

# DMA Annual report


2014

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# Directors and officers

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## DIRECTORS



Amanda Merron  
Anthony John Kane  
Christopher Porte Combemale  
Fedelma Good  
Malcolm Green (resigned 1 January 2014)  
William Gilbert (resigned 1 January 2014)  
Julia Porter  
Shaun Bailey  
Scott Morrison Logie (resigned 1 January 2014)  
Richard James Dutton  
Michelle Mary De Souza  
Leopold John Cyprien Hugo (appointed 28 March 2014)  
Timothy John Drye (appointed 1 January 2014)

## SECRETARY

James Milligan

## REGISTERED OFFICE

DMA House  
70 Margaret Street  
London W1W 8SS

## AUDITOR

Baker Tilly UK Audit LLP  
Chartered Accountants  
25 Farringdon Street  
London EC4A 4AB

# Chair's report



Today, every business operating in the one-to-one marketing industry faces an unprecedented set of challenges that threaten to undermine how they communicate directly with their customers. Heightened public concern about data privacy – highlighted by recent stories regarding government and corporate misuse and abuse of citizens' information – has the potential to undermine the bond of trust between businesses and their customers. Restoring and maintaining this trust by transparently respecting data privacy is essential to the success of the data-driven economy.

The DMA has made tremendous strides over the past 12 months in providing the strategic leadership and support its members, and the wider one-to-one marketing industry, need to promote the flow of information between consumer and business. Central to this mission has been the introduction of the new principles-based DMA Code. By placing the need for transparency at the heart of the Code, we are raising the self-regulatory bar above and beyond the legal and CAP Code requirements. In this way we encourage good business practises that foster consumer confidence and trust in one-to-one marketing.

The Code was written with input from the Department of Culture, Media & Sport, Ministry of Justice, Information Commissioner's Office and Ofcom. It is supplemented by nine channel and sector-specific guides that provide essential how-to information. They set out and summarise all of the important legislation, as well as reference relevant codes of practice from other industry organisations, which impacts the channel or sector.

Industry reaction to the Code and guides has been overwhelmingly positive. The Advertising Association has publically endorsed the Code. The marketing trade press has also thrown its collective weight behind the Code, hailing it as a vital step forward for the industry. In the next year our activities will continue to revolve around promoting the Code and the need to make sure everything we do as an industry is customer focused.

As a campaigning organisation, the DMA has achieved notable success in protecting one-to-one marketing from the latest legislative developments. These include positive

results in lobbying for fairness and balance in the draft EU Data Protection Regulation. The DMA's concerns about some of the more onerous provisions have received the backing of Westminster, giving cause for optimism that the final draft will accommodate the growth of data-driven marketing, as well as ensuring that an individual's privacy is protected.

In addition, the DMA waged an award-nominated campaign to stave off political calls for new legislation that would amount to a de facto ban on outbound telemarketing to tackle the problem of nuisance calls. The Government's March 2014 report, Nuisance calls action plan, credited the DMA for its solutions – specifically naming TPS Assured and the DMA Code.

The greatest strength of the DMA is the support of its members. Together, they provide an unrivalled wealth of experience, knowledge and insight essential for generating the thought leadership and content that makes the DMA the most influential voice in the one-to-one marketing industry. I'm pleased to see that we now have a new outlet that makes it even easier to share thought leadership and insight with the new [dma.org.uk](http://dma.org.uk). Launched in August, members now have the tools to contribute content directly to the community-led website, as well as making it easier than ever before to access the information they need.

The new DMA Code, guides and website have only been made possible by the expert input and commitment of the 150-plus volunteers that give up their time to serve on the DMA's councils and committees. I would like to thank them personally for their outstanding contributions, and I look forward to working with them on our mission to promote and grow our industry in the year to come.

**Julia Porter**  
*Chair of the DMA*

Date: 31 October 2014

# Executive Director's report



The 2013-14 financial year marked significant progress in the effectiveness of our representation of the one-to-one to millions industry. We achieved greater engagement with our members and the wider one-to-one marketing community through a calendar of high-profile events, a prodigious output of thought leadership content and effective industry representation on a series of business-critical issues. This has attracted significant numbers of new members. In the past 12 months we've welcomed 171 new companies and organisations into membership, taking us to a record high of 1,046 members.

We ran 63 events in the last year, attracting 2,600 attendees drawn from all walks in the industry. The feedback we've received tells us that the calibre of speakers we schedule is what attracts members into the conference hall. Keynote speakers such as Harper Reed, the technologist and innovator behind Barack Obama's 2011 re-election campaign at the Innovation Summit; Channel 4's Sanjeevan Bala, ITV's Stephen Poole and Shazam's Rhiannon White at the TV Summit; deputy Information Commissioner David Smith at Data Protection 2014; and Nick Stanhope, CEO of We Are What We Do at the summer lunch. All have been outstanding, sharing their thought-provoking insights and experiences.

The 2013 DMA Awards proved to be a record breaker, and made a number of innovative leaps forward in terms of the entry and judging processes. Nearly 500 entries vied for Gold in 37 categories, as well as the coveted Grand Prix. For the first time in the Awards' history the entry process was entirely online, made possible through the development of a bespoke platform. The judging process too was revolutionised. More than 300 senior practitioners were handpicked to serve as judges. Voting was conducted through a specially-developed iPad app, creating a seamless experience. The winners were heralded by a gospel choir at the Awards ball, and cheered on by an industry audience of more than 800.

As the hub of the one-to-one marketing industry, the launch of the new [dma.org.uk](http://dma.org.uk) has made the website the go-to information resource. Thought leadership, case studies, research, blogs - we're building a repository of informative and inspiring content that is indispensable for marketers to keep pace with the latest thinking and trends. Central to this is the invaluable contribution made by our most engaged members - our council and committee members. In the last year the 17 councils and committees produced 251 blogs, articles and pieces of research, as well as 17 practitioner events. The councils and committees met a total of 169 times, making this their most productive year to date.

As always, we lead the industry response to the major issues impacting the business interests of our members.

In October, we contributed a submission to Royal Mail's consultation on its proposed changes to how it charges users of its Postcode Address File (PAF). The alternative pricing structure threatened to wreak terrible financial costs on our members and the 37,000 other businesses that depend on using PAF. As a consequence, Royal Mail announced it would move towards a different pricing structure that would not burden its customers with increased costs.

In the same month, we launched TPS Assured, a new certification scheme for the industry to help tackle the problem of nuisance calls. TPS Assured helps companies involved in making legitimate outbound sales and marketing calls to UK consumers ensure they comply with the Privacy and Electronic Communications Regulations (PECR), as well as Ofcom guidelines and TPS Assured's industry best practice guidelines. Speaking at its launch, the Hon. Ed Vaizey MP, Minister for Culture, Communications and Creative Industries, said:


"The public has had enough of nuisance calls from companies simply flouting the rules. We have encouraged regulators to take action against those who break the law but we are also keen for industry to improve best practice. I welcome this initiative by the DMA and hope that it helps to drive up standards."

Rising numbers of complaints pushed nuisance calls high up on the national media's news agenda, putting our industry under the spotlight. At every point we took centre stage, speaking on behalf of the industry to tell our side of the story and to educate the media about the issues to ensure they did not conflate legitimate telemarketing with the rogue companies responsible for making nuisance calls. Through our prolific proactive and reactive media relations work on nuisance calls - and myriad other industry issues - we generated more than 1,000 items of coverage spread over national and regional TV and radio, and the business, consumer and trade presses.

The launch of the new DMA Code and its nine supplementary channel and sector-specific guides has also given us the chance to engage with our members and the wider one-to-one marketing community in ways previously not possible. The new principles-based Code focuses on transparency, honesty and building trust in today's data-driven economy. It's more accessible and user-friendly than before, which every practitioner from novice to senior business leader can understand, embrace and put into practise.

# Executive Director's report

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This has undoubtedly been a landmark year for our organisation, one which has propelled us forward and has placed us firmly at the centre of the industry. The momentum we've built in the past 12 months is in no small part thanks to the hard work of our dedicated and talented team. I would like to thank every one of our staff for their enthusiasm and belief in bringing the DMA vision to life and transforming it into a great success.



Chris Combemale  
Executive Director

Date: 31 October 2014

# Report of the board

The board presents its report and the financial statements of The Direct Marketing Association (UK) Limited for the year ended 31 March 2014.

## PRINCIPAL ACTIVITY

The company is the principal trade association for companies and organisations involved in the one-to-one marketing industry in the United Kingdom.

## DIRECTORS

The following directors have held office since 1 April 2013:

Amanda Merron	
Anthony John Kane	
Christopher Porte Combemale	
Fedelma Good	
Malcolm Green	(resigned 1 January 2014)
William Gilbert	(resigned 1 January 2014)
Julia Porter	
Shaun Bailey	
Scott Morrison Logie	(resigned 1 January 2014)
Richard James Dutton	
Michelle Mary De Souza	
Leopold John Cyprien Hugo	(appointed 28 March 2014)
Timothy John Drye	(appointed 1 January 2014)

## STATEMENT AS TO DISCLOSURE OF INFORMATION TO THE AUDITOR

The directors who were in office on the date of approval of these financial statements have confirmed that, as far as they are aware, there is no relevant audit information of which the auditor is unaware. Each of the directors have confirmed that they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

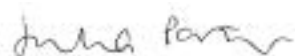
## AUDITOR

A resolution to re-appoint Baker Tilly UK Audit LLP, Chartered Accountants, as auditor will be put to the members at the Annual General Meeting.

## SMALL COMPANIES PROVISIONS

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

By order of the board



Julia Porter  
Chair of the DMA

Date: 31 October 2014

# Board's responsibilities in the preparation of financial statements

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The directors are responsible for preparing the Report of the Board 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 those financial statements, the directors are required to:

- a. select suitable accounting policies and then apply them consistently;
- b. make judgments and estimates that are reasonable and prudent; and,
- c. 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on The Direct Marketing Association (UK) Limited website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



# Independent auditor's report to the members of The Direct Marketing Association (UK) Ltd

We have audited the financial statements on pages 8 to 14. 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).

This report is made solely to the company's members, as a body, in accordance with sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

## Respective responsibilities of directors and auditor

As more fully explained in the Boards' Responsibilities Statement set out on page 6, 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 (APB's) Ethical Standards for Auditors.

## Scope of the audit of the financial statements

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

## Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2014 and of its deficit 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.

## 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 from the requirement to prepare a strategic report or in preparing the director's report.




DAVID BLACHER (Senior Statutory Auditor)  
For and on behalf of BAKER TILLY UK AUDIT LLP, Statutory Auditor  
Chartered Accountants  
25 Farringdon Street  
London EC4A 4AB

Dated: 31 October 2014

# Income and expenditure account

## for the year ended 31 March 2014

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	Notes	2014 £	2013 £
<b>INCOME</b>		3,324,288	3,238,869
Cost of sales		<u>(431,798)</u>	<u>(445,000)</u>
<b>GROSS SURPLUS</b>		2,892,490	2,793,869
Operating expenses		<u>(3,025,322)</u>	<u>(3,029,721)</u>
<b>OPERATING DEFICIT</b>		(132,832)	(235,852)
Interest receivable		<u>12,331</u>	<u>44,413</u>
<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	1	(120,501)	(191,439)
Taxation	2	<u>—</u>	<u>401</u>
<b>DEFICIT FOR THE FINANCIAL YEAR</b>	8	<u><u>(120,501)</u></u>	<u><u>(191,038)</u></u>

# Balance sheet

## 31 March 2014

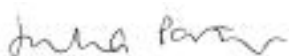
Limited by guarantee

Company Registration No. 2667995

	Notes	2014 £	2013 £
<b>FIXED ASSETS</b>			
Tangible assets	3	372,352	144,668
Investments in subsidiary undertaking	4	1,002	1,002
		<u>373,354</u>	<u>145,670</u>
<b>CURRENT ASSETS</b>			
Debtors	5	1,994,770	2,292,297
Cash at bank and in hand		<u>2,136,577</u>	<u>2,267,036</u>
		4,131,347	4,559,333
<b>CREDITORS: Amounts falling due within one year</b>	6	<u>(2,046,475)</u>	<u>(2,126,276)</u>
<b>NET CURRENT ASSETS</b>		<u>2,084,872</u>	<u>2,433,057</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		2,458,226	2,578,727
<b>CREDITORS: Amounts falling due after one year</b>	7	(61,575)	(61,575)
<b>NET ASSETS</b>		<u><u>2,396,651</u></u>	<u><u>2,517,152</u></u>
<b>RESERVES</b>			
Income and expenditure account	8	<u><u>2,396,651</u></u>	<u><u>2,517,152</u></u>

The accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements on pages 8 to 14 were approved by the board of directors and authorised for issue on October 2014 and are signed on its behalf by:



Julia Porter  
Chair of the DMA



A Merron  
Hon Treasurer

# Accounting policies

## BASIS OF ACCOUNTING

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), "FRSSE 2008".

## GOING CONCERN

The directors have considered the 12 month period following approval of the accounts and consider that it is appropriate to prepare the accounts on the going concern basis.

## FORMAT

Advantage has been taken under section 369 of the Companies Act 2006 which allows the format of accounts to be adapted to reflect the special nature of the company's business.

## INCOME

Income comprises the total amount receivable by the company in the ordinary course of business for subscriptions and services provided, exclusive of Value Added Tax. Subscriptions are credited to the income and expenditure account according to the proportion of each member's subscription year falling within the company's accounting period.

## TANGIBLE FIXED ASSETS

Depreciation is provided on all tangible fixed assets at rates calculated to write each asset down to its estimated residual value evenly over its expected useful life, as follows:-

Plant and machinery	15%-33%
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## INVESTMENTS IN SUBSIDIARY UNDERTAKINGS

The investments in subsidiary undertakings are stated at cost.

## IMPAIRMENTS

Fixed assets are reviewed for impairment if events or changes in circumstances indicate that the carrying amount may not be recoverable or as otherwise required by relevant accounting standards.

Shortfalls between the carrying value of fixed assets and their recoverable amounts, being the higher of net realisable value and value-in-use, are recognised as impairments and charged to the income and expenditure account.

## CONSOLIDATION

The company and its subsidiary undertakings form a small group. The company has therefore taken advantage of the exemption provided by section 399 of the Companies Act 2006 not to prepare group accounts and hence the financial statements present information about the company as an individual undertaking only.

## DEFERRED TAXATION

Deferred tax is recognised in respect of all material timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements. Deferred tax assets are only recognised when the directors consider it more likely than not that they will be realised.

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis.

## OPERATING LEASES

The annual rentals payable under operating leases are charged to the income and expenditure account on a straight line basis over the lease term.

## PENSION COSTS

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year.

# Notes to the financial statements

## for the year ended 31 March 2014

1	<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	2014 £	2013 £
	The deficit on ordinary activities before taxation is stated after charging:		
	Depreciation	95,832	88,642
	Auditor's remuneration for statutory audit services	14,500	14,000
	Operating lease rentals - plant and machinery	3,730	4,080
	- land and buildings	375,000	375,000
		375,000	375,000

Directors' remuneration comprised sums paid to directors of £146,091 (2013: £143,471). No director accrued retirement benefits under the defined contribution pension scheme in either year.

2	<b>TAXATION</b>	2014 £	2013 £
	Current Tax		
	UK corporation tax on profits for the period	—	—
	Adjustments in respect of previous periods	—	(401)
		—	(401)
	Total tax credit on ordinary activities	—	(401)

		2014 £	2013 £
	Loss on ordinary activities before tax	(120,501)	(191,439)
	Loss on ordinary activities multiplied by the standard rate of corporation tax for small companies 23% (2013 – 24%)	(27,715)	(45,945)
	Effects of:		
	Expenses not deductible for tax purposes	12,492	2,212
	Group relief surrendered	409	2,699
	Capital allowances (in excess of) / less than depreciation	(37,557)	2,658
	Other short term timing differences	2,987	—
	Unrelieved tax losses and other deductions arising in the period	49,384	38,376
	Adjustment to tax charge in respect of previous period	—	(401)
		—	(401)
	Current tax credit for the year	—	(401)

The company has tax losses of £374,259 (2013: £159,546) carried forward. A deferred tax asset has not been provided as the timing of recovery is uncertain.

# Notes to the financial statements

## for the year ended 31 March 2014

3	TANGIBLE FIXED ASSETS	Plant and Machinery	Computer Equipment	Leasehold Improvements	Total
		£	£	£	£
	Cost:				
	1 April 2013	295,343	168,401	—	463,744
	Additions	9,074	132,710	181,732	323,516
	31 March 2014	<u>304,417</u>	<u>301,111</u>	<u>181,732</u>	<u>787,260</u>
	Depreciation:				
	1 April 2013	226,305	92,771	—	319,076
	Charged in the year	23,329	63,780	8,723	95,832
	31 March 2014	<u>249,634</u>	<u>156,551</u>	<u>8,723</u>	<u>414,908</u>
	Net book amount:				
	31 March 2014	<u>54,783</u>	<u>144,560</u>	<u>173,009</u>	<u>372,352</u>
	31 March 2013	<u>69,038</u>	<u>75,630</u>	<u>—</u>	<u>144,668</u>

4	INVESTMENTS IN SUBSIDIARY UNDERTAKINGS	£
	Cost	
	At 1 April 2013 and 31 March 2014	<u>1,002</u>
	Company	% shareholding
	The Telephone Preference Service Limited	100
		Activity
		Telephone and fax opt out service
	NSF Limited	100
		Data suppression service

During its latest financial period ended 31 January 2014 The Telephone Preference Service Limited made a profit before tax of £39,097 (2013: £12,658). At 31 January 2014 the aggregate surplus of capital and reserves was £81,507 (2013: £42,018). The Telephone Preference Service Limited has adopted a different accounting reference date due to the term of the contract with OFCOM which constitutes the trade of that company.

During the year ended 31 March 2014, NSF Limited made a profit before tax of £24,319 (2013: £nil). At 31 March 2014 the aggregate surplus of capital and reserves was £51,778 (2013: £32,417).

# Notes to the financial statements

## for the year ended 31 March 2014

5	DEBTORS	2014 £	2013 £
	Due within one year:		
	Trade debtors	1,387,885	1,466,696
	Amounts owed by group undertakings:	—	135,781
	Other debtors	<u>156,885</u>	<u>239,820</u>
		1,544,770	1,842,297
	Due after one year:		
	Other debtors	<u>450,000</u>	<u>450,000</u>
		<u><u>1,994,770</u></u>	<u><u>2,292,297</u></u>
6	CREDITORS: Amounts falling due within one year	2014 £	2013 £
	Trade creditors	221,569	207,748
	Subscriptions in advance	1,211,367	1,366,047
	Amounts owed to group undertakings	79,187	—
	Other taxation and social security	222,871	198,163
	Other creditors	<u>311,481</u>	<u>354,318</u>
		<u><u>2,046,475</u></u>	<u><u>2,126,276</u></u>
7	CREDITORS: Amounts falling due after more than one year	2014 £	2013 £
	Rent deposit	<u><u>61,575</u></u>	<u><u>61,575</u></u>

# Notes to the financial statements

## for the year ended 31 March 2014

### 8 INCOME AND EXPENDITURE ACCOUNT

	£
At 1 April 2013	2,517,152
Deficit for the financial year	<u>(120,501)</u>
At 31 March 2014	<u><u>2,396,651</u></u>

### 9 COMMITMENTS UNDER OPERATING LEASES

	2014 £	2013 £
At 31 March 2014 the company had annual commitments under non-cancellable operating leases as follows:		
Expiring between two and five years	<u>379,080</u>	<u>379,080</u>

### 10 RELATED PARTY TRANSACTIONS

During the year, the company received subscriptions of £38,356 (2013: £32,400) from companies with common directors.

During the year, the company charged its subsidiary undertaking The Telephone Preference Service Limited fees for management services, rent, promotional services, administrative expenses and staff costs of £416,388 (2013: £373,024). At the year end the balance owed to The Telephone Preference Service Limited was £82,187 (2013: amount owed by The Telephone Preference Service Limited; £127,884).

During the year the company charged its subsidiary undertaking NSF Limited fees for management services of £nil (2013: £13,515). At the year end the balance owed by NSF Limited was £3,000 (2013: £7,897).

### 11 CONTINGENT LIABILITIES

The company has provided guarantees in respect of the performance obligations of NSF Limited up to an aggregate amount of £100,000 (2013: £100,000).

### 12 LIABILITY OF MEMBERS

The company is limited by guarantee not having a share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of it being wound up.