

Registered Charity No:277805

**THE CHARTERED INSTITUTE OF MARKETING
CHARITABLE TRUST**

Operating as the Marketing Trust

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

Annual Report and Financial Statement for the year ended 30 June 2025

The Trustees of the Chartered Institute of Marketing Charitable Trust (“the Trust”) present their report and financial statements for the year ended 30 June 2025. The financial statements have been prepared in accordance with the accounting policies set out on pages 10 and 11 and comply with the Charity's trust deed, applicable law 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). The Charitable Trust is registered as a charity in England and Wales.

Objects of charity

The objects of the Trust are the advancement for the benefit of the public, of education, practical training and research into the art and science of marketing.

The Trustees meet regularly to receive and consider proposals for the achievement of the objects of the Trust. The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning.

Review of activities for the year and future developments

During the year the Trustees received and considered fourteen applications for financial support for marketing projects and awarded seven grants totalling £275,929 (2024 - £128,886) as listed in Note 3 to the financial statements.

In addition, the Trust is supporting ongoing approved applications. Some examples of completed funded projects this year include:

Media Trust

Effective Marketing Strategies for Charities Programme

Between January and March 2025, Media Trust supported 412 charities across the UK to strengthen their digital marketing capabilities through our Effective Marketing Strategies programme. This achievement was made possible through the grant of £39,955 and ongoing support from the Marketing Trust. This programme set out to equip charities with the marketing skills needed to help them communicate clearly and effectively with both national and local audiences, aiming to achieve the following impact:

- Increase organisations' visibility and profile, enhancing organisational resilience and sustainability through attracting volunteers, donations, funding, and partnerships
- Improve engagement and reach, enabling charities to support more people
- Amplify community stories and voices to influence policy change
- Improve the accessibility of websites, communication materials, and digital services, ensuring support for those facing digital exclusion.

In a challenging financial climate, access to high-quality digital and traditional marketing training is more important than ever for charities. It equips them with the skills and knowledge needed to promote their mission effectively, adapt to digital developments, build lasting relationships, and measure their marketing impact. By providing free training, this programme helps charities strengthen their outreach and engagement at a time when resources are limited, ensuring they remain resilient and well-positioned to achieve their goals. This year grant funding enabled an expansion of the Marketing Essentials training offered by delivering in-person sessions in London and Brighton, alongside two online sessions. For Digital Marketing, they delivered two online sessions and four in-person sessions in Cambridge, Birmingham, Manchester and Belfast. The in-person sessions reached 80 participants and the online sessions reached 332 participants. They also continued to deliver their highly successful specialised follow-up webinars, covering the topics of SEO, Analytics, Free Tools, and Paid Social Media.

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The overall programme was a great success, with a much greater number of charities supported and overwhelmingly positive feedback from participants. Survey responses showed a substantial increase in participants' confidence, knowledge, and motivation in marketing. 100% of survey respondents agreed or strongly agreed that they feel motivated to apply their marketing skills in their work. These positive outcomes show both the success and the value of this year's training programme, highlighting its impact on the participating charities' digital marketing capabilities and outcomes. In addition, demand for in-person sessions exceeded the available spaces, indicating there is still a strong and growing need for this training.

Academy of Marketing

The Academy of Marketing received the £30,000 balance for small research grants into marketing that delivers impact. The total grant funding for this initiative was £60,000 spread over several years and has delivered high outcomes with the following projects:

- **Small-to-Medium-Enterprises (SMEs) and the Opportunities and Challenges of “Life-friendly” Employment Practices** *Emma Banister, Alliance Manchester Business School, Manchester.*
- **The People’s Art Exhibition** *Claire McCamley (PI), Fiona Cheetham, University of Huddersfield.*
- **“Tell Me a Story” – Marketing Short Stories: A Podcast Series** *Jack Coffin (PI) University of Manchester, Finola Kerrigan, University of Birmingham.*
- **Transformations: An Exhibition Communicating Best Practice on Servicescape Design** *Kathy Hamilton (PI), Juliette Wilson, University of Strathclyde.*
- **Radical Community Response-ability: Learning Partnerships with Others** *Martina Hutton, Royal Holloway, University of London.*
- **Religious tourism consumption and management: a study of pilgrimage to multi-faith cultural and religious heritage sites in Morocco** *Mona Moufahim, University of Stirling.*
- **Integrating the Sustainable Development Goals (SDGs) into the Higher Education Marketing Curriculum** *Barbara Tomasella, Bilal Akbar, Alison Lawson and Richard Howarth, University of Derby and Nottingham Trent University.*
- **An Exploration of Queuing and Associated Consumer Experience(s)** *Leah Gillooly and Dominic Medway, Manchester Metropolitan University.*
- **The interplay between Consumption and Embodied Discourse during Times of Transition: Catharsis amid horror and Confusion in Menopause** *Pilar Rojas-Gaviria, University of Birmingham and Celine Del Bucchia, Audencia (France).*
- **Are virtual Influencers Effective in Promoting Prosocial Causes? Exploring Identity Congruence between Virtual Influencers and Consumers** *Jamie Thompson, Reika Igarashi and Kshitij Bhounik, Edinburgh Napier University.*
- **Green Fashion – A Journey from Revolution to Revolutions** *Mai Khan Tran (Mika), London South Bank University.*

As a result of this initiative being so successful the Trustees have agreed to extend it for a further three years with £60,000 funding approved.

The Trust continued to support Academy of Marketing Doctoral Colloquium (DC) and Conference 2024 at the University of Cardiff and provided awards for the best papers at the DC and the ‘Most Innovative Paper’ at the main Conference.

Young Enterprise – Start-Up Programme

The Marketing Trust continued to support the Young Enterprise (YE) Start-Up Programme in the 2024/25 academic year with a grant of £20,000 and sponsored three impactful marketing awards for

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students taking part in the programme. Trustees were involved in the judging of both the Regional and National Finals.

Two '*Strategic Marketing Excellence Awards*', at the regional and national finals, recognised teams who had excelled across all areas of marketing throughout their time on the programme and the '*Social Media Excellence Award*' focused on a team that had shone in promoting their business across social media platforms.

The Programme enabled young people to engage in a unique opportunity to devise and run their own business, developing and applying skills needed for work and future success. The Programme reaches young people across the country who are on the cusp of starting their careers, enriching their understanding of marketing and communication. The Start-Up programme nurtures the entrepreneurial mindset, strategic thinking and marketing know-how that employers value - and future businesses depend upon.

This year saw 186 Start-Up Programmes, involving over 1,200 young people (18+) across England, Wales and Northern Ireland. Some 13 universities and colleges engaged in the programme. The winner of the UK final was the Enterprise Passing Presence (a team of psychology students from the University of Liverpool) their unique idea addressed the end-of-life care sector, aiming to help ensure individuals' wishes are honoured. Their tutor commented..."the evidence from the last two years shows that the programme also opens students to a whole new area with several of them going on to change career direction and study business related subjects such as marketing".

Comments from tutors and students taking part included "It is good to get the input from professional bodies, such as the Marketing Trust", "... the Introduction to Marketing' guide (from the Marketing Trust) is always well received by the students."

Royal Society of Arts, Manufactures and Commerce (RSA)

The Marketing Trust has been a long-term supporter of the RSA Student Design Awards in terms of providing funding and Trustees as expert judges. In 2024 the RSA wanted to build on the success of the Student Design Awards by adapting and developing it to address the current needs and challenges in Society. Hence in 2024-25 they launched RSA Spark; an education programme for students aged 18+ to build their skills, creativity, and agency. This year's entries to the track the Marketing Trust was sponsoring had generated a diverse range of high-quality entries. This year was a pilot year, and initial results look very promising in terms of developing the students' skills which will have impact for future businesses and organisations.

Chartered Institute of Marketing (CIM) – Student prizes

The Marketing Trust also awards prizes for the highest performing students in their assessment for various CIM qualifications.

Review of transactions and financial position

The Trust's total income for the year was £116,728 (2024 - £115,967). The Trust made grants of £275,929 (2024 - £128,886) which, together with other expenditure amounting to £18,496 (2024 - £15,617) resulted in net outgoing resources of £177,697 (2024 - £28,536).

Loss on investments of £172,978 (2024 – gain £293,283) resulted in a net decrease in resources in the year of £350,675 (2024 – increase £264,747).

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The Trust's main investments are in listed securities which have been made in accordance with the powers contained in the Trust Deed.

Governance

The Trust is governed by a Deed of Trust dated 31 December 1978, as amended by a Supplemental Deed dated 4 April 2011. The Trustees are responsible for the overall management and control of the charity.

The Board of Trustees operates within the framework of the Charity Governance Code and applies its principles throughout its work and decision-making.

Investment powers, policy and performance

The Trustees' investment powers are governed by the Supplemental Deed which permits the Trustees to invest Trust monies in such stocks, shares, funds other as the Trustees shall from time to time determine.

During the year under review the Trust was invested in 2 funds managed by CCLA Investment Management Ltd (COIF Charities Investment Fund and COIF Charities Property Fund). CCLA report to the Trustees on a regular basis.

Due to the unrealised losses of £172,978, there was a net loss of 4.3% on total investments (2024 – 7.5% gain).

Reserves policy

In line with Charity Commission guidance, the Trustees review annually the Trust's needs for 'free reserves' which are those unrestricted funds not invested in fixed assets, designated for specific purposes or otherwise committed.

The Trust relies on investment income and capital appreciation to fund day-to-day expenditure in support of its primary charitable objects. The Trust could not deliver its charitable activities without this investment income.

The Trust's investments will remain an essential source of income, at least in the foreseeable future. It therefore remains the case that the Trust does not have 'free' reserves to dispose as defined in either SORP or Charity Commission guidance documents.

The Trust retains cash in its current bank account to provide for the administration of the charity.

The reserves policy is reviewed annually by the Trustees to ensure that it meets the Trust's changing needs and circumstances.

Risk management

The Trustees actively review the major risks which the charity faces on a regular basis. The Trustees believe that maintaining free reserves at the levels stated above, combined with the annual review of the controls over key financial systems, will provide sufficient resources in the event of adverse conditions. The Trustees have also examined other operational and business risks, which the Trust faces and confirm that they have established systems to manage the significant risks.

Independent Examiner

As the gross income of the Trust is less than £1 million, the Trustees have opted, under The Charities Act 2011 (Accounts and Audit) Order 2015 (SI 2015 No.321), to have an independent examination of

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the Trust accounts in place of an audit. Accordingly, on 19 October 2020, BK Plus Limited were appointed as Independent Examiner.

Appointment of Trustees

The Trust is administered by the Board of Trustees. New Trustees must be appointed by a resolution of the Trustees. The Trustees may establish, and from time-to-time review, regulations to consider and determine the number and terms of appointment of Trustees.

The Trustees are unpaid volunteers and may claim reasonable out of pocket expenses. All Trustees are required to declare relevant interests and may be required to withdraw from trustee meetings.

All Trustees are encouraged to develop their trusteeship skills and to attend external conferences and events relevant to the Trust and charity governance.

New Trustees are provided with an induction to The Trust.

At the end of the financial year there were four Trustees in place and one vacancy.

Statement of Trustees' responsibilities

Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the surplus or deficit of the charity for that year. In preparing those 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 judgements and 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 a going concern basis unless it is inappropriate to
- presume that the charity will continue.

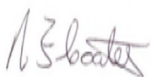
The Trustees are responsible for keeping sufficient accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Trustees

Current trustees are listed on the charity information page of this report.

Approved by the Board of Trustees of The Marketing Trust on 23 September 2025

and signed on its behalf by:



N F Coates
Chair

THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

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THE MARKETING TRUST

Charity Information

For the Year Ended 30 June 2025

Trustees:

N F Coates	FCIM - Chair
T Mason	FCIM
T Groom	
L Wood	(from 10 July 2024)

Principal Office:

Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH

Independent Examiner:

BK Plus Limited
13 Windsor Terrace
Jesmond
Newcastle upon Tyne
NE2 4HE

Bankers:

Santander UK plc
2 Triton Square
Regents Place
London
NW1 3AN

Registered Charity No:

277805

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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

Independent examiner's report to the trustees of The Chartered Institute of Marketing Charitable Trust

I report to the charity trustees on my examination of the accounts of The Chartered Institute of Marketing Charitable Trust (the Trust) for the year ended 30 June 2025.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

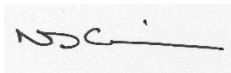
I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Nicholas Liley FCA
Institute of Chartered Accountants in England and Wales
BK Plus Limited
13 Windsor Terrace
Jesmond
Newcastle upon Tyne
NE2 4HE

Date: 30 October 2025

THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

Annual Report and Financial Statement for the year ended 30 June 2025

THE MARKETING TRUST

Statement of Financial Activities

For the Year Ended 30 June 2025

	<u>Note</u>	<u>Unrestricted Funds 2025 £</u>	<u>Total Funds 2025 £</u>	<u>Total Funds 2024 £</u>
Income				
Investment income		116,728	116,728	115,967
Total income		116,728	116,728	115,967
Expenditure				
Expenditure on charitable activities	3	294,425	294,425	144,503
Total expenditure		294,425	294,425	144,503
Net (expenditure) and net movement in funds before gains on investments		(177,697)	(177,697)	(28,536)
Revaluation of investments	2	(172,978)	(172,978)	293,283
Net (expenditure)/income and net movement in general fund for the year	7	(350,675)	(350,675)	264,747
Total funds brought forward		4,204,221	4,204,221	3,939,474
Total funds carried forward	7	3,853,546	3,853,546	4,204,221

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure were derived from continuing activities.

The notes on pages 10 to 14 form part of these financial statements.

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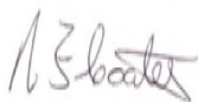
THE MARKETING TRUST

Balance Sheet as at 30 June 2025

	<u>Note</u>	<u>2025</u> £	<u>2024</u> £
Fixed assets			
Investments	2	3,884,046	4,057,024
Total fixed assets		<u>3,884,046</u>	<u>4,057,024</u>
Current assets			
Debtors	4	29,127	28,495
Cash at bank and in hand		<u>77,280</u>	<u>138,897</u>
		106,407	167,392
Current liabilities			
Creditors: Amounts falling due within one year	5	86,991	20,195
Net current assets		<u>19,416</u>	<u>147,197</u>
Total assets less current liabilities		<u>3,903,462</u>	<u>4,204,221</u>
Creditors: Amounts falling due after more than one year	6	49,916	-
Total net assets		<u>3,853,546</u>	<u>4,204,221</u>
Unrestricted funds			
General	7	<u>3,853,546</u>	<u>4,204,221</u>

The notes on pages 10 to 14 form part of these financial statements.

The accounts were approved by the Board of Trustees on 23 September 2025 and were signed on its behalf by:



N F Coates
Chair

THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

Annual Report and Financial Statement for the year ended 30 June 2025

Notes to the accounts

For the Year Ended 30 June 2025

1 Accounting Policies

(a) Basis of preparation

The financial statements have been prepared under the historical cost convention with the exception of investments, included at market value, and 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

(b) Judgements in applying accounting policies and key sources of estimation uncertainty

There are no estimates and judgements that have a significant risk of causing material adjustment to the carrying amounts of assets and liabilities within the next financial year.

(c) Going concern

These financial statements have been prepared on the going concern basis which assumes that the Trust will continue in operation for the foreseeable future, considered to be at least 12 months from the date of signing these financial statements.

The Trust has prepared cash flow forecasts and projections that show an excess of income over expenditure for the year ended 30 June 25. In the opinion of the Trustees there will be sufficient resources to meet the Trust's needs over the forthcoming 12 months.

Given the above, the Trustees consider that these financial statements should be prepared on the going concern basis.

(d) Income

All other income is accounted for on an accruals basis.

(e) Expenditure

Resources expended are included in the Statement of Financial Activities on an accruals basis, inclusive of any VAT which cannot be recovered.

THE CHARTERED INSTITUTE OF MARKETING CHARITABLE TRUST

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Notes to the accounts

For the Year Ended 30 June 2025

1 Accounting Policies (continued)

(f) Governance and support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function i.e. board meetings, company secretarial, accountancy, independent examiner. Having identified the governance costs, the remaining is then apportioned to its charitable activity.

(g) Grants payable

Grants payable are charged in the year in which they are committed to the recipient, except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attached are fulfilled.

(h) Unrestricted funds

Unrestricted funds are donations and other income receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

(i) Unrealised gains and losses

All unrealised gains and losses are recognised in the accounts.

(j) Investments

Listed investments are stated at market value. Realised and unrealised gains and losses in investment assets are dealt with in the Statement of Financial Activities. Mixed motive investments are included at cost less any provision for diminution in value. Mixed motive investments are those investments that are made on the basis that it has elements of both financial investment and furthering the charity's aims.

(k) Cash flow statement

The charity has taken advantage of the disclosure exemption contained within FRS102 and the Charities SORP (FRS102) Update Bulletin from presenting a Statement of Cash Flows.

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Annual Report and Financial Statement for the year ended 30 June 2025

Notes to the accounts (continued) For the Year Ended 30 June 2025

2 Investments

	<u>2025</u>	<u>2024</u>
	£	£
Listed:		
Market value at 1 July 2024	4,057,024	3,903,741
Sales	-	(140,000)
Realised gain on investments	-	45,902
Unrealised (loss)/gain on investments	(172,978)	247,381
	<u>3,884,046</u>	<u>4,057,024</u>
Market value at 30 June 2025	<u>3,884,046</u>	<u>4,057,024</u>
Cost at 30 June 2025	<u>2,783,666</u>	<u>2,783,666</u>
COIF Charities Investment Fund	3,713,627	3,891,020
COIF Charities Property Fund	170,419	166,004
	<u>3,884,046</u>	<u>4,057,024</u>

3 Expenditure on charitable activities

	<u>Unrestricted</u>	<u>Total</u>	<u>Total</u>
	<u>Funds</u>	<u>Funds</u>	<u>Funds</u>
	<u>2025</u>	<u>2025</u>	<u>2024</u>
	£	£	£
Grants payable:			
Academy of Marketing	83,024	83,024	43,024
Young Enterprise	20,000	20,000	20,000
University of Bath	6,355	6,355	20,710
Brunel University London	336	336	4,944
Northumbria University	25,000	25,000	-
Royal Society of Arts	89,315	89,315	-
University of Napier	5,744	5,744	-
Media Trust	39,955	39,955	33,693
Cardiff University	6,200	6,200	5,584
Middlesex University	-	-	931
Total grants payable	<u>275,929</u>	<u>275,929</u>	<u>128,886</u>
Other charitable activities:			
Awards	2,250	2,250	2,100
Donation	-	-	102
Website and other design	1,015	1,015	558
Total other charitable activities	<u>3,265</u>	<u>3,265</u>	<u>2,760</u>
Support costs:			
Grant administration costs	8,000	8,000	6,667
Travel expenses	-	-	191
Trustees' expenses:-			
grants related	2,164	2,164	867
Total support costs	<u>10,164</u>	<u>10,164</u>	<u>7,725</u>

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Notes to the accounts (continued) For the Year Ended 30 June 2025

3 Expenditure on charitable activities (continued)

	<u>Unrestricted Funds 2025</u>	<u>Total Funds 2025</u>	<u>Total Funds 2024</u>
Governance costs:			
Independent Examiner fees	1,044	1,044	1,014
Administration fees	4,000	4,000	3,333
Trustee expenses	-	-	635
Meeting room hire	-	-	110
Bank charges	23	23	40
Total governance fees	5,067	5,067	5,132
Total expenditure on charitable activities	294,425	294,425	144,503

4 Debtors

	<u>2025 £</u>	<u>2024 £</u>
Investment income	29,127	28,495
	29,127	28,495

5 Creditors: Amounts falling due within one year

	<u>2025 £</u>	<u>2024 £</u>
Accruals:		
The Chartered Institute of Marketing	11,000	10,000
Royal Society of Arts (RSA)	29,477	-
University of Lancaster	1,530	1,530
University of Bath	5,051	5,066
Cardiff University	1,240	-
Northumbria University	12,500	-
University of Napier	1,149	-
Academy of Marketing	24,000	-
Link UP London	-	2,585
Independent Examiner fees	1,044	1,014
	86,991	20,195

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Annual Report and Financial Statement for the year ended 30 June 2025

Notes to the accounts (continued) For the Year Ended 30 June 2025

6 Creditors: Amounts falling due after more than one year

	<u>2025</u>	<u>2024</u>
	£	£
Royal Society of Arts (RSA)	29,916	-
Academy of Marketing	20,000	-
	<u>49,916</u>	<u>-</u>

7 Unrestricted funds

	<u>2025</u>	<u>2024</u>
	£	£
Funds at 1 July 2024	4,204,221	3,939,474
Net movement for the year	(350,675)	264,747
	<u>3,853,546</u>	<u>4,204,221</u>

8 Trustees' emoluments

No trustees received any emoluments in respect of their services to the Trust.
The aggregate amount of expenses reimbursed to the Trustees amounted to £2,164 (2024 - £1,502). These expenses were reimbursed to 2 trustees (2024 - 2) and related to travel. The Marketing Trust does not employ its own staff but uses those of The Institute of Chartered Marketing which forms part of the support fees of £11,000 (2024 - £10,000).

9 Investment Income

Investment income was derived from the COIF Charities Investment Fund, COIF Charities Property Fund.

10 Related party disclosures

There were no related party transactions for the year ended 30 June 2025.