

Company Registration No. 00518685 (England and Wales)

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

COMPANY INFORMATION

Directors	C Beale	
	G Gosling	
	J Frost	
	N Baker	
	Z Ruffels	
	J Haworth	
	N North	
	B Earle	(Appointed 1 April 2020)
	R Cole	(Appointed 1 April 2020)
	S Jefferies	(Appointed 1 April 2020)
	J Perry	(Appointed 1 April 2020)
	C Patterson	(Appointed 1 April 2021)

Secretary	J Frost
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Company number	00518685
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Registered office	15 Northburgh Street London EC1V 0JR
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Accountants	Arram Berlyn Gardner LLP 30 City Road London EC1Y 2AB
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THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

CONTENTS

	Page
Directors' report	1
Accountants' report	2
Income and expenditure account	3
Statement of comprehensive income	4
Statement of financial position	5 - 6
Statement of changes in equity	7
Notes to the financial statements	8 - 14

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2021

The directors present their annual report and financial statements for the year ended 31 March 2021.

Principal activities

The Society has principally been engaged in the promotion, protection and furtherance of the profession of planning and carrying out market or social research or related activities.

Directors

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

C Beale	
G Gosling	
J Frost	
N Baker	
P Macfarlane	(Resigned 1 April 2020)
Z Ruffels	
C Hayter	(Resigned 31 March 2021)
J Haworth	
N North	
B Earle	(Appointed 1 April 2020)
R Cole	(Appointed 1 April 2020)
S Jefferies	(Appointed 1 April 2020)
J Perry	(Appointed 1 April 2020)
C Patterson	(Appointed 1 April 2021)

Results for the year

The results for the year are set out on page 3.

As noted in the prior year accounts, the Society has not been immune to the impact of Covid-19. Recovery is taking longer than anticipated and lockdowns through the last 12 months have had an impact on business activity. The directors have taken and, continue to take actions to mitigate the impact and protect the business assets.

As required by accounting standards where there are material changes in market conditions, the directors have sought up to date professional valuation of the Society's property assets so that the accounts show as up to date fair value position of the property at the year end date. Not unsurprisingly, those valuations have resulted in a write down of the fair value of the property assets in these accounts. Nevertheless, the carrying value of the property assets at the year end date, stand at just under a very healthy £5.81m compared to a cost of just over £2.3m.

Small companies exemption

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

On behalf of the board

J Haworth
Director

2 September 2021

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE) FOR THE YEAR ENDED 31 MARCH 2021

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Market Research Society (Limited by Guarantee) for the year ended 31 March 2021 set out on pages 3 to 14 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance>.

This report is made solely to the Board of Directors of The Market Research Society (Limited by Guarantee), as a body, in accordance with the terms of our engagement letter dated 20 May 2020. Our work has been undertaken solely to prepare for your approval the financial statements of The Market Research Society (Limited by Guarantee) and state those matters that we have agreed to state to the Board of Directors of The Market Research Society (Limited by Guarantee), as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The Market Research Society (Limited by Guarantee) and its Board of Directors as a body, for our work or for this report.

It is your duty to ensure that The Market Research Society (Limited by Guarantee) has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and deficit of The Market Research Society (Limited by Guarantee). You consider that The Market Research Society (Limited by Guarantee) is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of The Market Research Society (Limited by Guarantee). For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Arram Berlyn Gardner LLP

2 September 2021

Chartered Accountants

30 City Road
London
EC1Y 2AB

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2021

	Notes	2021 £	2020 £
Income	2	2,912,532	3,688,069
Cost of sales		(658,382)	(1,189,301)
Gross surplus		2,254,150	2,498,768
Administrative expenses		(2,391,269)	(2,704,242)
Other operating income		122,669	125,878
Operating deficit		(14,450)	(79,596)
Interest payable and similar expenses		(21,283)	-
Amounts written off investments	4	(47,750)	-
Deficit before taxation		(83,483)	(79,596)
Tax on deficit		16,895	(4,238)
Deficit for the financial year		(66,588)	(83,834)

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 MARCH 2021

	2021	2020
	£	£
Deficit for the year	(66,588)	(83,834)
	<u> </u>	<u> </u>
Other comprehensive income		
Revaluation of tangible fixed assets	(269,385)	198,929
Tax relating to other comprehensive income	59,906	(46,022)
	<u> </u>	<u> </u>
Other comprehensive income for the year	(209,479)	152,907
	<u> </u>	<u> </u>
Total comprehensive income for the year	(276,067)	69,073
	<u> </u>	<u> </u>

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2021

	Notes	2021		2020	
		£	£	£	£
Fixed assets					
Tangible assets	5	4,489,985		4,838,599	
Investment properties	6	1,592,250		1,640,000	
		<u>6,082,235</u>		<u>6,478,599</u>	
Current assets					
Debtors	7	777,977		794,988	
Cash at bank and in hand		530,536		612,159	
		<u>1,308,513</u>		<u>1,407,147</u>	
Creditors: amounts falling due within one year	8	<u>(1,861,006)</u>		<u>(1,998,364)</u>	
Net current liabilities			<u>(552,493)</u>		<u>(591,217)</u>
Total assets less current liabilities			5,529,742		5,887,382
Creditors: amounts falling due after more than one year	9		(617,717)		(622,489)
Provisions for liabilities	9		<u>(230,752)</u>		<u>(307,553)</u>
Net assets			<u>4,681,273</u>		<u>4,957,340</u>
Reserves					
Revaluation reserve		2,626,398		2,835,877	
Other reserves	12	971,225		1,008,767	
Income and expenditure account		1,083,650		1,112,696	
		<u>4,681,273</u>		<u>4,957,340</u>	
Members' funds			<u>4,681,273</u>		<u>4,957,340</u>

For the financial year ended 31 March 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

STATEMENT OF FINANCIAL POSITION (CONTINUED)

AS AT 31 MARCH 2021

The financial statements were approved by the board of directors and authorised for issue on 2 September 2021 and are signed on its behalf by:

J Frost
Director

J Haworth
Director

Company Registration No. 00518685

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 MARCH 2021

	Revaluation reserve £	Other reserves £	Income and expenditure £	Total £
Balance at 1 April 2019	2,682,970	1,013,842	1,191,455	4,888,267
Year ended 31 March 2020:				
Loss for the year	-	-	(83,834)	(83,834)
Other comprehensive income:				
Revaluation of tangible fixed assets	198,929	-	-	198,929
Tax relating to other comprehensive income	(46,022)	-	-	(46,022)
Total comprehensive income for the year	152,907	-	(83,834)	69,073
Transfers	-	(5,075)	5,075	-
Balance at 31 March 2020	2,835,877	1,008,767	1,112,696	4,957,340
Year ended 31 March 2021:				
Loss for the year	-	-	(66,588)	(66,588)
Other comprehensive income:				
Revaluation of tangible fixed assets	(269,385)	-	-	(269,385)
Tax relating to other comprehensive income	59,906	-	-	59,906
Total comprehensive income for the year	(209,479)	-	(66,588)	(276,067)
Transfers	-	(37,542)	37,542	-
Balance at 31 March 2021	2,626,398	971,225	1,083,650	4,681,273

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

Company information

The Market Research Society (Limited by Guarantee) is a private company limited by guarantee incorporated in England and Wales. The registered office is 15 Northburgh Street, London, EC1V 0JR.

1.1 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 revaluation of leasehold tangible fixed assets and investment properties. The principal accounting policies adopted are set out below.

1.2 Going concern

At the balance sheet date, the Society had net current liabilities totalling £552,493 (2020: £591,217). The directors believe that the Society has the continued support of the Society bankers and the accounts have therefore been prepared as a going concern. The accounts include no adjustment that may otherwise be necessary if that support were withdrawn. The directors confirm that they are confident that all debts will be met in accordance with the Society's normal practice.

1.3 Income and expenditure

Income comprises membership subscriptions and net invoiced sales excluding Value Added Tax. Invoiced sales include Publications, Conferences, Education and Training and other activities undertaken by the Society and is recognised at the date the service is provided.

Membership subscriptions are allocated to the financial period to which they relate.

1.4 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.

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

Land and buildings Leasehold	Amortised over the term of the lease
Fixtures, fittings & equipment	Over 8 years straight line
Computer equipment	Over 3 years straight line
Membership database system	Over 5 years straight line
Website	Over 3 years straight line

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 credited or charged to surplus or deficit.

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies (Continued)

1.5 Investment properties

Investment property, which is property held to earn rentals and/or for capital appreciation, is initially recognised at cost, which includes the purchase cost and any directly attributable expenditure. Subsequently it is measured at fair value at the reporting end date. The surplus or deficit on revaluation is recognised in profit or loss.

1.6 Impairment of fixed assets

At each reporting period end date, the Society 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.

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 surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

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 surplus or deficit, 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.

1.7 Financial instruments

The Society has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Society's statement of financial position when the Society becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with 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.

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies **(Continued)**

1.8 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

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.

1.9 Retirement benefits

The Society operates a defined contribution scheme. The assets of the scheme are held separately from those of the Society in independently administered funds. Contributions are charged against the profits in the period in which they become payable.

1.10 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the statement of financial position as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to profit or loss so as to produce a constant periodic rate of interest on the remaining balance of the liability.

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 leases asset are consumed.

Rental income from operating leases is recognised on a straight line basis over the term of the relevant lease. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised on a straight line basis over the lease term.

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies (Continued)

1.11 Taxation

The current expenses represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable surplus for the year. Taxable surplus differs from net surplus as reported in the income statement because it excludes items of income and expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current 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 income statement, 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 when the company has 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 Income by class of business

The total turnover of the society for the year has been derived from its principal activity wholly undertaken in the England and Wales.

Class of business	2021 £'000	2020 £'000
Membership subscriptions	695	708
Company Partner Service	527	486
Publications & Information Services	491	711
Training & Qualifications	659	777
Conferences & Seminars	278	506
Other services	262	500
	<u>2,912</u>	<u>3,688</u>

3 Employees

The average monthly number of persons (including directors) employed by the Society during the year was 36 (2020 - 37).

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

4 Amounts written off investments

	2021	2020
	£	£
Fair value gains/(losses)		
Changes in the fair value of investment properties	(47,750)	-

5 Tangible fixed assets

	Land and buildings	Plant and machinery etc	Total
	£	£	£
Cost or valuation			
At 1 April 2020	4,560,594	1,864,869	6,425,463
Additions	11,065	44,322	55,387
Disposals	-	(168,848)	(168,848)
Revaluation	(269,385)	-	(269,385)
At 31 March 2021	4,302,274	1,740,343	6,042,617
Depreciation and impairment			
At 1 April 2020	44,925	1,541,939	1,586,864
Depreciation charged in the year	38,649	95,967	134,616
Eliminated in respect of disposals	-	(168,848)	(168,848)
At 31 March 2021	83,574	1,469,058	1,552,632
Carrying amount			
At 31 March 2021	4,218,700	271,285	4,489,985
At 31 March 2020	4,515,669	322,930	4,838,599

The long leasehold property valuation at the year end date is included based on the valuation prepared by external valuers, Harding (Chartered Surveyors), in August 2021 to fair value.

If revalued assets were stated on a historic cost basis rather than a fair value basis, the total amounts included would have been as follows:

	2021	2020
	£	£
Cost	1,689,766	1,678,701
Accumulated depreciation	(287,581)	(272,758)
Carrying value	1,402,185	1,405,943

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

6 Investment property

	2021 £
Fair value	
At 1 April 2020	1,640,000
Revaluations	(47,750)
	<u>1,592,250</u>
At 31 March 2021	<u>1,592,250</u>

The fair value of the investment property has been arrived at on the basis of a valuation carried out in August 2021 by Harding (Chartered Surveyors), who are not connected with the company. The valuation was made on an open market value basis by reference to market evidence of transaction prices for similar properties.

7 Debtors

	2021 £	2020 £
Amounts falling due within one year:		
Trade debtors	641,696	639,452
Other debtors	136,281	155,536
	<u>777,977</u>	<u>794,988</u>

8 Creditors: amounts falling due within one year

	2021 £	2020 £
Bank loans and overdrafts	40,000	231,690
Trade creditors	413,520	633,518
Other taxation and social security	126,058	74,756
Deferred income	1,127,889	952,849
Other creditors	153,539	105,551
	<u>1,861,006</u>	<u>1,998,364</u>

Bank loans and overdrafts includes a £40,000 loan balance secured by way of a fixed charge over the leasehold land known as the fourth floor, The Old Trading House, 15 Northburgh Street, London, EC1V 0JR.

THE MARKET RESEARCH SOCIETY (LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2021

9 Creditors: amounts falling due after more than one year

	2021	2020
	£	£
Bank loans and overdrafts	560,000	560,000
Other creditors	57,717	62,489
	<u>617,717</u>	<u>622,489</u>

Bank loans and overdrafts includes a £560,000 loan balance secured by way of a fixed charge over the leasehold land known as the fourth floor, The Old Trading House, 15 Northburgh Street, London, EC1V 0JR.

10 Provisions for liabilities

	2021	2020
	£	£
Deferred tax liabilities	230,752	307,553
	<u>230,752</u>	<u>307,553</u>

11 Members' liability

The Society is Limited by Guarantee. In the event of the Society being wound up during the time that individuals are MRS Members, or within one year afterwards, for payment of the debts and liabilities of the society contracted before the time at which individuals cease to be MRS Members, every MRS Member undertakes to contribute a sum of £1 to the assets of the Society.

12 Other reserves

The Other reserve relates to reserves arising from the fair value uplift of investment property less deferred tax.

13 Operating lease commitments

Lessee

At the reporting end date the Society had no outstanding commitments for future minimum lease payments under non-cancellable operating leases (2020: £604).

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.