Ivoire*

- *Famille,* a 9-month family planning radio campaign in Côte d'Ivoire, funded by the Saul Foundation.

*Madagascar*

- *Stop Peste*, a treatment seeking radio campaign tackling plague in Madagascar, funded by DMI's emergency rapid response fund.

*Malawi*

- *National Numeracy Plan*, a 6-month research programme resulting in recommendations for a future social behaviour change campaign to improve attitudes towards maths in schools, funded by the UK FCDO via Cambridge Education.

*Mozambique*

- *Scaling Up Lives Saved in Mozambique*, a 23-month child survival radio campaign in Mozambique, funded by the Light Foundation.

*Zambia*

- *Ukusala*, a 12-month family planning radio campaign in Zambia, funded by the Clinton Health Access Initiative (CHAI).

*Madagascar, Malawi, Tanzania and Uganda*

- *WISH2ACTION*, a 46-month family planning TV, radio, and mobile video campaign, funded by the UK FCDO. In April 2022, the programme scope was reduced by the UK FCDO from 7 to 4 countries.

*Mozambique and Zambia*

- *Protege-se*, a 12-month project including a social media campaign tackling the spread of COVID-19 misinformation in Mozambique and Zambia, funded by Waterloo Foundation

**Achieving impact**

DMI's campaigns are designed using the evidence-based *Saturation+* methodology(6) for achieving impact at scale. This approach is driven by three factors: saturation, science, and stories.

*Saturation*

- Broadcast spots 6-10 times (radio), or 3 times (TV) per day, and daily longer formats
- Broadcast in local languages based on the campaign's target region
- Broadcast on stations with the highest transmitter strength, programme management, and best reach on a weekly basis among the target population

*Science*

- Conduct in-depth formative research via focus groups and interviews, partnering with local research agencies, and extensive desk research to understand barriers to behaviour change within the target communities
- Allocate airtime to each message based on prevalence of behaviour and likelihood of change
- Measure and attribute impact using most robust evaluation methods available

*Stories*

- Integrate formative research findings into spots that are relevant, and resonate with locals
- Ensure emotional climax of dramas hook on to key barriers to behaviour change, when they can be most memorable and impactful
- Test all materials pre- and post- broadcast to check audience reaction, message clarity, impact, and cultural relevance. These are then fed back into the next iteration of the creative process

**Measuring impact through randomised controlled trials (RCT)**

*Child Survival*

*Child Survival RCT (2012 - 2015)*
In 2011, DMI received funding from Wellcome and Planet Wheeler Foundation to run a large-scale, multi-year RCT in Burkina Faso to test the impact of an intensive *Saturation+* radio campaign promoting treatment seeking behaviours, on under-five mortality. The campaign was broadcast on seven radio stations (with a radius of approximately 50km) between 2012-2015 and was independently evaluated by the London School of Hygiene & Tropical Medicine (LSHTM). Seven other radio station areas acted as control zones. The study showed a significant increase in the adoption of life-saving behaviours. Routine data from health facilities was analysed for evidence of change in treatment-seeking, finding that:

- Malaria diagnoses increased (relative to control groups and the baseline year) by 56% in year 1 ($p<0.001$), by 37% in year 2 ($p=0.03$), and by 35% in year 3 ($p=0.006$).
- Pneumonia diagnoses increased by 39% in year 1 ($p<0.001$), by 25% in year 2 ($p=0.01$), and by 11% in year 3 ($p=0.525$).
- Diarrhoea diagnoses increased by 73% in year 1 ($p<0.001$), by 60% in year 2 ($p=0.01$), and by 107% in year 3 ($p<0.001$).

Modelling the impact of the campaign using the Lives Saved Tool (LiST) showed that the campaign led to reductions in mortality of 9.7% in year 1, 5.7% in year 2, and 5.5% in year 3, with approximately 3,000 lives saved. This study represents the first time that the impact of mass media on lives saved has been either scientifically modelled or measured. Mortality predictions for Burkina Faso and other countries found that mass media campaigns based on *Saturation+* principles are among the most cost-effective ways to save children's lives. It was found that scaling up campaigns in Burkina Faso, Burundi, Niger, Malawi, and Mozambique would cost between $7 to $27 per disability-adjust life year in 2018-2020. When compared to other child health interventions listed in the Disease Control Priorities Project(7) (the authoritative source for cost-effectiveness comparisons) saturation-based media campaigns would rank among the most cost-effective ways of saving children's lives available.

*Saving Lives Burkina Faso (2019 – present)*
In Burkina Faso, we conducted large-scale baseline and endline surveys between 2019 and 2021 to gather data on people's knowledge, attitudes, and behaviours related to child survival and maternal health. We expanded our successful, evidence-based child survival campaign from a regional to national level in Burkina Faso. Modelling suggests that this campaign could save the lives of approximately 3,300 children under 5.
Compared to the control group, men in the intervention group were:

- 1.6x more likely to identify the three most dangerous conditions for pregnant women ($p=.056$).
- 6.7x more likely to state that women should go to antenatal care appointments even if they were feeling well ($p=.008$) This was an increase of 6.3 percentage points.
- 20x more likely to correctly answer that it is not safe for a child to sleep without a bednet even when they had been given anti-malaria medication ($p<.000$). This is an increase of 33.4 percentage points.

*Intensaúde (2018 – 2020)*
Our successful RCT in Burkina Faso generated strong evidence that a child survival radio campaign could change care-seeking behaviours and save thousands of children's lives in Mozambique. We worked with the Mozambican government, state broadcaster Radio Moçambique (RM) and our funding partners to save lives and improve health by delivering Intensaúde (or "Intensive Health"), DMI's first child survival campaign in Mozambique.

Endline findings from our first national scale child survival project in Mozambique, Intensaúde showed:

- 72.7% of radio listeners were exposed to our messaging,
- Those who had listened were 12.1 percentage points more likely to seek treatment for a child with fever within 24 hours, than those not exposed.
- Using LiST, we estimate that 3,500 children under-5 were saved as a result of the campaign.

*Family Planning*

*Family Planning RCT (2016 – 2018)*

DMI conducted a second cluster RCT to test whether mass media can increase the modern contraceptive prevalence rate (mPCR) in Burkina Faso, where nearly one third of pregnancies are unintended(8). The project evaluation was led by Rachel Glennerster, formerly Executive Director of the Abdul Latif Jameel Poverty Action Lab (J-PAL). The fieldwork, based on interviews at baseline and endline with 7,000 women in 16 clusters, was conducted by Innovations for Poverty Action (IPA). This 36-month campaign was funded by the Global Innovation Fund, USAID, and an individual philanthropist.

DMI's radio campaign included 60-second radio spots that were broadcast 10 times per day, each in five local languages. All spots were based on extensive formative research that investigated social norms and barriers to uptake, and reactions to the spots were tested before and after broadcast. Additionally, interactive radio programmes were broadcast three times per week, allowing audiences to phone in and discuss their fears, beliefs, and uncertainties with peers, and to hear accurate answers directly from health experts.

The primary outcome measure for this trial was the mPCR, that is, the percentage of women aged 15-49 using, or whose partner is using, a modern contraceptive at the time of survey. DMI's 2.5-year campaign led to a 5.9 percentage point increase in mCPR in intervention zones compared to control zones, corresponding to a 20% relative increase ($p=0.046$). There was a larger impact among women who had access to a radio at baseline ($n=3,877$), with an increase in mCPR of 7.7 percentage points, a 26.4% relative increase in intervention zones compared to controls ($p<0.01$)(9).

If we assume a constant trend, it would take 2.5 years for the control group to catch up with the intervention group's mCPR at endline. Our 2.5-year intervention therefore approximately doubled the speed at which mCPR increased. It did so at a tiny fraction of the cost of all other national family planning investments, indicating that it is a highly cost-effective accelerator of supply-side interventions.

*Early childhood development*

*SUNRISE (2020 – 2025)*

We are conducting the first ever RCT to test whether a mass media campaign can improve care-giving behaviours, learning opportunities, and consequently, child development in Burkina Faso. In partnership with the London School of Hygiene and Tropical Medicine (LSHTM), University College London (UCL) and Innovations for Poverty Action (IPA), the five-year Scaling Up Nurturing care, a Radio Intervention to Stimulate Early child development (SUNRISE) trial is working with local FM radio stations across Burkina Faso. Comparable geographic areas or 'clusters' served by a localised FM radio station have been identified. Following restricted randomisation to ensure comparability with respect to key baseline characteristics, half of these clusters have been assigned to an intervention group and half are assigned to a control group.

The radio campaign began in October 2021, with the first spots going on air in the intervention groups. In total, we will produce 76 radio spots lasting 1-2 minutes, which will be broadcast through 7 radio stations. Our spots will focus on the four themes critical to effective early child development:

- Communication & Language
- Play
- Love & Affection
- Encouragement & Discipline

Radio spots will be supplemented with a bi-weekly interactive show where listeners can dial in to express their fears and misconceptions and deepen their understanding of childhood behaviours.

We will survey 125 children in each cluster to be assessed at 30-35 months during the last 6 months of the campaign, ensuring maximum exposure since their birth. The outcomes will be evaluated using the Global Scale for Early Development (GSED) to measure cognitive, language and motor skills. The project is funded by Wellcome and the Light Foundation. Following the trial, the intervention would be ready for immediate expansion throughout Burkina Faso with additional funding.

*Enfance (2019 – 2021)*

In Côte d'Ivoire, DMI measured the impact of an information campaign using mobile videos to foster simple parenting practices to promote early childhood development (ECD). Short mobile videos promoting early childhood stimulation (ECS) practices were disseminated among caregivers of young children (aged between one and two years). The videos encouraged practices such as talking and playing with children and using positive instead of violent discipline methods. A subset of households was selected to receive the videos on memory cards, which were directly shared with caregivers by local health workers (targeted households). A further subset of households was likely to have received videos distributed to village leaders who were encouraged to share them with their communities (non-targeted households).

In January 2020 (baseline) and June 2021 (endline), we collected survey data from 2,901 households, which showed that the videos increased female and male caregivers' knowledge. Parenting knowledge increased by 0.24 standard deviations (0.10-0.38) for female caregivers, and by 0.21 standard deviations (0.06-0.36) for male caregivers. The number of ECS activities carried out with the child also increased: 0.22 more activities (0.02-0.41) for female and 0.21 more activities (0.04-0.37) for male caregivers. The intervention also reduced the prevalence of physical punishment by 8 percentage points (-0.14 to -0.02).

Direct observation of the family environment (HOME-inventory) by trained enumerators demonstrated that parents exposed to the intervention were significantly more likely to be affectionate, to spontaneously praise the child, and to name objects/people to children.

Overall, our results suggest that this low-intensity information campaign successfully improved ECD parenting knowledge and behaviours.

<u>TB</u>

*TB Reach (2019-2021)*

22,000 people die of tuberculosis (TB) in Mozambique every year. Despite the high incidence rate of the disease, 43% of all tuberculosis cases in Mozambique remain undetected. To address this, DMI ran a 10-month radio campaign to improve tuberculosis case-detection in the province of Zambezia, with intensified broadcasting in high-burden districts.

The campaign reached an estimated 2 million people, or roughly 72% of radio listeners in Zambezia province. Our radio campaign sought to increase testing for TB by:

- raising awareness of TB symptoms;
- tackling stigma and misconceptions around treatment-seeking;
- encouraging people with symptoms to seek prompt treatment from a healthcare setting.

Analysis of routine health data showed a 57% increase in TB testing in Zambezia - where DMI's radio broadcasts were aired - compared to only a 48% increase in the control province (Tete). This increase in testing was matched with an increase in bacterially-confirmed TB diagnoses. We saw a 38% increase in confirmed TB cases in the treatment province versus a 22% increase in the control province. This is significant as it suggests we were encouraging those with genuine cases of TB to be tested, and not just encouraging the "worried well" to seek help – which could take-up precious medical resources.

DMI's qualitative research provides additional indications that our campaign worked by increasing TB related knowledge, shifting attitudes, and ultimately changing behaviours. Radio listeners could recite our radio spots and had shared the campaign messages with family and friends. Most crucially, those exposed to the campaign reported that they had stopped using traditional healers and self-medicating for TB symptoms.

## COVID-19

*Rapid Response Fund*

At the start of the COVID-19 pandemic, DMI created a Rapid Response Fund (RRF), inviting donors to contribute to a reactive campaign which allowed us to produce 53 radio spots in 50 languages, as well as AV content for TV and social media, tackling preventative behaviours. These outputs were distributed in all nine of our countries of operation.

We employed remote research techniques to conduct our formative research, allowing us to understand misconceptions about the disease and unique barriers to adopting COVID-19 prevention measures. Our COVID-19 campaigns reached an approximate 66 million people across 5 countries in FY21 and produced a bank of spots promoting good hygiene practices, mask wearing, and physical distancing which could be easily adapted for different contexts and translated into multiple languages.

**Future developments**

DMI has secured funding from a range of donors for exciting future projects:

- The Horace Goldsmith Foundation and the UBS Optimus Foundation for a digital health project in Tanzania.
- Multiple individual philanthropists and some foundations for a maternal and child health radio and TV campaign in Tanzania.
- Multiple individual philanthropists for a national maternal and child health radio and TV campaign in Madagascar.
- GAIN for the design of a nutrition intervention in Mozambique.
  - The World Bank, for a menstrual hygiene management campaign in Mauritania in support of the regional SWEDD project.

Unrestricted funding has been secured from the following donors:

- The Centre for Effective Altruism donors
- GiveWell donors
- The Life You Can Save donors
- The Dovetail Impact Foundation
- The Jester Charitable Trust
- The Mulago Foundation
- Open Philanthropy
- Traders4ACause
- Ripple Foundation
- Other anonymous donors

**Results and dividends**

The results for the year are set out on page 12

**Directors**

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

Mr P. Roy Head
Mr Mark Andrew Adams
Professor David Lowell Heymann
Professor Robert Hornik
Mr Paul Thieba

**Auditor**
The auditor, Brown Warner LLP, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

**Statement of disclosure to auditor**
So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the auditor of the company is unaware. Additionally, the directors individually 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 auditor of the company is aware of that information.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

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Mr P. Roy Head
**Director**
Date: 12 December 2022

**Footnotes**
1. Murray J, et al. (2018) Modelling the effect of a mass radio campaign on child mortality using facility utilisation data and the Lives Saved Tool (LiST): findings from a cluster randomised trial in Burkina Faso. *BMJ Global Health* 3(4). Available at: gh.bmj.com/content/3/4/e000808.
2. Kasteng F, Murray J, Cousens S, et al. (2018) Cost-effectiveness and economies of scale of a mass radio campaign to promote household life-saving practices in Burkina Faso. *BMJ global health* 3(4): e000809. DOI: 10.1136/bmjgh-2018-000809.
3. Cost-effectiveness explainer: www.developmentmedia.net/explainer.html
4. Marieta's story: www.developmentmedia.net/marieta.html
5. World Health Organization (2018) *Nurturing Care for Early Childhood Development: A Framework for Helping Children Survive and Thrive to Transform Health and Human Potential.* Geneva: World Health Organization. Available at: https://apps.who.int/iris/handle/10665/272603 (accessed 1 July 2022).
6. Murray J, Remes P, Ilboudo R, et al. (2015) The *Saturation* + Approach to Behavior Change: Case Study of a Child Survival Radio Campaign in Burkina Faso. *Global Health: Science and Practice* 3(4): 544–556. DOI: 10.9745/GHSP-D-15-0004.
7. Horton S and Levin C (2016) Cost-Effectiveness of Interventions for Reproductive, Maternal, Newborn, and Child Health. *Disease Controls Priorities* 2(3). World Bank: Chapter 17.
8. *Guttmacher Institute* (2011) Burkinabe Women Experience High Rates of Unintended Pregnancy. Available at: https://www.guttmacher.org/news-release/2011/burkinabe-women-experience-high-rates-unintended-pregnancy (accessed 1 July 2022).
9. Glennerster R, Murray J and Pouliquen V (2021) The media or the message? Experimental evidence on mass media and modern contraception uptake in Burkina Faso. Available at: ora.ox.ac.uk/objects/uuid:a41bd05f-ed71-4001-8333-0f97b14d68a8.

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## DIRECTORS' RESPONSIBILITIES STATEMENT

### *FOR THE YEAR ENDED 31 MARCH 2022*

The directors are responsible for preparing the Annual 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 group and company, and of the profit or loss of the group 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;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the group's and company's transactions and disclose with reasonable accuracy at any time the financial position of the group and 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 group and company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## INDEPENDENT AUDITOR'S REPORT

## TO THE MEMBERS OF DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

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**Opinion**

We have audited the financial statements of Development Media International Associates CIC (the 'parent company') and its subsidiaries (the 'group') for the year ended 31 March 2022 which comprise the group profit and loss account, the group balance sheet, the company balance sheet and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent company's affairs as at 31 March 2022 and of the group's 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.

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the group and parent company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's and parent company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

**Other information**

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## INDEPENDENT AUDITOR'S REPORT (CONTINUED)

## TO THE MEMBERS OF DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

**Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

**Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the group and parent company and their environment obtained in the course of the audit, we have not identified material misstatements in the directors' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company 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 the requirement to prepare a strategic report.

**Responsibilities of directors**

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the directors are responsible for assessing the parent company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

Identify and assess the risks of material misstatement of the entity's financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the group's internal control.

Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group's or the parent company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or the parent company to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation (i.e. gives a true and fair view).

Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud;
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations; and
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias;
- investigated the rationale behind significant or unusual transactions;
- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims

A further description of our responsibilities is available on the Financial Reporting Council's website at: https://www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

**Use of our report**

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 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.

D Brown

**David Brown (Senior Statutory Auditor)**
**For and on behalf of Brown Warner LLP**
**Chartered Accountants**
**Statutory Auditor**

Date: 12 December 2022

38 Northgate
Newark-on-Trent
Nottinghamshire
NG24 1EZ

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## GROUP PROFIT AND LOSS ACCOUNT

***FOR THE YEAR ENDED 31 MARCH 2022***

| | Notes | 2022<br>£ | 2021<br>£ |
|---|---|---|---|
| **Turnover** | 3 | 6,797,999 | 8,666,020 |
| Cost of sales | | (6,052,757) | (7,699,722) |
| **Gross profit** | | 745,242 | 966,298 |
| Administrative expenses | | (660,319) | (941,749) |
| **Operating profit** | | 84,923 | 24,549 |
| Interest receivable and similar income | 6 | 6,081 | 18,785 |
| **Profit before taxation** | | 91,004 | 43,334 |
| Tax on profit | | (17,581) | (9,180) |
| **Profit for the financial year** | 12 | 73,423 | 34,154 |

Profit for the financial year is all attributable to the owners of the parent company.

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## GROUP BALANCE SHEET

***AS AT 31 MARCH 2022***

| | Notes | 2022 £ | 2022 £ | 2021 £ | 2021 £ |
|---|---|---|---|---|---|
| **Fixed assets** | | | | | |
| Tangible assets | 7 | | 15,819 | | 17,602 |
| **Current assets** | | | | | |
| Debtors | 8 | 1,968,417 | | 1,971,497 | |
| Cash at bank and in hand | | 8,474,655 | | 7,203,261 | |
| | | 10,443,072 | | 9,174,758 | |
| **Creditors: amounts falling due within one year** | 9 | (9,526,441) | | (8,333,333) | |
| **Net current assets** | | | 916,631 | | 841,425 |
| **Total assets less current liabilities** | | | 932,450 | | 859,027 |
| **Provisions for liabilities** | 10 | | (24,000) | | (24,000) |
| **Net assets** | | | 908,450 | | 835,027 |
| **Capital and reserves** | | | | | |
| Called up share capital | | | - | | - |
| Profit and loss reserves | 12 | | 908,450 | | 835,027 |
| **Total equity** | | | 908,450 | | 835,027 |

These financial statements have been prepared in accordance with the provisions applicable to groups and companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 12 December 2022 and are signed on its behalf by:

..............................
Mr P. Roy Head
**Director**

# DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

## COMPANY BALANCE SHEET

### *AS AT 31 MARCH 2022*

| | Notes | 2022 £ | 2022 £ | 2021 £ | 2021 £ |
|---|---|---|---|---|---|
| **Fixed assets** | | | | | |
| Tangible assets | 7 | | 14,774 | | 16,786 |
| **Current assets** | | | | | |
| Debtors | 8 | 1,964,187 | | 1,905,304 | |
| Cash at bank and in hand | | 8,469,244 | | 7,191,197 | |
| | | 10,433,431 | | 9,096,501 | |
| **Creditors: amounts falling due within one year** | 9 | (9,503,657) | | (8,243,023) | |
| **Net current assets** | | | 929,774 | | 853,478 |
| **Total assets less current liabilities** | | | 944,548 | | 870,264 |
| **Provisions for liabilities** | 10 | | (24,000) | | (24,000) |
| **Net assets** | | | 920,548 | | 846,264 |
| **Capital and reserves** | | | | | |
| Called up share capital | | | - | | - |
| Profit and loss reserves | 12 | | 920,548 | | 846,264 |
| **Total equity** | | | 920,548 | | 846,264 |

As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes. The company's profit for the year was £74,284 (2021 - £32,747 profit).

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 12 December 2022 and are signed on its behalf by:

..............................
Mr P. Roy Head
**Director**

**Company Registration No. 06069322**

**1 Judgements and key sources of estimation uncertainty**

In the application of the group's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

**2 Accounting policies**

**Company information**

Development Media International Associates CIC ("the company") is a private limited company domiciled and incorporated in England and Wales. The registered office is Canalside Studios, 8-14 St Pancras Way, London, NW1 0QG.

The group consists of Development Media International Associates CIC and all of its subsidiaries.

**2.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006. as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

**2.2 Basis of consolidation**

The consolidated group financial statements consist of the financial statements of the parent company Development Media International Associates CIC together with all entities controlled by the parent company (its subsidiaries) and the group's share of its interests in joint ventures and associates.

All financial statements are made up to 31 March 2022. Where necessary, adjustments are made to the financial statements of subsidiaries to bring the accounting policies used into line with those used by other members of the group.

All intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

The group profit and loss account also include the results of Development Media International Association (Uganda) Limited and Development Media International Zambia Limited for the year ended 31st March 2022.

**2 Accounting policies** **(Continued)**

**2.3 Turnover**

Revenue from contracts for the provision of services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

**2.4 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

| | |
|---|---|
| Plant and equipment | 33% straight line on cost |
| Fixtures and fittings | 33% straight line on cost |
| Motor vehicles | 33% straight line on cost |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the profit and loss account.

**2.5 Fixed asset investments**

In the parent company financial statements, investments in subsidiaries,are initially measured at cost and subsequently measured at cost less any accumulated impairment losses.

A subsidiary is an entity controlled by the group. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

**2.6 Impairment of fixed assets**

At each reporting period end date, the group reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

The carrying amount of the investments accounted for using the equity method is tested for impairment as a single asset. Any goodwill included in the carrying amount of the investment is not tested separately for impairment.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

**2 Accounting policies** **(Continued)**

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

**2.7 Cash at bank and in hand**

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**2.8 Financial instruments**

The group has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the group's balance sheet when the group becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

***Basic financial assets***

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Classification of financial liabilities***

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

***Basic financial liabilities***

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**2.9 Taxation**

The tax expense represents the sum of the tax currently payable and deferred tax.

**2 Accounting policies** **(Continued)**

***Current tax***

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

***Deferred tax***

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset if, and only if, there is a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

**2.10 Provisions**

Provisions are recognised when the group has a legal or constructive present obligation as a result of a past event, it is probable that the group will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation. Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value, the unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

**2.11 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

**2.12 Leases**

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leased asset are consumed.

## 2 Accounting policies (Continued)

### 2.13 Foreign exchange

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.

## 3 Turnover and other revenue

In the year to 31 March 2022 the turnover represents 44% (2021 66%) of funds received from UK based funders and 56% (2021 34%) from overseas funders for services rendered overseas.

| | 2022 | 2021 |
|---|---|---|
| | £ | £ |
| **Other revenue** | | |
| Interest income | 6,081 | 18,785 |

## 4 Auditor's remuneration

| | 2022 | 2021 |
|---|---|---|
| Fees payable to the company's auditor and associates: | £ | £ |
| **For audit services** | | |
| Audit of the financial statements of the group and company | 6,000 | 6,000 |
| Audit of the financial statements of the company's subsidiaries | 2,038 | 1,582 |
| | 8,038 | 7,582 |
| **Earlier years services** | | |
| Audit | 2,000 | - |

## 5 Employees

The average monthly number of persons (including directors) employed by the group and company during the year was:

| | Group | | Company | |
|---|---|---|---|---|
| | 2022 | 2021 | 2022 | 2021 |
| | Number | Number | Number | Number |
| Total employees | 72 | 69 | 69 | 66 |

## 5 Employees (Continued)

Their aggregate remuneration comprised:

| | Group 2022 £ | 2021 £ | Company 2022 £ | 2021 £ |
|---|---|---|---|---|
| Wages and salaries | 3,144,314 | 2,851,359 | 3,009,861 | 2,734,023 |

## 6 Interest receivable and similar income

| | 2022 £ | 2021 £ |
|---|---|---|
| Other interest receivable and similar income | 6,081 | 18,785 |

## 7 Tangible fixed assets

| Group | Plant and machinery etc £ |
|---|---|
| **Cost** | |
| At 1 April 2021 | 304,815 |
| Additions | 18,695 |
| Disposals | (106,672) |
| Other changes | (572) |
| At 31 March 2022 | 216,266 |
| **Depreciation and impairment** | |
| At 1 April 2021 | 287,213 |
| Depreciation charged in the year | 20,232 |
| Eliminated in respect of disposals | (106,426) |
| Other changes | (572) |
| At 31 March 2022 | 200,447 |
| **Carrying amount** | |
| At 31 March 2022 | 15,819 |
| At 31 March 2021 | 17,602 |

## 7 Tangible fixed assets (Continued)

| Company | Plant and machinery etc £ |
|---|---|
| **Cost** | |
| At 1 April 2021 | 302,731 |
| Additions | 17,596 |
| Disposals | (106,672) |
| At 31 March 2022 | 213,655 |
| **Depreciation and impairment** | |
| At 1 April 2021 | 285,945 |
| Depreciation charged in the year | 19,362 |
| Eliminated in respect of disposals | (106,426) |
| At 31 March 2022 | 198,881 |
| **Carrying amount** | |
| At 31 March 2022 | 14,774 |
| At 31 March 2021 | 16,786 |

## 8 Debtors

| | Group 2022 | 2021 | Company 2022 | 2021 |
|---|---|---|---|---|
| **Amounts falling due within one year:** | £ | £ | £ | £ |
| Trade debtors | 62,290 | 15,679 | 62,290 | 15,679 |
| Corporation tax recoverable | - | 12,092 | - | 12,092 |
| Other debtors | 1,896,697 | 1,933,852 | 1,892,467 | 1,867,659 |
| | 1,958,987 | 1,961,623 | 1,954,757 | 1,895,430 |
| Deferred tax asset | 9,430 | 9,874 | 9,430 | 9,874 |
| | 1,968,417 | 1,971,497 | 1,964,187 | 1,905,304 |

**9 Creditors: amounts falling due within one year**

| | Group 2022 £ | 2021 £ | Company 2022 £ | 2021 £ |
|---|---|---|---|---|
| Trade creditors | 301 | 120,036 | 301 | 36,243 |
| Corporation tax payable | 17,137 | 11,117 | 17,137 | 11,117 |
| Other taxation and social security | 9,557 | 38,002 | 5,027 | 34,723 |
| Other creditors | 9,499,446 | 8,164,178 | 9,481,192 | 8,160,940 |
| | 9,526,441 | 8,333,333 | 9,503,657 | 8,243,023 |

**10 Provisions for liabilities**

| | Group 2022 £ | 2021 £ | Company 2022 £ | 2021 £ |
|---|---|---|---|---|
| Dilapidations | 24,000 | 24,000 | 24,000 | 24,000 |

Movements on provisions:

| **Group** | **Dilapidations £** |
|---|---|
| At 1 April 2021 and 31 March 2022 | 24,000 |

| **Company** | **Dilapidations £** |
|---|---|
| At 1 April 2021 and 31 March 2022 | 24,000 |

Provisions have been made for the following:

To cover dilapidation costs on completion of leases in the UK

**11 Members' liability**

Development Media International CIC is a company limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each members to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

### 12 Reserves

| | Group 2022 | 2021 | Company 2022 | 2021 |
|---|---|---|---|---|
| | £ | £ | £ | £ |
| At the beginning of the year | 835,027 | 800,873 | 846,264 | 813,518 |
| At the beginning of the year | 835,027 | 800,873 | 846,264 | 813,518 |
| Profit for the year | 73,423 | 34,154 | 74,284 | 32,746 |
| At the end of the year | 908,450 | 835,027 | 920,548 | 846,264 |

### 13 Operating lease commitments

**Lessee**

At the reporting end date the group had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

| | Group 2022 | 2021 | Company 2022 | 2021 |
|---|---|---|---|---|
| | £ | £ | £ | £ |
| | 389,435 | 364,336 | 389,435 | 364,336 |

### 14 Related party transactions

Development Media International Associates CIC trades with Development Media International Limited, an entity in which R Head is the sole director. Expenses of £28 (2021 £Nil) were incurred during the year for services provided. £28 was owed to Development Media International Limited at the year end (2021 due £Nil).

### 15 Controlling party

The ultimate controlling party is Roy Head.

000242/15

# CIC 34

# Community Interest Company Report

| | |
|---|---|
| **For official use** *(Please leave blank)* | |
| **Company Name in full** | Development Media International Associates CIC |
| **Company Number** | 06069322 |
| **Year Ending** | 31/03/2022 |

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

***(The date format is required in full)***

**Please ensure the company name is consistent with the company name entered on the accounts.**

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.

## (N.B. A Filing Fee of £15 is payable on this document. Please enclose a cheque or postal order payable to Companies House)

**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 description of how they have benefited the community.

Development Media International (DMI) is a UK-based non-profit organisation that creates evidence-based social behaviour change campaigns to improve health and save lives. DMI was founded to bring the rigour of epidemiology to media campaigns. We are committed to a 'Create, Test, Scale' approach. We use local talent to create engaging campaigns, test their effectiveness on influencing specific behaviours using the most rigorous evaluation methods feasible, and scale the most effective campaigns to maximise impact and reach national populations cost-effectively.

This year, DMI has continued to run several mass media behaviour change campaigns, including a nationwide family planning campaign in Burkina Faso, a nationwide child survival campaign in Mozambique, a family planning campaign spanning multiple countries in East Africa, and COVID-19 campaigns in Tanzania and Madagascar.

*(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, funders, and beneficiaries.

Consultation (which is largely carried out through face-to-face meetings or focus group discussions) is undertaken 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 can select the most cost-effective use of the budgets available, thus maximising DMI's impact on improving health and the number 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 £172,418

**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.)***

**PART 5 – SIGNATORY (Please note this must be a live signature)**

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

Signed

*(DD/MM/YY)*

Date 12/12/22

**Please note that it is a legal requirement for the date format to be provided in full throughout the CIC34 report.**

**Applications will be rejected if this is information is incorrect.**

*Office held (delete 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.

| | |
|---|---|
| | |
| | |
| | |
| | Tel |
| DX Number | DX Exchange |

**When you have completed and signed the form, please attach it to the accounts and send both forms <u>by post</u> 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

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