Charity registration number 274190 (England and Wales)

MARKET RESEARCH BENEVOLENT ASSOCIATION

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2026

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MARKET RESEARCH BENEVOLENT ASSOCIATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Ms E Francis Ms G Welch Ms J Frost Mrs L R Henshall Mr M L Wooderson Ms V E Monk Mr D R Hannay Ms D Whittick
Charity number (England and Wales)	274190
Independent examiner	Hazel Day Xeinadin London Limited 46/48 East Street Epsom Surrey United Kingdom KT17 1HQ

MARKET RESEARCH BENEVOLENT ASSOCIATION

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MARKET RESEARCH BENEVOLENT ASSOCIATION

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2026

The trustees present their annual report and financial statements for the year ended 31 March 2026.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

Objectives and activities
The Market Research Benevolent Association was established by a Declaration of Trust dated 1 August 1977.

The objectives of the Association are the relief and assistance of necessitous persons who are or have been engaged in market research or related activities, and of the dependents of such persons. This constitutes a public benefit as defined in The Charities Act, being for the relief of those in need. Relief is mostly given in the form of grants and loans, although advice and counselling are also provided. This meets the requirements of Principle 1, being an identifiable benefit.

Relief is available to a section of the public, being those people and their dependents who work in or have worked in market research in the United Kingdom. Membership of The Market Research Society is not a necessary condition for assistance to be given. This meets Principle 2, being a benefit to the public.

Applications are invited by email, through the website or by telephone. Applicants are contacted by the MRBA Cases manager by telephone or by using online visual media or by meeting in person. The MRBA Cases Manager assesses the applicant's needs and makes a recommendation to the Management Committee regarding the assistance that may be provided.

Public benefit
The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Significant activities and achievements against objectives

Background to the year

The UK economy in 2025/26 was shaped by a slow and uneven recovery, with households still adjusting to a structurally higher cost base after several years of inflationary pressure. Although headline inflation continued to ease, the Iran conflict created renewed instability in global energy markets, driving up oil and gas prices and slowing the UK's disinflation trajectory. This external shock fed directly into higher petrol and transport costs and indirectly into food inflation through increased fertiliser, freight and production costs.

As a result, essential spending remained elevated, and many consumers experienced continued pressure on household budgets despite the broader economic recovery narrative. Wage growth moderated, frozen tax thresholds pulled more people into higher tax bands, and borrowing costs stayed high, leaving real incomes flat for many. These combined dynamics produced a cautious consumer environment: discretionary spending was pared back, and lower income households were disproportionately affected by rising food and energy bills. For most consumers, 2025/26 felt less like a return to stability and more like a period of ongoing financial strain shaped by both domestic policy choices and global geopolitical shocks.

In light of this, we had anticipated 2025/26 yielding a higher demand for financial support than we had experienced in the previous year. Whilst the number of applications requests were comparable to the previous year, the number of people we eventually provided support too was considerably lower – 11 people receiving general financial support versus 20 cases in 2024/25, so a significant 45% reduction in people we supported outside of our educational bursaries.

Overall, in 2025/26 we provided £21,741 in grants and £2,021 in loans, totalling £23,762. This compares to £30,853 in total for 2024/25 made up of £27,575 in grants and £3,278 in loans. This equates to a 23% reduction in the amount of general financial support we provided.

Due to the stringent controls we introduced in the previous year to mitigate against fraudulent activity, it is pleasing to report that we did not encounter any fraudulent claims in 2025/26.

Financial review

Investments

On the balance sheet, investments are quoted at £280,031 at the end of 2025/26, down from £303,779 for the previous year. For the year 2025/26 there was a net gain of £1,200 on investments. In 2025/26, £25,000 was converted into cash to help fund cases.

Investments are managed by CCLA and ESJ Financial Planning.

Reserves policy

Since we anticipate an uplift in demand in financial year 2026/27, we plan to hold at least 2 years operating costs as reserves. This will be reviewed on a periodic basis, and against our fundraising performance. We anticipate our outgoings to rise in the coming financial year, with an increase in applications for general financial support and with an anticipated high level of applications for our new inmind mental health and wellbeing bursary scheme.

Total Funds

Overall, the total funds carried forward on 1st April 2026 were £312,670, down from £340,813 as of 1st April 2025. As reported previously, we spend more on outgoings than we receive in income, although this year that was less so the case, with a deficit, prior to the movement in value of investments, of £29,343 (2025 deficit of £38,674). In addition, in 2025/26 our investments increased in value by £1,200 compared to a decrease in value in 2025 of £7,577. Therefore, we finished the year with a total deficit of £28,143 compared to £46,251 in the prior year.

Outgoings

Overall expenditure in the year was £75,042, of which £40,687 was on charitable expenditure: that is grants, bursaries, the management of those and marketing, compared to £75,201 and £43,626 respectively the previous year. In addition, we gave loans of £2,021 (2025 £3,277) during the 2025/26 financial year.

Direct assistance to hardship cases was lower in 2025/26 than in the previous year, largely as a result of the reduction in the number of people supported. The total assistance given this year in grants was £21,741 and £2,021 in loans, down from £27,575 in grants and £3,277 in loans in the previous year. £2,500 of loans were written off during the year (2025 Nil). MRBA Skills also saw a decrease in the amount given in bursaries, down from £7,744 in 2024/25 to £5,506 in 2025/26. Therefore, the total amount given in direct assistance, that is grants, loans and bursaries in 2025/26 was £29,268 compared to £38,596 in the previous year.

Loans outstanding as of 1st April 2026 amounted to £3,529, down from £6,956 a year previously. A total of £2,950 was received in loan repayments during the year.

MRBA Skills

MRBA Skills is our initiative to provide bursaries to people who wish to further their market and social research knowledge. Since 2018 we have provided bursaries for people wishing to study for the MRS Advanced Certificate but who cannot financially afford to do so. As we indicated at last year's AGM, in February 2024/25 we broadened our Skills bursary programme to support UK market and social researchers at the start of their careers, through the launch of the MRS Foundation Course and the MRS Certificate in Market Research bursary.

In total, in 2025/26, we provided £5,506 in educational bursaries, helping 3 people study for the MRS Advanced Certificate, plus supporting 2 people to resit the exam. In addition, we funded 1 person to study for the MRS Foundation course and Certificate in Market research. This spend was down on the previous financial year (£7,744).

We continue to explore how the MRBA Bursary scheme might be expanded, as well how best to promote the current Skills bursary programme to increase the levels of applicants.

Income
Income in 2025/26 increased significantly to £45,699 up from £36,527 last year.

Income from membership and corporate patrons was up to £15,165 from £13,672 in the previous year. Donations were lower in 2025/26 at £908 compared to £1,174 in 2024/25.

Income from fundraising activities rose significantly in 2025/26 to £29,574 compared to £21,621 in the previous year. This is largely due to the introduction of an additional Summer quiz, plus increased funds from sponsorship. The annual MRBA auction in March 2026 raised £6,609, once again boosted by one specific auction item donated by Rigour Research.

A further £13,970 was raised through the two quizzes held in the year and, separately, another £5,150 was donated at the December fundraising appeal.

There were also several Golf days organised by some of our corporate patrons, which raised £3,845 in total.

Once again, we are indebted to Rigour Research for their generosity in matching what the MRBA raised at the December fundraising appeal, as well as their support of the MRBA Auction and sponsorship of the Summer quiz. We would also like to thank our Winter quiz sponsors – Ovation MR, Insight X, DJS Research and Ipsos.

Plans for future periods
2025/26 saw us build significantly on the work begun in the previous year to raise awareness of the MRBA and increase our income. Both of these are essential to ensuring we can continue providing meaningful support to those in the market and social research community who are in financial need.

Our social media activity, particularly on LinkedIn, has increased substantially, with at least eight posts each month. Engagement rates have risen from 9.4% to 11.1%, and our follower base has grown from 1,771 to 1,945 year on year, helping us reach a wider and more diverse audience.

This focus on expanding our reach has also continued through a programme of personalised presentations and talks to market research companies and organisations. In 2025/26, we delivered seven such sessions, each of which has led to further conversations, contributions to our activities, or new corporate members.

Alongside this, and in partnership with our colleagues at the MRS, we produced a short promotional video for use at conferences when we cannot attend in person, as well as new marketing banners for when we are attending events. We continue to seek further opportunities to promote the MRBA across the industry.

In late 2025, we redesigned our website to make it more user friendly and better aligned with our broader marketing look and feel. Since launch, visitor numbers have increased ten fold — a significant step forward in accessibility and visibility.

We also hosted a small Corporate Patron event to discuss our future plans and gather input into the development of our new mental health and wellbeing bursary, inmind. Although the bursary will not launch until June 2026, much of the foundational work took place in 2025/26. We anticipate considerable need for this type of support, particularly given current economic pressures, the hardening of the market and social research sector, and the impact of AI on research related roles.

Finally, mindful of the reduction in applicants completing the application process, we are reviewing the information we collect and how it is reported, to ensure the process itself is not a barrier to those seeking financial support.

Structure, governance and management
The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

The trustees who served during the year and up to the date of signature of the financial statements were:
Ms E Francis
Ms G Welch
Ms J Frost
Mrs L R Henshall
Mr M L Wooderson
Ms V E Monk
Mr D R Hannay
Ms D Whittick

Recruitment and appointment of trustees

The Trustees are the members of the Management Committee. Each Trustee holds office for as long as they are a member of the Management Committee. Trustees are expected to keep up to date with appropriate legislation and practice.

Management Committee

The Management Committee consists of not more than six elected members who must be and have been a member of the MRBA for at least two consecutive years or agree to be a member for at least the next three years; up to three further members may be co-opted to the Committee. Elected members hold office for three years from the AGM at which they are elected, but are eligible for re-election. Members of the Management Committee give their time freely and no Trustee remuneration was paid in the year. Details of trustee expenses are given in Notes to the Financial Statements.

The Chair is elected annually by the Management Committee from amongst its members, but is eligible for re-election.

The day-to-day management of the charity is the responsibility of the Treasurer (D. Scott), in consultation with the Chair, and within staff job descriptions agreed by the Trustee Board.

Other matters

TRUSTEES' THANKS

Each of the trustees fulfils an important role in the operation of the MRBA, but we also recognise that there are people other than trustees who support the charity and without whom it would not be possible for the charity to run as effectively as it does. We are extremely grateful to all Corporate Patrons, Corporate Friends and Individual Members who continue to support the MRBA and enable us to help those in our industry in financial need. A list of our Corporate Patrons and Friends is provided in Appendix A.

Special thanks go to our management committee members who give their time voluntarily to ensure the continued success of the MRBA:

Dave Hannay - for managing our substantial marketing and communications activities and our website redesign. Also, for generally increasing our visibility and presence within the industry.

Debbie Whittick - who continues to provide significant support to Dave Hannay on all things marcomms, including maintaining our website. Also, for producing MRBA Matters and other marketing materials. And for supporting Linda with our fundraising activities.

Elaine Francis - for managing our Corporate Patrons and Friends programme and for seeking creative ways to engage with, and recruit, Patrons and supporters, and helping raise sponsorship for our fundraising activities. Special mention also for the significant work undertaken in developing our new inmind bursary and launch event due in June 2026.

Gill Welch - for her expert opinion and advice on all matters related to applicant benefits and their rights. Also, for her work in creating an anonymised case study library for promotional use.

Jane Frost - who provides a very important link with the MRS. We are grateful for the support, publicity, marketing and communication opportunities that Jane and her team at the MRS provides.

Linda Henshall - for all her continued hard work with our ever-increasing fundraising activities, particularly the annual auction. Special mention also for her work in raising sponsorship for our events and organising our quizzes. Plus, her management of our newsletter, MRBA Matters.

Mike Wooderson – who manages the Skills bursary programme as well as Governance, IT and Data security.

As ever, we are indebted to the various industry organisations - MRS, IQCS, AQR and ICG - for their support in raising awareness of MRBA and for distributing our materials and our message.

A very special thank you goes to Danielle Scott our Administrator and National Cases Manager, who works tirelessly in her support of both the committee and applicants.

Thanks also to our team of volunteer case managers who are a critical link between the committee and our applicants. They play a vital role in identifying the needs of each applicant and in helping them complete the application process. In September 2025 our then longest serving case manager, Delphine Anderson, retired after 28 years of wonderful service. Our thanks to Delphine for such loyalty and hard work.

The trustees' report was approved by the Board of Trustees.

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Ms V E Monk
Trustee

Date: 17.08.26

MARKET RESEARCH BENEVOLENT ASSOCIATION

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF MARKET RESEARCH BENEVOLENT ASSOCIATION

I report to the trustees on my examination of the financial statements of Market Research Benevolent Association (the charity) for the year ended 31 March 2026.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the charity's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have completed my examination. I confirm that no 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 charity as required by section 130 of the Charities Act 2011.
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.

H.R. H.Day

Hazel Day
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46/48 East Street
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United Kingdom
17 August 2026

MARKET RESEARCH BENEVOLENT ASSOCIATION

STATEMENT OF FINANCIAL ACTIVITIES
INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2026

	Notes	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Income from:			
Donations and legacies	3	908	1,174
Charitable activities	4	15,165	13,672
Other trading activities	5	29,574	21,621
Investments	6	52	60
Total income		45,699	36,527
Expenditure on:			
Raising funds	7	2,609	2,636
Charitable activities	8	72,433	72,565
Total expenditure		75,042	75,201
Net gains/(losses) on investments	13	1,200	(7,577)
Net expenditure and movement in funds		(28,143)	(46,251)
Reconciliation of funds:			
Fund balances at 1 April 2025		340,813	387,064
Fund balances at 31 March 2026		312,670	340,813

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

MARKET RESEARCH BENEVOLENT ASSOCIATION

BALANCE SHEET

AS AT 31 MARCH 2026

	Notes	2026 £	2026 £	2025 £	2025 £
Fixed assets					
Investments	15		280,031		303,779
Current assets					
Debtors	16	3,928		6,958	
Cash at bank and in hand		32,911		34,352	
		36,839		41,310	
Creditors: amounts falling due within one year	17	(4,200)		(4,276)	
Net current assets			32,639		37,034
Total assets less current liabilities			312,670		340,813
The funds of the charity					
Unrestricted funds	18		312,670		340,813
			312,670		340,813

The financial statements were approved by the trustees on 17.08.26

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Ms V E Monk
Trustee

1 Accounting policies

Charity information

Market Research Benevolent Association is a unincorporated charitable trust, established by a Declaration of Trust dated 1 August 1977, governed under that deed and operating as a grant making charity to relieve and assist persons who are or have been engaged in market research.

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1 Accounting policies **(Continued)**

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.8 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1 Accounting policies **(Continued)**

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.9 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Donations and gifts	708	1,174
Legacies	200	-
	908	1,174

4 Income from charitable activities

	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Charitable activity		
Other income	15,165	13,672

5 Income from other trading activities

	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Fundraising events	29,574	21,621

6 Income from investments

	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Dividends and investment income	52	60

7 Expenditure on raising funds

	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Fundraising and publicity		
Fundraising event costs	2,609	2,636

8 Expenditure on charitable activities

	Charitable activity 2026 £	Charitable activity 2025 £
Direct costs		
Staff costs	1,400	2,750
Sundries	2,354	1,384
Marketing consultant fees	887	302
Website expenditure	8,312	3,871
MRBA Skills	5,506	7,744
Case manager expenses	487	-
	18,946	16,051
Grant funding of activities	21,741	27,575
Share of support and governance costs (see note 9)		
Governance	31,746	28,939
	72,433	72,565
Analysis by fund		
Unrestricted funds	72,433	72,565

9 Support costs allocated to activities

	2026 £	2025 £
Governance costs	31,746	28,939
Analysed between:		
Charitable activity	31,746	28,939

10 Net movement in funds

	2026 £	2025 £
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	1,800	1,764

11 Trustees

In the year ended 31st March 2026, £1,032 in expenses were reimbursed to trustees (2025: £320).

12 Employees

The average monthly number of employees during the year was:

	2026 Number	2025 Number
	1	1

Employment costs	**2026 £**	**2025 £**
Wages and salaries	28,224	28,113

There were no employees whose annual remuneration was more than £60,000.

13 Gains and losses on investments

Gains/(losses) arising on:	Unrestricted funds 2026 £	Unrestricted funds 2025 £
Revaluation of investments	1,200	(7,577)

14 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

15 Fixed asset investments

	Listed investments £	Cash and settlements pending £	Total £
Cost or valuation			
At 1 April 2025	299,324	4,455	303,779
Additions	-	52	52
Valuation changes	1,256	(56)	1,200
Disposals	(25,000)	-	(25,000)
At 31 March 2026	275,580	4,451	280,031
Carrying amount			
At 31 March 2026	275,580	4,451	280,031
At 31 March 2025	299,324	4,455	303,779

16 Debtors

Amounts falling due within one year:	2026 £	2025 £
Other debtors	3,928	6,958

17 Creditors: amounts falling due within one year

	2026 £	2025 £
Other taxation and social security	465	726
Other creditors	1,875	1,786
Accruals and deferred income	1,860	1,764
	4,200	4,276

18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 April 2025 £	Incoming resources £	Resources expended £	Gains and losses £	At 31 March 2026 £
General fund	308,493	45,699	(75,042)	1,200	280,350
Convalescent	32,320	-	-	-	32,320
	340,813	45,699	(75,042)	1,200	312,670

Previous year:	At 1 April 2024 £	Incoming resources £	Resources expended £	Gains and losses £	At 31 March 2025 £
General fund	354,744	36,527	(75,201)	(7,577)	308,493
Convalescent	32,320	-	-	-	32,320
	387,064	36,527	(75,201)	(7,577)	340,813

19 Related party transactions

There were no disclosable related party transactions during the year (2025 - none).

APPENDIX A

MRBA Corporate Patrons 2025-2026:

- AQR
- ASE
- Ayesda Bio
- Catalyse Research
- Criteria Fieldwork
- Delineate
- DJS Research
- Discovery
- Dynata
- Empower
- ESOMAR
- GfK
- ICG
- InsightX Research Solutions
- Ipsos
- IQCS
- i-View
- Kantar
- MEL Research
- MRS
- New Fieldwork Company
- Opinium
- Ovation MR
- Potentia Insight
- Prevision Research
- QRi Consulting
- Quirks Media
- Research Club
- Research Network
- Rigour Research
- Sample Answers
- Savanta
- Spectrum
- Verian
- Walnut Unlimited
- Watermelon