

N A B S
(A charitable company limited by guarantee)
REPORT AND FINANCIAL STATEMENTS

Year ended
31 December 2023

Charity No. 1070556
Company Registration No. 03588945

N A B S (A charitable company limited by guarantee)

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COMPANY INFORMATION

TRUSTEES AND ADVISERS

N Patel (Chair)
P Hughes
J Salinson
A Cook
J Peppiatt
K Smith (Treasurer)

H Nicklin
S Daglish
N Bell
D Carter
J Healy

COMPANY SECRETARY

B Lawson

REGISTERED OFFICE

8 Smarts Place
London
WC2B 5LW

INDEPENDENT AUDITOR

RSM UK Audit LLP
25 Farringdon Street
London
EC4A 4AB

BANKERS

The Royal Bank of Scotland
36 Andrew Square
Edinburgh
EH2 2YB

SOLICITORS

Womble Bond Dickinson
4 More London Riverside
London
SE1 2AU

INVESTMENT MANAGERS

Pocock Rutherford & Co
111-113 High Street
Berkhamsted
Hertfordshire
HP4 2JF

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TRUSTEES' REPORT

REFERENCE AND ADMINISTRATIVE INFORMATION

The Trustees (who are also company directors for the purposes of company law) are pleased to present their Report and Accounts for NABS for the year ended 31 December 2023.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 October 2019).

NABS is registered with the Charity Commission under registration number 1070556 and with Companies House under registration number 03588945. NABS operates across the United Kingdom. Details of NABS' trustees and senior staff who served during the year and since the year end are set out below.

Trustees and members of Executive Committee

K Fowler	Resigned 5 th May 2024
K Smith*	Treasurer
J Salinson*	Trustee, Support Services
P Hughes	
S Daglish	
N Patel*	Chairman
M Bush	Resigned 23 rd November 2023
A Cook	
H Nicklin*	
N Pertwee	Resigned 24 th April 2024
J Peppiatt	
J Healy	
D Carter	
N Bell	Appointed 1 st June 2024

Senior Staff

S Todd*	Chief Executive
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* All Trustees and senior staff noted with asterisks are also members of the Finance and Governance Committees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

NABS was founded in 1913. NABS is a charitable company limited by guarantee incorporated on 26 June 1998 in England and Wales. The charity was established under a memorandum of association which established the objects and powers of the charitable company. NABS has a wholly owned trading subsidiary, NABS Trading Limited incorporated in England and Wales whose principal activity is the running of fundraising events. Part of the surpluses generated by NABS Trading Limited are distributed to NABS under the Articles of Association. NABS is governed by its Executive Committee which consists of elected Trustees and key senior management of NABS appointed as prescribed by the Articles of Association. Executive Committee meetings are held typically 4 times a year. They are used to review performance over the current year and agree key objectives for the next and longer term depending on the strategic planning cycle. Presentations and discussions in each meeting keep the Trustees informed about the work of NABS and all latest developments.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Executive Committee. The sub-committees monitor and scrutinise the work of NABS. The day-to-day running of NABS and NABS Trading Limited and the exercise of executive responsibility is delegated to the Chief Executive (CEO).

The current sub-committees are:

- Finance Committee (including investments, pensions, audit, and remuneration) – maintains an overview of the financial strategy, performance and operations of NABS to ensure effective oversight of NABS' resources. The Committee reviews and appraises the management of NABS' investments with quarterly presentations from the investment fund managers. The committee periodically reviews NABS Support Grants.
- Governance Committee – ensures NABS is complying with all its legal obligations, has comprehensive policies in place, monitors risk and commendations and complaints.

Third party indemnity provision for Directors

Qualifying third party indemnity provision is in place for the benefit of all directors of the company.

Trustee Recruitment, Induction and Training

Trustees are sought primarily by way of exploration of the field of potential suitable candidates through discussion by existing Trustees, other members of the Executive Committee and external recruitment advisors to ensure appropriate representation across NABS Beneficiary audiences and increase diversity.

Following the directives laid down by the Governance Committee, new Trustees have a comprehensive induction, receive a role description and briefing on the Charity Commission's "The Essential Trustee: what you need to know, what you need to do". Alongside the Trustee Inductions, Trustees also receive periodic training, which is carried out by Womble Bond Dickinson. Governance has been further reviewed against the latest Charity Governance Code and an action plan drawn up that focuses on regular review and constant improvement is in action. Trustees are appointed by the Executive Committee of the Charity.

Management

In 2023 the shape of the permanent team is structured within four core teams:

- Culture Change and Wellbeing Services
- Commercial and Marketing
- Transformation
- Corporate Services

In 2024, the Transformation project is complete bringing the structure back to three core teams. Each team is led by a director who reports directly into the CEO.

NABS' Articles of Association set out the ability of the Trustees to delegate their authority to the CEO and other groups and committees as required. The terms of references for committees and delegated authorities were all reviewed and thoroughly updated during 2020.

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The CEO reports to the Executive Committee. Specifically, the objectives of the CEO are set and monitored by the Finance Committee. The Finance Committee recommends the pay and remuneration for the CEO and other key management personnel to the Executive Committee using industry (advertising and media) and charity benchmarks and reviews and monitors the pay of the senior leadership team and other personnel through detailed budget reviews.

The CEO and management are in turn supported by operational sub-committees focusing on Finance which typically meets monthly, and a quarterly Governance Committee as noted above.

Fundraising

NABS is the benevolent society for the advertising, marketing and media industry and is funded primarily by industry organisations who provide the Charity with voluntary, annual donations. Alongside corporate fundraising NABS runs a calendar of fundraising events and receives donations from individuals and 3rd party community fundraising events and raffles.

Alongside voluntary donations NABS boosts its charitable income through a commercial trading arm which offers the industry paid for training including Fast Forward, Advance Training and timeTo. Profits from this commercial offer are gifted back to NABS Charity to support its charitable objectives.

We do not approach the public for donations and currently do not use professional partners or commercial fundraisers. We have not received any complaints regarding our fundraising (2022: none). We do not ask for donations from vulnerable people, and should we receive an unsolicited donation that we would consider unusual from a beneficiary we have processes in place to assure us of their mental capacity in which to make any such donation.

STRATEGIC REPORT, OBJECTIVES AND ACTIVITIES

NABS is the support organisation for the advertising, marketing, and media industry.

NABS' vision is to advance the mental wellness of everyone in the UK advertising and media industry. In 2023 we streamlined our communications across 3 main service pillars, to demonstrate our offer in a more accessible way for everyone working in our industry.

- We connect people and communities across the industry to drive change.
- We develop skills and mindsets to help people to thrive.
- We support individuals when they need assistance and guidance to stay on balance.

2023 was another challenging year for NABS and the industry as a whole and whilst UK ad spend was reported to have grown by 6.1% in 2023. This equated to a 1.2% contraction in real terms after accounting for high inflation, meaning a flat year and a cautious one for our industry. This was reflected in NABS' income.

NABS finished the year with a £669k deficit position (excluding office move costs), against a backdrop of increased year-on-year service demand.

Our Advice Line has seen a sustained increase in calls in recent years, with a 13% hike year-on-year following a 53% increase the year before, representing 4,500 calls in 2023.

In 2023 NABS supported 20% more people through the dedicated Advice Line. Emotional support was once again the number one reason for calling NABS at one-third of calls; calls specifically around mental health represent 1 in 5.

Since 2021, demand for our grants and therapy referral service have doubled, with one-third more people supported in 2023 than 2022 as more people seek out proactive help for their mental and financial wellbeing.

Our community engaged with us over 14,500 times through our support services, events, workshops, and training, a 13% increase from the previous year.

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The Trustees and the Management Team continued to work closely together in 2023 to ensure that NABS could respond to everyone who needed it, ensuring greater accessibility of our service provision, including the creation of two new products, Explore and Connect, to provide wellbeing and mental health support to individuals and groups in another challenging year.

NABS Aims

Towards the end of 2022 NABS reset its strategic objectives for 2023, building on its achievements, laying out its overarching aims to 2025 as follows:

1. To achieve financial sustainability and income growth - return the organisation to breakeven by the end of 2025 by diversifying and growing revenue and reducing overheads.
2. To increase market penetration - support the UK media and advertising industry's commercial success by helping more individuals thrive than ever before.
3. To build community culture across the industry - create & nurture trusted industry communities which work together to influence change, guide managers, and support all individuals to advance.
4. To strengthen NABS' reputation - to be recognised as the essential industry body for advancing mental wellness across our whole community.

NABS' Activities

NABS' principal activities during 2023 to meet the needs of our audience and deliver public benefit were:

- Providing a dedicated 1:1 Advice Line service, offering expert support and guidance, from career transitions to personal struggles, for example, helping to address the impact of redundancy, ill mental health, and the cost-of-living crisis.
- Providing 1:1 coaching for those who are in or out of work and are facing personal or work-related challenges. Coaching topics include work-life imbalance, career development, conflict, stress and burnout.
- Providing 1:1 therapy via a range of different therapeutic interventions, supporting with emotional distress and mental health challenges including anxiety, depression, trauma, post-traumatic stress disorder and personality disorders.
- Providing 24/7 support via our SupportBot, an online service which signposts and provides information across a range of topics, from redundancy to anxiety, and digital guidance and downloadable guides on the NABS Knowledge Hub to help people navigate personal and professional challenges.
- Offering monthly online Explore sessions, designed to help people understand emerging industry or societal issues through collective exploration in a safe space. Coach-led these are practical and informative sessions, bringing people from across the industry on topics including money and mental wellbeing, navigating challenging conversations, supporting each other in the workplace.
- Offering online workshops on topics including understanding resilience and the impact of stress, how to develop self-confidence, how to develop rapport and influencing skills, how to be more inclusive in the workplace.
- Offering quarterly Connect sessions, designed to help people navigate industry or societal issues that impact our community's mental wellness. Psycho-educator led, these are educative and supportive group spaces, providing people with the opportunity to slow down, connect with others and leave with increased self-awareness, acknowledgement of emotions, and meaningful self-care tools. These sessions focus on topics including the impact of global conflict, redundancy & organisational change, anxiety, bereavement.
- Running a series of NABS Talks bringing the industry community together to inspire and educate on topics affecting mass parts of our industry, including managing your money during the cost-of-living crisis and future proofing your finances, parenting, and work/life blend.
- Rolling out the NABS podcast, an opportunity for people within our industry to hear from leading figures in our community as they reveal how they support their mental wellness and that of those around them. Topics include trans visibility and pride, men's mental health and suicide, building community and finding joy, how to give care and connect, building self-esteem, menopause.
- Campaigning to end sexual harassment within the industry, in partnership with industry bodies to support and influence a safer environment for all.

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- Running NABS' commercial training offer, via the NABS Trading company, included time to training and a suite of products under the NABS Training offer. All profits go back to NABS Charity creating an additional income stream and engagement tool.
- Promoting NABS work to our donors, supporters, and new sector contacts through 1:1 meetings and staff presentations to ensure awareness of NABS is high, to encourage more people to reach out for our tailored support.
- Collating feedback from users and industry contacts, alongside wider industry, and organisational research sources to ensure our activity and products are continually contextualised and developed through relevant industry insight.

Risk management

The Governance Committee of the Charity updates and reviews the risk register at regular committee meetings and reviews and formulates risk mitigation plans which it then recommends to the Executive Committee. All areas of the Charity are covered by a comprehensive risk assessment. In 2023 we consider our principal risks to be:

- NABS' ability to shift its income model to new funding sources such as community-based fundraising and commercial training, diversifying income from one that is heavily reliant on media donations and their activation.
- NABS' ability to service demand through new and more efficient ways as the mental health crisis continues across the industry seeing demand for NABS services continue to grow in 2024.
- NABS' ability to prove its value and increase its reputation and reach to encourage continued financial support, engagement and service take up in a highly competitive mental health and mental wellbeing marketplace.

Achievements and Performance

The following objectives, were updated and revised on the previous year's objectives to measure performance and success in 2023, as follows:

2023 Objectives:

1. To grow top line income by £323.6k in 2023 (total income target of £2.7m) through deeper industry engagement, knowledge, recognition, and value.
2. To increase service usage by 11% with the same cost base, ensuring advancing the wellbeing of our community is at the heart of what we do in a volatile time.
3. To create sustainable, efficient, essential communities which stimulate a culture of belonging and in turn, brand value & loyalty which drives contribution, donations & collective industry change.
4. To be recognised as the essential industry body for advancing mental wellness across our whole community and therefore supporting long term growth.

During 2023 we achieved

Increased service usage and market penetration across the industry for those in need.

- Over 10,000 people accessed NABS' core services, benefiting from expert guidance, information, and support to improve deal with the challenges facing them and in support of advancing their mental wellness, representing a 58% increase in demand on 2022.
- We've seen a sustained increase in the number of calls to our Advice Line in recent years, with a 13% hike year-on-year following a 53% increase the year before, representing 4,500 calls in 2023.
- Emotional support remains the top reason that people call our Advice Line, at one-third of calls; calls specifically around mental health represent 1 in 5. Redundancy and financial assistance remain in the top 3 reasons for contact.
- We helped 20% more people on our Advice Line than in 2022, as awareness of the breadth of ways that we can support people is increasing.
- Our redundancy guide helped over 4,500 people navigate challenging times last year, seeing a 73% increase in access since 2022, as our industry community experiences challenging times.

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- We developed a new offer of expert led safe spaces, Explore and Connect sessions, and saw a 58% increase in access to our group support spaces and workshops. Taking a 1: many approaches where appropriate is helping us to reach more people and at the point of prevention. Consequently, people can build community and normalise some experiences, in response to industry, societal and global changes and challenges.
- Since 2021, demand for our grants and therapy referral service have doubled, with one-third more people supported in 2023 than 2022 as more people seek out proactive help for their mental and financial wellbeing.
- In 2023 we awarded 84 grants, helping people primarily in response to the cost-of-living crisis.
- We were a partner to Creative Equals programme Disabled Creatives. This programme offered disabled and neurodivergent creatives in the industry tools, knowledge, and support of working within the industry. NABS awarded grants to eligible creatives from the programme, helping to remove some of the financial barriers in attending the course.
- 120 people were supported by 1:1 coaching, and each had an average of 2 sessions; this was essential for those who need some deeper work in addressing areas such as low confidence, workload pressures, navigating conflict.
- Over 1,300 people attended NABS' online workshops this year for support in responding to pressure, and growing confidence, rapport and influencing skills in their roles at work and beyond.
- We launched the NABS podcast, an opportunity for people within our industry to hear from leading figures in our community as they reveal how they support their mental wellness and that of those around them. Topics include trans visibility and pride, men's mental health and suicide, building community and finding joy, how to give care and connect, building self-esteem, menopause.
- Our community engaged with us over 14,500 times through our support services, events, workshops, and training, a 13% increase from the previous year.
- Feedback on NABS services in 2023 remained high.
Of those who completed feedback forms:
 - 100% felt better informed by using the Advice Line and 95% rated it an excellent safe space to share.
 - 100% would recommend NABS coaching to a friend or colleague.
 - 77% said the impact a Support Grant had on their circumstances was very positive and 23% said the impact was somewhat positive.
 - 85% said therapy had a high positive impact on their ability to cope with challenges.
 - 93% of respondents who answered the question "How likely would you recommend a NABS workshop or Explore session to a friend or colleague?" (on a scale of 1-10) rated it 7 or higher.
- Through NABS' expert facilitation of timeTo training, 2400 people were trained in 2023. This training specifically addresses raising awareness of sexual harassment in the workplace.

Increasing NABS funding to support more individuals across the industry.

In 2023 the overall income goal was to grow top line income with a total income target of £2.679m, through deeper industry engagement, knowledge, recognition, and value, with the following achievements and success:

- We did not meet our income targets set for 2023, however we still achieved a 12% income growth of £244k, which is considered an achievement and a dedicated effort in a tough market, with various wins to celebrate throughout the year.
- Donations from media owners in the form of media donations were grown in 2023 by over £320k due to an active strategy of maximising donor conversions through enhanced media agency relations and many stronger direct media owner relationships. In 2023 NABS partnered with the OMG Group to help open more opportunities for NABS to convert its media pledges and generate more income.
- NABS' flagship fundraiser Stranger Than Summer saw both income growth (18%), and engagement from new companies across the industry, through an enhanced team of committee members working on our behalf on NABS to help sell tables and increase event profits.
- A commercial training pivot to grow future income through a charity taster strategy paid off in 2023 seeing commercial training bringing in 15% income year on year, with all profits helping to further NABS charitable efforts.
- More than 2,400 people across the industry came together to raise funds for the charity through its in-person events, ranging from its flagship gala event Stranger than Summer to sporting events and quizzes

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including the Scottish Golf Day and the Manchester Fashion show. These events boosted NABS income and engaged industry employees across the country with a small increase in terms of funding year-on-year of 2%.

Building Community Culture

- In 2023 NABS' strategy development looked at joining the dots between businesses, issues, and working cultures, bringing people together to advance the industry.
- We drove this aim in 2023 through NABS events, discussion forums, research, and engagement with various community groups to bring about enhanced value to our industry.
- The main driver of our community strategy development was a community consultation piece of work called 'All Ears' that saw NABS engage with the industry at every level to ensure we were supporting the needs of individuals in the very best ways. The work involved a 6-month consultation where we reached into every part of our community, dug deeper for better understanding, and committed to advancing what we had learnt. We carried out 67 in-depth conversations, in groups and individually, with people in every part of our industry and at every stage, also conducting two pulse surveys with a representative sample of 1,121 people.
- In October 2023, we shared the results and community recommendations with groups of senior leaders and HR professionals, producing a report for 2024 distribution.
- The community consultation enabled NABS to get closer to many of our industry community groups and support the development of our future community strategy plans.
- In 2023 our industry community engaged with us over 14,500 times through our support services, events, workshops, and training, a 13% increase from the previous year.
- Enhanced focus on NABS's community strategy and 3rd party fundraising saw an increase of over £20k, with the AAR holding a Quiz night in aid of NABS and the TLA holding both a half marathon and a bike ride to bring the advertising industry community closer together whilst fundraising for NABS.
- NABS encouraged individual companies to create their own community fundraising events too, which saw a handful of companies holding quiz nights, rounders games and fundraisers in aid of NABS.
- To further bring the industry community together we launched a Walk and Talk event which saw 74 of our industry community come together to walk across London and talk opening about their mental health in a supportive and safe environment accompanied by the NABS team of coaches, staff, and advisors.
- The NABS team were busy meeting people across the industry, up and down the country, reaching over 1,500 people in 2023, sharing NABS' vision and explaining how we can help the industry community advance their mental wellness through staff presentations and 1:1 management meeting.

Strengthening NABS Reputation

In 2023 NABS set out the 3-year reputation objective to be recognised as the essential industry body for advancing mental wellness across our whole community and therefore supporting long term growth.

The following success was achieved:

- A new brand vision of Advancing Mental Wellness was developed providing the industry with a more singular focus around the core of NABS work for greater cut through.
- The marketing around NABS offer was streamlined into 3 pillars of Connect, Develop and Support for a much clearer and consistent story around NABS work.
- A CRM focused strategy was developed to enable greater levels of segmentation, targeting and relevant messaging, to underpin increased income and service usage.
- NABS' marketing focus in 2023 was directed towards promoting the newer 1: many offering alongside redundancy advice as we pivoted our offer.
- The new NABS podcast was also launched in 2023 sharing the mental wellness journeys of a diverse range of people in our industry and had 450 listens in 2023.
- The 2023 Community Consultation, All Ears, launched to inform products and service development, to re-engage donors and senior leaders and to deepen the understanding of the new NABS vision of advancing mental wellness. Marketing efforts focused on the consultation launch, driving sign ups and responses to the surveys as well as sharing the findings with the industry across a range of events, content and comms to deepen NABS reputation and consultative approach.

- NABS appeared in over 80 PR pieces in 2023 ensuring NABS profile and refreshed vision of advancing mental wellness remained high and front of mind for our supporters, donors, and service users.
- NABS digital resources such as the Knowledge Hub and the Support Bot continued to provide a dedicated home for digital advice and has supported individuals across many experiences such as redundancy, anxiety, stress, and work pressure.
- A brand film to was produced to support NABS increased market penetration aim and was showcased at the Stranger Than Summer event in June 2023, detailing the story of one of NABS beneficiaries, demonstrating further NABS case for support and the many varied ways NABS can help our industry.
- Partnered with a global advertising agency to produce 'Throwaway Comments', a comprehensive collection of real-life stories of microaggressions in the workplace. Raising awareness of the lasting negative impact microaggressions has on people with the aim to establish more understanding and awareness raising of the issue in support of creating more inclusive workplaces within our community.

All the above is underpinned by our organisation's culture.

NABS quarterly team days launched in 2022, continued in 2023 to enhance cross department teamwork and knowledge sharing across NABS.

- NABS furthered its inclusive practices – cross-organisation training rolled out around inclusive language, recognising language's impact on people, and understanding of language nuances. We aim to continue building inclusive workplace practices where everyone thrives and in ensuring this education is carried through to our offer and support for our beneficiaries.
- Cultural evolution of working practices - clear organisational ways of working principles defined and tested in 2023 in preparation for an office move in early 2024. We launched monthly get togethers to build cross-team connections and an internal communications strategy. Ensuring that NABS can continue to deliver its strategic aims and that teams are motivated, have a sense of purpose and autonomy.

PLANS FOR FUTURE PERIODS

In Q4 2023 the NABS leadership team and board of trustees set out focused objectives for 2024 as part of the continued 3year plan to eradicate the deficit by 2026.

Areas of focus for 2024 included growing income by 11%, increasing service usage growth at 8% and reducing the deficit by a further 41% to reach a 2024 budget deficit position of £394k.

The strategy in 2024 and 2025 will be to focus on increased visibility, understanding & impact, ensuring NABS is leading and owning the industry mental wellness conversations as well as innovating its products and services.

An investment budget approved by the trustees in 2024 will enable NABS to progress with these marketing and product development aims.

The following areas are considered of critical importance over the coming years:

- Continuing to manage costs and efficiencies alongside top line income growth to return the organisation to break-even, surplus position by end of 2026.
- NABS' ability to continue to develop its reputation as the first place to go in the industry for advancing mental wellness.
- NABS's ability to demonstrate its value and case for support to existing donors and new business opportunities in an increasingly competitive marketplace of new mental health and diversity initiatives, all fighting for their share of wallet.
- NABS' ability to diversify its income model and shift make up by growing new income areas such as community fundraising and commercial training, and therefore balancing out the overreliance on media donation income.
- To strengthen the industry community and prove the case for support around increased connectivity and the power of collective responsibility to drive service usage and income.
- To focus on a Key Account Management and heightened levels of CRM to enhance stakeholder communications and long term more professional and targeted relationships.

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- To continue with the 2023 shift from the historic 1:1 service delivery model to more '1 to many' provisions for greater market penetration.
- To roll out the new managers product range to support the consultation findings delivering products and services that have been identified by the industry as being in great need to advance the industry's mental wellness.
- Finally, NABS' ability to capitalise on the growth area of our industry, namely digital media owners and social platforms to realise income for NABS continued top line growth and financial sustainability.

NABS is committed to using its refreshed vision, product lines and enhanced reputation to make an even bigger difference to the UK advertising, marketing, and media industry in 2024 and beyond. With increased ambitions for both income and service provision we know we can continue to make a difference to the mental health of everyone in our industry.

FINANCIAL REVIEW

The principal funding sources of the organisation are voluntary income and donations (£2.1m (2022: £1.85m)) and charitable trading activities (£0.6m (2022: £0.6m)). The consolidated results for the end of the year produced income of £2.7m (2022: £2.5m), against expenditure of £3.6m (2022: £3.6m). NABS Trading Limited, a wholly owned subsidiary of the Charity, is responsible for the organisation of the annual Stranger than Summer Charity Ball, Fast Forward training programme, timeTo training and NABS Training and earned a profit before taxation of £233,387 (2022: £197,700) and distributed £232,450 to NABS (2022: £195,118). The operating deficit of the consolidated accounts (including unrealised gain from investment assets of £192,886) was £725,451 (2022: £1,665,570 deficit). The year end net assets were £2.9 m (2022: £3.6m).

GRANT MAKING POLICY

It is NABS' aim, through the provision of financial assistance combined with practical support, to help improve and champion the wellbeing of those in our industry, put its beneficiaries in a better position for the future, allow its beneficiaries to take charge of their lives and enable its beneficiaries to live independently.

Applications for financial support are made by completing an application form and by providing supporting information. These are reviewed to assess the applicant's career history and financial circumstances against NABS' eligibility criteria. Those applicants who meet the criteria are agreed by the Support Team within their delegated amounts or referred up (to the Director, CEO or Trustee) as required.

The Finance Committee receives an overview of NABS grants monthly.

INVESTMENT POLICY AND PERFORMANCE

The Finance Committee manages the Charity's investments together with an appointed professional advisor on behalf of the Charity. The application of the investment assets is reviewed regularly with a desire to achieve improved investment performance without exposing the charity's assets to unreasonable investment risks. In accordance with the investment policy, investments are held in a discretionary managed portfolio.

The NABS listed portfolio has decreased from £2,547,517 to £2,118,450 during the year which included a drawdown of £632,185 to aid cashflow. Although the markets have continued to be volatile in 2023 due to economic factors the portfolio rallied with an increase of £203,118 (10.6%) in value shown at the year-end. No targets were set for 2023 nor have been for the year ahead but a regular update on cashflow is key to pinpoint if further drawdown is needed to aid cashflow.

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RESERVES POLICY

Consideration for the reserves strategy is normally made in three ways:

- Working Capital
- Medium term reserves - unforeseen circumstances
- Long term reserves - aligned with our strategic objectives

Based on the risks to income as set out in this report and accounts, reserves are held in case of any sudden decline in income and to ensure that commitments to providing services for financial support and grants to beneficiaries can be made with some confidence whilst ensuring reserves are not held at unnecessarily high levels. As at 31 December 2023, the Group's free reserves (excluding restricted and designated funds, and tangible fixed assets) amounted to £2.6m (2022: £3.1m). With estimated annual net expenditure of £2.8 million per the 2024 Q1 reforecast budget, this means 11.2 months forward unrestricted expenditure would be covered at the year-end.

The focus continues to be on a sustainable future through technology and innovation to expand NABS' reach and bring cultural change focusing on diversity and inclusion. Due to Covid-19 the Trustees reviewed the reserves policy in 2021. Based on the severity of a significant medium-term loss like the one experienced due to Covid-19, the Trustees have agreed a policy of between 6 to 11 months as their longer-term goal to enable NABS' to increase income and reduce costs by moving to new offices (reducing office costs by 50%) with a view to breaking even by 2026.

The designated reserves are currently for the use of benefiting NABS' beneficiaries living at Peterhouse upon request with no current time limit on their use. Two of the three restricted reserves are donations made and spent annually with any balance carried forward to the next year. The David Pilton award is a one-off donation that has been reducing gradually each year, currently being used to support NABS' Ambassador Programme.

PUBLIC BENEFIT

The Trustees have complied with their duty to have due regard to the guidance on Public Benefit published by The Charity Commission in exercising their power or duties. NABS' 'public' is anyone who has spent a large proportion of their career working in the marketing services industry ("the industry") and suppliers whose businesses specialise in providing services to the industry and any persons who have or have at any time been dependent upon any person engaged in the industry. The 'benefit' offered to this community includes the provision of crisis grants, advice, support, career coaching, promotion of physical and mental health and wellbeing, the advancement of education in the marketing, advertising and creative industries and high professional standards and the promotion of equality and diversity in the industry.

AUDITOR

RSM UK Audit LLP has indicated its willingness to continue in office.

Approved by the board of trustees on 24 July 2024 and signed on its behalf by



Karla Smith
Trustee

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STATEMENT OF TRUSTEES' RESPONSIBILITIES

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The Trustees (who are also directors of NABS for the purposes of company law) are responsible for preparing the Trustees' Annual Report (incorporating the Directors' Report) and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law the Trustees 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 charitable company and the group and of the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable 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 charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO THE AUDITOR

The Trustees (who are also directors for the purposes of company law) in office on the date of this report have confirmed, as far as they are aware, that there is no relevant audit information of which the auditor is unaware. Each of the Trustees has confirmed that they have taken all the steps that they ought to have taken as Trustees in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NABS

Opinion

We have audited the financial statements of NABS (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31 December 2023 which comprise the Consolidated Statement of Financial Activities, the Consolidated and Company Balance Sheets, the Consolidated Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including 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 charitable company's affairs as at 31 December 2023 and of the group's incoming resources and application of resources, including its income and expenditure, 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 and the Charities Act 2011.

Basis for opinion

We have been appointed auditors under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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

Conclusions relating to going concern

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

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

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

Other information

The other information comprises the information included in the Trustees' Report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report, which includes the Directors' Report and the Strategic Report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report and the Strategic Report included within the Trustees' Report have 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 the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report or the Strategic Report included within the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Act 2011 require us to report to you if, in our opinion:

- adequate and sufficient accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' responsibilities set out on page 11, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 trustees 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 trustees are responsible for assessing the group's and parent charitable 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 trustees either intend to liquidate the group or parent charitable 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.

The extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities are instances of non-compliance with laws and regulations. The objectives of our audit are to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements, to perform audit procedures to help identify instances of non-compliance with other laws and regulations that may have a material effect on the financial statements, and to respond appropriately to identified or suspected non-compliance with laws and regulations identified during the audit.

In relation to fraud, the objectives of our audit are to identify and assess the risk of material misstatement of the financial statements due to fraud, to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud through designing and implementing appropriate responses and to respond appropriately to fraud or suspected fraud identified during the audit.

However, it is the primary responsibility of management, with the oversight of those charged with governance, to ensure that the entity's operations are conducted in accordance with the provisions of laws and regulations and for the prevention and detection of fraud.

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud, the group audit engagement team:

- obtained an understanding of the nature of the sector, including the legal and regulatory frameworks that the group and parent charitable company operate in and how the group and parent charitable company are complying with the legal and regulatory frameworks;
- inquired of management, and those charged with governance, about their own identification and assessment of the risks of irregularities, including any known actual, suspected or alleged instances of fraud;
- discussed matters about non-compliance with laws and regulations and how fraud might occur including assessment of how and where the financial statements may be susceptible to fraud.

As a result of these procedures we consider the most significant laws and regulations that have a direct impact on the financial statements are FRS 102, Charities SORP (FRS 102), Companies Act 2006, Charities Act 2011, the parent charitable company's governing document, and tax legislation. We performed audit procedures to detect non-compliances which may have a material impact on the financial statements which included reviewing the financial statements including the Trustees' Report, and remaining alert to any new or unusual transactions which may not be in accordance with the governing documents.

The group audit engagement team identified the risk of management override of controls and as the area where the financial statements were most susceptible to material misstatement due to fraud. Audit procedures performed included but were not limited to testing manual journal entries and other adjustments, evaluating the business rationale in relation to any significant, unusual transactions and transactions entered into outside the normal course of business and challenging judgments and estimates.

A further description of our responsibilities for the audit of the financial statements is provided 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 charitable 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 charitable 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 charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RSM UK Audit LLP

NICHOLAS SLADDEN (Senior Statutory Auditor)

For and on behalf of RSM UK AUDIT LLP, Statutory Auditor

Chartered Accountants

25 Farringdon Street

London

EC4A 4AB

Date 25 July 2024

RSM UK Audit LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

N A B S (A charitable company limited by guarantee)
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
(including the Income and Expenditure Account)
For the year ended 31 December 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Income from:					
Donations and legacies	1	1,994,639	63,243	2,057,882	1,846,519
Other trading activities	1	630,539	-	630,539	634,607
Investments	1	18,067	-	18,067	18,909
Total income		2,643,245	63,243	2,706,488	2,500,035
Expenditure on:					
Raising funds	2	2,132,450	-	2,132,450	2,195,525
Charitable activities:					
Grant making	3	243,066	55,714	298,780	259,821
Careers Counselling/Advice Line	3	1,193,595	-	1,193,595	1,124,831
Total expenditure		3,569,111	55,714	3,624,825	3,580,177
Net gain/(loss) on investments	9	192,886	-	192,886	(585,428)
Net income/(expenditure)	7	(732,980)	7,529	(725,451)	(1,665,570)
Net movement in funds		(732,980)	7,529	(725,451)	(1,665,570)
Fund balances brought forward at 1 January		3,559,395	84,972	3,644,367	5,309,937
Fund balances carried forward at 31 December	14a	2,826,415	92,501	2,918,916	3,644,367

N A B S (A charitable company limited by guarantee)
BALANCE SHEETS – CONSOLIDATED AND CHARITY
At 31 December 2023

Company Registration No: 03588945

	Notes	Group		Charity	
		2023 £	2022 £	2023 £	2022 £
FIXED ASSETS					
Tangible assets	8	7,332	235,046	7,332	235,046
Investments	9	2,118,450	2,561,971	2,118,452	2,561,973
		<u>2,125,782</u>	<u>2,797,017</u>	<u>2,125,784</u>	<u>2,797,019</u>
CURRENT ASSETS					
Debtors	10	662,131	738,222	537,522	633,780
Cash at bank and in hand		668,922	577,306	562,987	532,658
		<u>1,331,053</u>	<u>1,315,528</u>	<u>1,100,509</u>	<u>1,166,438</u>
CREDITORS: Amounts falling due within one year	11	(537,919)	(468,178)	(330,688)	(341,583)
NET CURRENT ASSETS		<u>793,134</u>	<u>847,350</u>	<u>769,821</u>	<u>824,855</u>
TOTAL NET ASSETS		<u>2,918,916</u>	<u>3,644,367</u>	<u>2,895,605</u>	<u>3,621,874</u>
Represented by:					
FUNDS					
Restricted Funds	12	92,501	84,972	92,501	84,972
Unrestricted funds:					
Designated funds	13	187,662	197,264	187,662	197,264
General funds	14	2,638,753	3,362,131	2,615,442	3,339,638
TOTAL FUNDS		<u>2,918,916</u>	<u>3,644,367</u>	<u>2,895,605</u>	<u>3,621,874</u>

The Charity's deficit for the year was £726,269 (2022: £1,667,677 deficit).

The financial statements on pages 15 to 33 were approved by the board of trustees and authorised for issue on 24 July 2024 and signed on its behalf by



Karla Smith
Trustee

N A B S (A charitable company limited by guarantee)
CONSOLIDATED CASH FLOW STATEMENT
for the year ended 31 December 2023

	<i>Notes</i>	2023 £	2022 £
OPERATING ACTIVITIES			
Cash (used in) operations	15a	(556,002)	(749,447)
Corporation taxes paid		(110)	(475)
Net cash (used in) operating activities		<u>(556,112)</u>	<u>(749,922)</u>
INVESTING ACTIVITIES			
Purchase of tangible fixed assets		(6,748)	-
Purchase of investments		(10,232)	(13,980)
Sale of investments		646,641	514,150
Interest received		11,097	9,638
Dividends received		6,970	9,271
Net cash generated by investing activities		<u>647,728</u>	<u>519,079</u>
Net increase/(decrease) in cash and cash equivalents		91,616	(230,843)
Cash and cash equivalents at the beginning of the year		577,306	808,149
Cash and cash equivalents at the end of the year	15b	<u>668,922</u>	<u>577,306</u>

N A B S (A charitable company limited by guarantee)

ACCOUNTING POLICIES

NABS is a charitable company limited by guarantee incorporated in England and Wales. The registered office can be found on page 1.

BASIS OF ACCOUNTING

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

NABS meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

GROUP FINANCIAL STATEMENTS

The financial statements are prepared in sterling, which is the functional currency of the group. Monetary amounts in these financial statements are rounded to the nearest £1. The financial statements consolidate the results of the charity and its wholly owned subsidiary NABS Trading Limited on a line-by-line basis. A separate Statement of Financial Activities and Income and Expenditure Account for the charity has not been presented because the Trust has taken advantage of the exemption afforded by section 408 of the Companies Act 2006.

GOING CONCERN

The company's business activities, together with the factors likely to affect its future development, performance and position are set out in the Trustees' Report.

The Charity continues to have a good level of reserves and some of these are planned to continue being deployed in 2024 to ensure demand for services from our beneficiaries is met, to ensure the organisation invests in projects that focus on its long term sustainability with a view to breakeven by 2026. These reserves are readily realisable via the investment portfolio. During 2023 £632,187 was drawn down from the portfolio to aid cashflow.

Despite an industry that was substantially hit by the pandemic and affected by the current macro economic challenges, the annual commitments from the Marketing, Communications and Advertising Sector, who are both the chief source of donations and form our main beneficiary group, remain positive. The annual budgeting and quarterly reforecasting process are input into a longer term, 5 year financial planning model to identify risk points. The fundraising team review and research the market re media and corporate donations and hope to breakeven by 2026 and be in profit thereafter. Cashflow forecasting (generated from the budget/forecasts) ensures funds are available to support NABS as a going concern. Long term financial planning scenarios also look at likelihood and impact of risks and determine a timeline for key decision making ie stop/start of investment projects, cost cutting measures and investment drawdown to aid cashflow. With these processes in place the Trustees believe the group is well placed to manage its business risk successfully.

Due to the above reasons the Trustees have a reasonable expectation that the group has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

FUND ACCOUNTING

General funds are unrestricted funds which are available for use at the discretion of the Trustees in the furtherance of the general objectives of the charity and have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of the designated funds is set out in the notes to the financial statements. The funds are used at the discretion of the Executive Committee.

Restricted funds comprise of funds that have been given to NABS on condition that they are expended on purposes specified by the donor.

N A B S (A charitable company limited by guarantee)

ACCOUNTING POLICIES

INCOME

Voluntary income is included in the accounts on the basis of amounts notified to the charity as a probable receipt or more likely than not to be received for the financial year. The income from activities including fundraising events for generating funds is included in the accounts on a receivable basis. Investment income is credited as income on a receivable basis. Media donations are recognised when the sale of the advertising space is certain. All other income is included on an accruals basis, once there is sufficient certainty over entitlement and measurement and it is probable that the income will be received. Where income has been received in advance, or conditions for receipt have not been met, this is treated as deferred income.

LEGACIES

Legacies are credited as income on the basis of amounts notified to the charity at the period end as receivable. This is on an accruals basis, once there is sufficient certainty over entitlement and measurement and it is probable that the income will be received.

LISTED INVESTMENTS

Investments are all single priced funds. Realised and unrealised gains and losses on investments are added to or deducted from the general unrestricted funds. Realised gains and losses in the year represent the difference between the disposal proceeds and in year purchase cost or the market value at the beginning of the year. Realised and unrealised gains and losses are dealt with in the Statement of Financial Activities. Investment income is treated on initial recognition and subsequent measurement then credited to income on an accruals basis, using dates of payments for dividends and daily accrual for interest. Investments are initially recognised at cost and are subsequently measured at fair value at each reporting date.

VALUE ADDED TAX

Value added tax is not recoverable by the charity, and as such is included within the relevant costs in the Statement of Financial Activities. The wholly owned subsidiary is registered for VAT, which is recovered/accrued for as required.

OPERATING LEASES

Rentals applicable to operating leases where substantially all the benefits and risks of ownership remain with the lessor are reflected in the Statement of Financial Activities on a straight line basis over the lease term.

EXPENDITURE

The areas in which resources are expended are in Charitable Activities (as per the charitable objectives); Fundraising (expenditure incurred in inducing people and organisations to contribute financially to the charity's work; this includes the cost of staging of special fundraising events); and Governance (all expenditure relating to constitutional and statutory costs, including the cost of external audit).

ALLOCATION OF COSTS

Direct costs are recorded under the appropriate heading. Indirect support costs include overhead costs, finance, personnel, payroll and governance costs allocated on a time apportionment and square footage basis. Governance costs include audit fees and legal and professional fees as direct costs plus indirect costs on the same basis as support costs.

Wages and salaries have been allocated between appropriate cost headings according to the duties and responsibilities of the individual staff.

WELFARE GRANTS AND LOANS

Grants and loans are made by the charity in furtherance of its aims. Grants are charged as resources expended on an accruals basis. Loans advanced are included as an asset of the charity and included as Programme Related Investments held at cost less accumulated impairment. Interest receivable on the loans advanced, where applicable, is credited as incoming resources in the Statement of Financial Activities on an accruals basis. NABS no longer offers long or short term loan facilities to its beneficiaries. The final loan was repaid in 2023.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at historical cost less depreciation. Individual fixed assets costing £1,000 or more are capitalised at cost.

N A B S (A charitable company limited by guarantee)

ACCOUNTING POLICIES

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

Furniture and equipment	10-20% straight line
Computer equipment	20-33 $\frac{1}{3}$ % straight line
Office furniture and equipment	20% straight line

PENSION SCHEME ARRANGEMENTS

The charity operates a defined contribution pension scheme which is funded by contributions partly from the employees and partly from the charity. Such contributions are held in trustee-administered funds completely independent of the charity's finances. The amount charged to the Statement of Financial Activities in respect of pension costs is the contributions payable in the period. Unpaid amounts at the year end are included in other creditors.

DEBTORS

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid.

CASH AT BANK AND IN HAND

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

CREDITORS AND PROVISIONS

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

FINANCIAL INSTRUMENTS

The company 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 when the company 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 trade and other receivables, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost being the transaction price less any amounts settled and impairment losses.

IMPAIRMENT OF FINANCIAL ASSETS

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

N A B S (A charitable company limited by guarantee)

ACCOUNTING POLICIES

DERECOGNITION OF FINANCIAL ASSETS

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

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, which include trade and other payables, amounts owed to group undertakings and accruals, are initially recognised at transaction price and subsequently measured at amortised cost, being transaction price less any amounts settled.

DERECOGNITION OF FINANCIAL LIABILITIES

Financial liabilities are derecognised when, and only when, the company's contractual obligations are discharged, cancelled, or they expire.

EQUITY INSTRUMENTS

Equity instruments issued by the company are recorded at the fair value of proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

N A B S (A charitable company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2023

1	INCOME FROM DONATIONS AND LEGACIES	2023 £	2022 £				
	Donations	1,994,389	1,773,131				
	Legacies	250	10,888				
	Restricted donations	63,243	62,500				
		<u>2,057,882</u>	<u>1,846,519</u>				
	INCOME FROM OTHER TRADING ACTIVITIES	2023 £	2022 £				
	Fundraising events	423,402	461,970				
	Sponsorship	39,000	58,523				
	Training	168,137	114,114				
		<u>630,539</u>	<u>634,607</u>				
	INCOME FROM INVESTMENTS	2023 £	2022 £				
	Income from listed investments - dividends	6,970	9,271				
	- interest	3,262	4,709				
	Bank interest receivable	7,835	4,929				
		<u>18,067</u>	<u>18,909</u>				
2	EXPENDITURE ON RAISING FUNDS	2023 £	2022 £				
	Fundraising costs	1,206,654	1,418,848				
	Brand relevance/marketing costs	925,796	776,677				
		<u>2,132,450</u>	<u>2,195,525</u>				
3	EXPENDITURE – ALLOCATION OF SUPPORT COSTS						
		2023 Direct Costs £	2023 Indirect Support costs £	2023 Total £	2022 Direct Costs £	2022 Indirect Support costs £	2022 Total £
	Grant making	298,780	-	298,780	259,821	-	259,821
	Careers/counselling/ Advice Line	368,112	643,668	1,011,780	381,973	594,282	976,255
	Governance	65,780	116,035	181,815	53,957	94,619	148,576
		<u>732,672</u>	<u>759,703</u>	<u>1,492,375</u>	<u>695,751</u>	<u>688,901</u>	<u>1,384,652</u>

N A B S (A charitable company limited by guarantee)
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2023

Charitable grants are made solely to individuals on a case by case basis. No grants given were material in size and all related solely to welfare. The total number of beneficiaries in both years was in excess of 100.

4	INDIRECT SUPPORT COSTS	2023 £	2022 £
	Provisions, catering and utility costs	96,444	50,370
	Property and equipment maintenance	75,367	84,711
	Other operating costs and depreciation	587,892	553,820
		<u>759,703</u>	<u>688,901</u>

5	ANALYSIS OF STAFF COSTS AND THE COST OF KEY MANAGEMENT PERSONNEL	2023 No	2022 No
	The average number of staff employed by the charity was:		
	Fundraising	9	12
	Welfare and counselling	15	14
	Administration and management	15	11
		<u>39</u>	<u>37</u>

	2023 £	2022 £
Their total remuneration was:		
Wages and salaries	1,642,348	1,744,230
Social security costs	155,081	187,478
Pension costs	69,579	73,328
	<u>1,867,008</u>	<u>2,005,036</u>

The amounts above include ex gratia payments as a result of redundancies for 1 member of staff of £3,845 in 2023 (2022: £41,931).

The key management personnel of the group and parent charity comprise the Chief Executive Officer, Corporate Services Director and the Department Directors. The total employee benefits of the key management personnel of the charity were £538,861 (2022: £659,943) including employer's NI of £58,037 (2022: £75,759).

The number of employees whose emoluments (salaries, wages and benefits in kind) fell within the following bands is:

	2023 No	2022 No
£60,000 - £70,000	1	1
£70,001 - £80,000	1	3
£80,001 - £90,000	1	-
£90,001 - £100,000	1	2
£150,001 - £160,000	1	-

During the year pension contributions on behalf of these staff amounted to £22,059 (2022: £19,665).

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6 PAYMENTS TO TRUSTEES

No remuneration was paid to the trustees in the period (2022: £nil). Reimbursed expenses (i.e. travel and stationery) amounted to nil (2022: nil). The number of trustees reimbursed expenses was nil (2022: nil).

7 NET EXPENDITURE

The net expenditure for the group is stated after charging:	2023	2022
	£	£
Depreciation	234,462	42,239
Operating lease costs - land and buildings	160,470	223,317
- other	5,944	5,654
Auditor's remuneration - Statutory Audit - current year	36,250	33,925
- Corporation tax	3,690	3,450

**8 TANGIBLE FIXED ASSETS -
GROUP AND CHARITY**

	Office refurbishment £	Furniture and equipment £	Computer equipment £	Total £
Cost				
1 January 2023	362,455	29,063	13,649	405,167
Additions	6,747	-	-	6,747
31 December 2023	<u>369,202</u>	<u>29,063</u>	<u>13,649</u>	<u>411,914</u>
Depreciation				
1 January 2023	135,158	21,314	13,649	170,121
Charged in the period	227,297	7,164	-	234,461
31 December 2023	<u>362,455</u>	<u>28,478</u>	<u>13,649</u>	<u>404,582</u>
Net book value				
31 December 2023	<u>6,747</u>	<u>585</u>	<u>-</u>	<u>7,332</u>
31 December 2022	<u>227,297</u>	<u>7,749</u>	<u>-</u>	<u>235,046</u>

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9 INVESTMENTS – GROUP AND CHARITY	2023 £	2022 £
Listed in the UK	2,118,450	2,547,517
Unlisted (charity only)	2	2
Programme related investments	-	14,454
	<u>2,118,452</u>	<u>2,561,973</u>
Investments listed in the UK		
Market value as at 1 January	2,547,517	3,633,115
<i>Disposal of investment during the year</i>	(632,185)	(514,150)
Income re-invested	10,232	13,980
Net gain/(loss) on investments	192,886	(585,428)
Market value at 31 December	<u>2,118,450</u>	<u>2,547,517</u>

All the charity's listed investments are held in a single investment account.

The market value of these investments as at 31 December 2023 comprises:

	2023 £	2022 £
Listed UK Investments	<u>2,118,450</u>	<u>2,547,517</u>

Unlisted investments

NABS holds more than 20% of the equity of the following undertaking:

<i>Subsidiary undertaking</i>	<i>Class of holding</i>	<i>Proportion held</i>	<i>Nature of business</i>
NABS Trading Limited	Ordinary	100%	Fundraising events

Programme related investments

These represent principal and accrued interest on welfare loans made by the charity in furtherance of its objectives. The rates of interest previously chargeable on each loan, where levied, varied but ranged generally between 6½% and 8%. Interest has been waived so is no longer being charged on these loans. Most loans are secured by a charge over the borrower's property. The loans have no specific repayment terms.

	£
Amounts brought forward from prior year	14,454
Amounts repaid in the year	(14,454)
Amounts carried forward	<u>-</u>

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10 DEBTORS

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Amounts due from group undertakings	-	-	2,711	-
Event debtors	353,445	278,088	228,296	173,646
Prepayments and accrued income	308,686	460,134	306,515	460,134
	<u>662,131</u>	<u>738,222</u>	<u>537,522</u>	<u>633,780</u>

11 CREDITORS: Amounts falling due within one year

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
Amounts due to group undertakings	-	-	-	2,979
Trade creditors	58,695	23,036	58,695	22,021
Other taxation & social security	75,353	89,120	57,273	65,693
Other creditors	19,833	4,510	19,943	4,510
Corporation tax	110	475	-	-
Accruals and deferred income	383,928	351,037	194,777	246,380
	<u>537,919</u>	<u>468,178</u>	<u>330,688</u>	<u>341,583</u>

Included in other taxation & social security is an amount of £10,985 (2022: £12,015) in respect of outstanding pension contributions.

Deferred income:	2023 £	2022 £
Deferred income brought forward	156,175	48,988
Amounts deferred in the year	219,932	156,175
Amounts released in the year	(156,175)	(48,988)
Deferred income carried forward	<u>219,932</u>	<u>156,175</u>

Deferred income relates to Stranger than Summer tables and donations, Ride Adland teams and NABS Golf teams, billed in 2023 deferred to 2024 when events take place. Also timeTo, NABS training and Fast Forward delegate income has been deferred as training is not due to take place until 2024.

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12 RESTRICTED FUNDS

NABS holds three funds, for encouragement of excellence in the industry, which give awards for training.

The first is the Talent Awards (previously known as Future Leaders Fund), established in 2005, with funding from WACL (Women in Advertising and Communications, London). The purpose of the fund is to provide vocational training in the marketing and communications industry.

The second fund is for an award established in the memory of David Pilton, who died in 1996. David founded the Soho-based agency David Pilton Advertising (DPA) in 1960. DPA and the agency's former chairman, John Duncombe, have chosen to donate a sum of money to be used to support and inspire people in the first five years of their communications careers.

The third fund is for an initiative called timeTo established in 2018. NABS has partnered with WACL and the Advertising Association (AA) in working towards eradicating sexual harassment in the advertising and marketing industry.

Talent Awards	£
As at 1 January 2023	72,276
Received	33,496
Expended	(39,297)
As at 31 December 2023	66,475
David Pilton Award	
As at 1 January 2023	9,745
Expended	-
As at 31 December 2023	9,745
timeTo donation	
As at 1 January 2023	2,951
Received	29,747
Expended	(16,417)
As at 31 December 2023	16,281
Total Restricted Funds	92,501

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13 UNRESTRICTED FUNDS – DESIGNATED

The funds of the group and charity includes the following designation which has been set aside out of unrestricted funds for specific purposes.

	Age related Fund
	£
As at 1 January 2023	197,264
Expended	(9,602)
As at 31 December 2023	<u>187,662</u>

The Age related fund was designated to use part of the monies from the sale of Peterhouse to continue to do work around the older industry community and benefit the beneficiaries of NABS living at Peterhouse. These plans have been delayed.

14a ANALYSIS OF MOVEMENT BETWEEN FUNDS - GROUP

	Unrestricted General Funds 2023 £	Unrestricted Designated Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
At 1 January 2023	3,362,131	197,264	84,972	3,644,367
Income	2,643,245	-	63,243	2,706,488
Expenditure	(3,559,509)	(9,602)	(55,714)	(3,624,825)
Realised/unrealised losses	192,886	-	-	192,886
At 31 December 2023	<u>2,638,753</u>	<u>187,662</u>	<u>92,501</u>	<u>2,918,916</u>

	Unrestricted General Funds 2022 £	Unrestricted Designated Funds 2022 £	Restricted Funds 2022 £	Total 2022 £
At 1 January 2022	5,007,889	205,337	96,711	5,309,937
Income	2,437,535	-	62,500	2,500,035
Expenditure	(3,497,865)	(8,073)	(74,239)	(3,580,177)
Realised/unrealised gains	(585,428)	-	-	(585,428)
At 31 December 2022	<u>3,362,131</u>	<u>197,264</u>	<u>84,972</u>	<u>3,644,367</u>

N A B S (A charitable company limited by guarantee)
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14b ANALYSIS OF MOVEMENT BETWEEN FUNDS - CHARITY

	Unrestricted General Funds 2023 £	Unrestricted Designated Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
At 1 January 2023	3,339,638	197,264	84,972	3,621,874
Income	2,347,536	-	63,243	2,410,779
Expenditure	(3,264,618)	(9,602)	(55,714)	(3,329,934)
Realised/unrealised losses	192,886	-	-	192,886
At 31 December 2023	2,615,442	187,662	92,501	2,895,605

	Unrestricted General Funds 2022 £	Unrestricted Designated Funds 2022 £	Restricted Funds 2022 £	Total 2022 £
At 1 January 2022	4,987,503	205,337	96,711	5,289,551
Income	2,106,476	-	62,500	2,168,976
Expenditure	(3,168,913)	(8,073)	(74,239)	(3,251,225)
Realised/unrealised losses	(585,428)	-	-	(585,428)
At 31 December 2022	3,339,638	197,264	84,972	3,621,874

14c ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted General Funds 2023 £	Unrestricted Designated Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
GROUP				
Fixed assets	7,332	-	-	7,332
Investments	2,118,450	-	-	2,118,450
Net current assets	512,971	187,662	92,501	793,134
	2,638,753	187,662	92,501	2,918,916
CHARITY				
Fixed assets	7,332	-	-	7,332
Investments	2,118,452	-	-	2,118,452
Net current assets	489,658	187,662	92,501	769,821
	2,615,442	187,662	92,501	2,895,605

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	Unrestricted General Funds 2022 £	Unrestricted Designated Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
GROUP				
Fixed assets	235,046	-	-	235,046
Investments	2,561,971	-	-	2,561,971
Net current assets	565,114	197,264	84,972	847,350
	<u>3,362,131</u>	<u>197,264</u>	<u>84,972</u>	<u>3,644,367</u>
CHARITY				
Fixed assets	235,046	-	-	235,046
Investments	2,561,973	-	-	2,561,973
Net current assets	542,619	197,264	84,972	824,855
	<u>3,339,638</u>	<u>197,264</u>	<u>84,972</u>	<u>3,621,874</u>

15a	GROUP	2023	2022
	CASH FLOWS	£	£
	Reconciliation of net expenditure to cash used in operations		
	Net (expenditure)	(725,451)	(1,665,570)
	Adjustments for:		
	Depreciation on tangible fixed assets	234,462	42,241
	Dividends and interest receivable	(18,067)	(18,909)
	Loss on investments	(192,886)	585,428
	Taxation	110	475
	Operating cash flow before movements in working capital	(701,832)	(1,056,335)
	Decrease/(increase) in trade and other debtors	76,089	101,753
	Increase/(decrease) in trade and other creditors	69,741	205,135
	Cash used by operations	<u>(556,002)</u>	<u>(749,447)</u>

15b	Analysis of net funds and net debt reconciliation	At 1 January 2023 £	Cash flow £	At 31 December 2023 £
	Cash at bank and in hand	577,306	91,616	668,922
	Total	<u>577,306</u>	<u>91,616</u>	<u>668,922</u>

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16a COMMITMENTS UNDER OPERATING LEASES

At 31 December the company had commitments under non-cancellable operating leases as follows:

	2023	2022
	£	£
Land and buildings		
within one year	131,820	223,317
two to five years	518,251	223,317
Other		
within one year	4,205	-
two to five years	8,234	-
	<u>662,510</u>	<u>446,634</u>

16b OTHER FUTURE COMMITMENTS

Pension contributions

The charity makes contributions to an individual's pension scheme, subject to a maximum of 5% of the employee's annual salary. The assets of the scheme are held separately from the assets of the charity. Contributions to the scheme are charged to the Statement of Financial Activities on an accruals basis. Pension costs amounted to £69,579 (2022: £73,328) and are included within salary costs. The charity expects to pay £68,919 in 2024.

17 RELATED PARTY TRANSACTIONS

The charity has a wholly owned subsidiary, NABS Trading Limited. NABS Trading Limited transferred £232,450 to NABS as a distribution (2022: £195,118). As at the year-end, NABS Trading Limited owed £232,450 (2022: £195,118) to the Charity. Amounts owed to the charity were £2,711 (2022: owed by the Charity £2,979), this being payments received being transferred between NABS Trading Limited and the Charity bank accounts. NABS receives donations from various companies to support its activities. S Daglish, H Nicklin, Karla Smith, Matt Bush & Dominic Carter were Trustees of NABS and also connected to companies that have made donations to NABS in the year totalling £308,513 (2022: £502,683). The balances due from these companies at the year end was £7,644 (2022: £53,972).

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18 SUBSIDIARY UNDERTAKING

A summary of the results of NABS Trading Limited is shown below:

NABS Trading Limited (company no: 03834446), 8 Smarts
Place, London. WC2B 5LW

	2023	2022
	£	£
Turnover	528,159	526,176
Other operating expenses	(294,792)	(328,476)
Operating profit	233,367	197,700
Profit on ordinary activities before taxation	233,367	197,700
Taxation	(110)	(475)
Retained profit/(loss) for the year	233,257	197,225
Profit and loss reserve at 1 January	22,491	20,384
Gift Aid distribution paid	(232,450)	(195,118)
Profit and loss reserve at 31 December	23,298	22,491
The aggregate of the assets, liabilities and funds was:		
Current assets	233,255	153,074
Creditors: Amounts falling due within one year	(209,955)	(130,581)
Net assets	23,300	22,493

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19	TAXATION ON PROFIT FOR THE YEAR	2023 £	2022 £
	Current tax – UK corporation tax	110	475

The tax assessed for the period is equivalent to the standard effective rate of corporation tax in the UK for the year ended 31 December 2023 of 19% (2022 : 19%) increasing to 25% from 1st April 2023 as shown below:

	2023 £	2022 £
Profit on ordinary activities before tax	233,367	197,700
Profit on ordinary activities before tax multiplied by the standard rate of corporation tax for small companies 19% (2022 : 19%) increasing to 25% from 1 st April 2023	44,340	37,563
Less gift aid (non-taxable)	(44,230)	(37,088)
Current tax charge	110	475

No provision has been made for deferred tax as there were no capital allowances claimed in the year or any timing differences.

There are no specific factors that affect future tax charges. The tax charge arises in NABS Trading Limited.

20 FINANCIAL INSTRUMENTS

	Group 2023 £	Group 2022 £	Charity 2023 £	Charity 2022 £
The carrying amounts of financial instruments were As follows:				
Financial assets:				
Financial Assets held at fair value	2,118,450	2,547,517	2,118,450	2,547,517