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Company Registration No. 06069322 (England and Wales)

DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2018

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

COMPANY INFORMATION

Directors	Mr P. Roy Head Mr Mark Andrew Adams Professor David Lowell Heymann Professor Robert Hornik Professor Jimmy Whitworth
Company number	06069322
Registered office	Unit R Reliance Wharf Hertford Road London N1 5EW
Auditor	Brown Warner LLP 1 Royal Exchange Avenue London EC3V 3LT
Business address	Unit R Reliance Wharf Hertford Road London N1 5EW

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2018

The directors present their annual report and financial statements for the year ended 31 March 2018.

Principal activities
The principal activity of the group continued to be that of developing media campaigns in developing countries.

About Us
Development Media International (DMI) delivers mass media campaigns aimed at changing behaviours, promoting health and saving lives in low-income countries. We are the first organisation to scientifically prove that mass media can change life-saving behaviours. DMI recently completed a 5-year, £7m randomised controlled trial in West Africa which showed that 56% more children were taken for treatment for malaria, 73% more for diarrhoea and 39% more for pneumonia following exposure to our treatment-seeking campaign, and saved 3,000 lives. Economic modelling indicates that our approach is one of the most cost-effective ways of saving children's lives. We generate evidence of impact using robust evaluations, and scale up the most effective campaigns to reach many millions of people. We also help other organisations to design, run and evaluate evidence-based media campaigns. DMI is a UK-based social enterprise and is ranked as one of the most cost-effective non-profit organisations in the world by GiveWell.
We deliver our projects using radio, television and mobile phones, and for each campaign, we select the media channel(s) that are most effective at reaching our target audience. Our work is focused on health (including maternal and child survival, nutrition, family planning, tuberculosis and neglected tropical diseases) and early childhood development (in line with the Nurturing Care Framework launched at the 2018 World Health Assembly). Recently our projects have been focused on sub-Saharan Africa, but DMI also has extensive experience in low and middle income countries in Asia and Latin America.

In 2017-18 DMI was operating in eight countries:
Burkina Faso
- Randomised controlled trial of a family planning radio campaign funded by GIF and MaxMind.
- Research project on early childhood development funded by Dubai Cares.
- Family planning multimedia online platform funded by UNFPA.

Mozambique
- Capacity strengthening project focused on nutrition funded by the World Food Programme (WFP).
- Treatment-seeking TV and radio campaign funded by Unorthodox Philanthropy, SDC, the Fondation Botnar and Founders Pledge.

Tanzania
- Regional nutrition TV and radio campaign funded by DFID.
- Radio and mobile video campaign on early childhood development (ECD) funded by the Hilton Foundation.

West Africa (Burkina Faso, Chad, Cote d'Ivoire, Mali, Mauritania, Chad)
- Regional family planning TV and radio campaign (SWEDD) funded by UNFPA.

ACHIEVING IMPACT
We build our campaigns on the basis of our proven *Saturation+* methodology for achieving impact. This has three elements: saturation, science and stories.
Saturation:
- Broadcast spots 6-10 times per day (radio), or 3 times (TV), and daily longer formats
- Broadcast in languages which at least 75% of the target population can understand well
- Broadcast on stations viewed or heard at least weekly by at least 75% of the target population

Science:
- Use mathematical modelling to estimate the impact of each message
- Allocate airtime to each message based primarily on predicted impact
- Measure and attribute impact using robust evaluations

Stories:
- Integrate formative research findings into the creative process
- Ensure emotional climax of dramas reflects key barriers to behaviour change
- Test all materials before and after broadcast to check audience reaction, message clarity and impact

Attributing the impact of media campaigns:
The ideal evaluation design to attribute impacts to our campaign rather than to any other initiatives is a randomised controlled trial, but this is not feasible or affordable in most cases. We have therefore developed a set of techniques for measuring and attributing the health impacts of our campaigns using quasi-experimental evaluation designs. For example, we undertake regular surveys to allow us to conduct time-series analysis of impact; we also compare outcomes between intervention and control areas, and analyse dose-response relationships between behaviour change and target groups with low, medium and high exposure to the campaign.

The reason that a randomised controlled trial (RCT) of a media campaign would not normally work is the risk that people in 'control' areas would listen to radio or TV stations broadcasting from 'intervention' areas. However, following considerable analyses of media landscapes in low-income countries, DMI determined that there was one country where an RCT of a media campaign was feasible: Burkina Faso. This small country in West Africa has a highly localised, radio-dominated media environment, where local FM radio stations can broadcast campaign messages to intervention areas without 'leaking' into control areas, or losing audiences to national channels.

Ground-breaking Randomised Controlled Trial:
In 2011, DMI received funding from the Wellcome Trust and Planet Wheeler Foundation to run a large-scale, four year randomised controlled trial in Burkina Faso to test the impact of an intensive *Saturation+* radio campaign 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 were analysed for evidence of changes in treatment-seeking.

- Malaria diagnoses increased (relative to control groups and the baseline year) by 56% in year 1 ($p<0.001$), by 37% in year 2 ($p=0.003$) 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 ($p<0.001$).

Overall, data from over 1.1 million consultations and deliveries were evaluated. There was no intervention effect for any illnesses for which there was no campaigning, such as upper respiratory infections (coughs and colds). When modelled with the Lives Saved Tool (LiST), the campaign led to reductions in mortality of 9.7% in year 1, 5.7% in year 2 and 5.5% in year 3. According to LiST, approximately 3,000 lives were saved as a result of the campaign. 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 were used to calculate the cost-effectiveness of such an intervention. Using Disability-Adjusted Life Years (DALYs) as the metric (equivalent to the cost of one year of healthy life added), the results show that mass media campaigns based on Saturation+ principles are among the most cost-effective methods available for saving children's lives. The authors calculated that scaling up campaigns in Burkina Faso, Burundi, Niger, Malawi and Mozambique would cost between $7 to $27 per DALY in 2018-20.

When compared to other child health interventions listed in the Disease Control Priorities Project, Third Edition *(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.

In 2018, these findings were published in the Lancet Global Health and in two articles in BMJ Global Health: one detailed the impact on behaviours and mortality, and the second detailed the campaign's cost-effectiveness.

We are now conducting a randomised controlled trial of a family planning radio campaign in Burkina Faso, funded by the Global Innovation Fund and a private donor. DMI is planning to run a further RCT in Burkina Faso, to test the impact of media campaigns on behaviours linked to early childhood development.

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
Professor Jimmy Whitworth

Results and dividends

The consolidated results for the year are set out on page 7.

Future developments

Family Planning

Multi-country family planning campaigns: we have secured funding to deliver media campaigns to promote family planning in Mozambique, Tanzania, Zambia, Malawi, Madagascar, Ethiopia and Uganda. We will use our revised delivery model (DMI Reach) to enable replication at scale in seven countries.

Nutrition

DMI has secured funding to run a 12 month TV and mobile video nutrition campaign in Burkina Faso.

Early Childhood Development

DMI has submitted a strong bid to the Wellcome Trust to run a randomised controlled trial on the effects of a radio campaign on ECD outcomes in Burkina Faso, in partnership with the London School of Hygiene and Tropical Medicine and University College London.

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

....
Mr P. Roy Head
Director
Date: 25/10/18

DIRECTORS' RESPONSIBILITIES STATEMENT

FOR THE YEAR ENDED 31 MARCH 2018

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

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 2018 which comprise the group profit and loss account, the group balance sheet, the company balance sheet and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 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 2018 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 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. 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.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

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 its 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 where 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 take advantage of the small companies exemption 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 group's and 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 group or the parent 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.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: http://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.

David Brown (Senior Statutory Auditor)
for and on behalf of Brown Warner LLP

30 October 2018

Chartered Accountants
Statutory Auditor

1 Royal Exchange Avenue
London
EC3V 3LT

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

GROUP PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2018

	Notes	2018 £	2017 £
Turnover	2	2,931,684	2,805,271
Cost of sales		(2,666,380)	(2,384,131)
Gross profit		265,304	421,140
Administrative expenses		(245,067)	(143,872)
Operating profit		20,237	277,268
Interest receivable and similar income	5	8,290	10,283
Profit before taxation		28,527	287,551
Tax on profit		(2,841)	(60,872)
Profit for the financial year	12	25,686	226,679

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

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

GROUP BALANCE SHEET

AS AT 31 MARCH 2018

	Notes	2018 £	2018 £	2017 £	2017 £
Fixed assets					
Tangible assets	7		40,282		37,882
Current assets					
Debtors	8	146,146		243,013	
Cash at bank and in hand		2,783,605		2,483,013	
		2,929,751		2,726,026	
Creditors: amounts falling due within one year	9	(2,267,970)		(2,084,148)	
Net current assets			661,781		641,878
Total assets less current liabilities			702,063		679,760
Provisions for liabilities	10		(90,316)		(93,699)
Net assets			611,747		586,061
Capital and reserves					
Profit and loss reserves	12		611,747		586,061

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 25/10/18 and are signed on its behalf by:

....
Mr P. Roy Head
Director

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DEVELOPMENT MEDIA INTERNATIONAL ASSOCIATES CIC

COMPANY BALANCE SHEET

AS AT 31 MARCH 2018

	Notes	2018 £	2018 £	2017 £	2017 £
Fixed assets					
Tangible assets	7		36,505		32,521
Current assets					
Debtors	8	146,146		243,013	
Cash at bank and in hand		2,729,495		2,463,512	
		2,875,641		2,706,525	
Creditors: amounts falling due within one year	9	(2,210,083)		(2,059,286)	
Net current assets			665,558		647,239
Total assets less current liabilities			702,063		679,760
Provisions for liabilities	10		(90,316)		(93,699)
Net assets			611,747		586,061
Capital and reserves					
Profit and loss reserves	12		611,747		586,061

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 £25,686 (2017 - £226,679 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 25/10/18 and are signed on its behalf by:

....
Mr P Roy Head
Director

Company Registration No. 06069322

1 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 Unit R, Reliance Wharf, Hertford Road, London, N1 5EW.

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

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 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.

1.2 Basis of consolidation

The consolidated financial statements incorporate those of Development Media International Associates CIC and all of its subsidiaries (ie entities that the group controls through its power to govern the financial and operating policies so as to obtain economic benefits). Subsidiaries acquired during the year are consolidated using the purchase method. Their results are incorporated from the date that control passes.

All financial statements are made up to 31 March 2018. 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 DMI Tanzania Limited for the year to 31st March 2018 and includes the results and cash flows.

1.3 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.

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.

1 Accounting policies **(Continued)**

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	25%, 33% & 50% straight line on cost
Fixtures and fittings	25%, 33% & 50% straight line on cost
Motor vehicles	25%, 33% & 50% 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.

1.5 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.

1.6 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.

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.

1.7 Cash at bank and in hand

Cash at bank and in hand 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.

1 Accounting policies (Continued)

1.8 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.

1.9 Taxation

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

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.

1 Accounting policies **(Continued)**

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.

1.10 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.

1.11 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.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income 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 lease asset are consumed.

1.13 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.

2 Turnover and other revenue

In the year to 31 March 2018 the turnover represents 18% (2017 25%) of funds received from UK based funders and 82% (2017 75%) from overseas funders for services rendered overseas. Comic Relief funds make up £198,670 (2017 £237,917) and Swiss Agency for Development and Cooperation funds make up £121,382 of the turnover for the year.

	2018	2017
	£	£
Other significant revenue		
Interest income	8,290	10,283

3 Auditor's remuneration

	2018	2017
Fees payable to the company's auditor and associates:	£	£
For audit services		
Audit of the financial statements of the group and company	4,250	4,250
Audit of the financial statements of the company's subsidiaries	1,009	1,045
	5,259	5,295

4 Employees

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

	Group 2018	2017	Company 2018	2017
	Number	Number	Number	Number
Total employees	56	49	47	47

Their aggregate remuneration comprised:

	Group 2018	2017	Company 2018	2017
	£	£	£	£
Wages and salaries	1,383,521	1,172,419	1,328,991	1,172,419

5 Interest receivable and similar income

	2018	2017
	£	£
Other interest receivable and similar income	8,290	10,283

6 Intangible fixed assets

Group	Other
	£
Cost	
At 1 April 2017	1,037
Disposals	(1,037)
At 31 March 2018	-
Amortisation and impairment	
At 1 April 2017	1,037
Disposals	(1,037)
At 31 March 2018	-
Carrying amount	
At 31 March 2018	-
At 31 March 2017	-

Company	Other
	£
Cost	
At 1 April 2017	1,037
Disposals	(1,037)
At 31 March 2018	-
Amortisation and impairment	
At 1 April 2017	1,037
Disposals	(1,037)
At 31 March 2018	-
Carrying amount	
At 31 March 2018	-
At 31 March 2017	-

7 Tangible fixed assets

Group	Plant and machinery etc
	£
Cost	
At 1 April 2017	224,825
Additions	45,973
At 31 March 2018	270,798
Depreciation and impairment	
At 1 April 2017	186,943
Depreciation charged in the year	43,573
At 31 March 2018	230,516
Carrying amount	
At 31 March 2018	40,282
At 31 March 2017	37,882

Company	Plant and machinery etc
	£
Cost	
At 1 April 2017	217,676
Additions	45,844
At 31 March 2018	263,520
Depreciation and impairment	
At 1 April 2017	185,155
Depreciation charged in the year	41,860
At 31 March 2018	227,015
Carrying amount	
At 31 March 2018	36,505
At 31 March 2017	32,521

8 Debtors

	Group 2018	2017	Company 2018	2017
Amounts falling due within one year:	**£**	**£**	**£**	**£**
Trade debtors	17,175	7,857	17,175	7,857
Other debtors	116,616	222,584	116,616	222,584
	133,791	230,441	133,791	230,441
Deferred tax asset	12,355	12,572	12,355	12,572
	146,146	243,013	146,146	243,013

9 Creditors: amounts falling due within one year

	Group 2018	2017	Company 2018	2017
	£	**£**	**£**	**£**
Trade creditors	35,116	46,948	31,921	46,948
Corporation tax payable	2,638	62,523	2,638	62,523
Other taxation and social security	3,780	2,903	998	447
Other creditors	2,226,436	1,971,774	2,174,526	1,949,368
	2,267,970	2,084,148	2,210,083	2,059,286

10 Provisions for liabilities

	Group 2018	2017	Company 2018	2017
	£	**£**	**£**	**£**
Dilapidations	24,000	24,000	24,000	24,000
Staff	66,316	69,699	66,316	69,699
	90,316	93,699	90,316	93,699

Movements on provisions:

Group	Dilapidations £	Staff £	Total £
At 1 April 2017	24,000	69,699	93,699
Utilisation of provision	-	(3,383)	(3,383)
At 31 March 2018	24,000	66,316	90,316

10 Provisions for liabilities (Continued)

Company	Dilapidations £	Staff £	Total £
At 1 April 2017	24,000	69,699	93,699
Utilisation of provision	-	(3,383)	(3,383)
At 31 March 2018	24,000	66,316	90,316

Provisions have been made for the following:

To cover dilapidation costs on completion of leases in the UK

Staff provisions on the completion of overseas projects

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 2018	2017	Company 2018	2017
	£	£	£	£
At the beginning of the year	586,061	359,382	586,061	359,382
At the beginning of the year	586,061	359,382	586,061	359,382
Profit for the year	25,686	226,679	25,686	226,679
At the end of the year	611,747	586,061	611,747	586,061

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 2018	2017	Company 2018	2017
	£	£	£	£
	173,250	231,500	173,250	231,500

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 £nil (2017 £Nil) were incurred during the year for services provided. £131 were owed by Development Media International Limited at the year end (2017 due £676).

15 *Controlling party*

The ultimate controlling party is Roy Head.