

NATIONAL SOCIAL MARKETING CENTRE

Director: John Bromley

1 ACCOMPLISHMENTS SINCE LAST BOARD MEETING

- 1.1 The NSMC is on course to deliver the programme of work set out in the Grant Agreement with the Department of Health. We are working on a Social Marketing Cost Benefit tool, updating our training materials, developing our data-base of demonstration projects, finalising the UK's only comprehensive Social Marketing Research Centre.
- 1.2 A submission was sent to the Minister for Public Health, (Anne Milton MP) confirming this years budget and outlining next steps for the NSMC following the ending of financial support (April 2011). The Minister confirmed the final budget (£3million) and stated that she wanted to see the NSMC continue working across government leading behaviour change work programmes.
- 1.3 The NSMC are now developing a Business Plan that specifies how the organisation will continue to operate following the end of the DH grants. We have now completed income forecasts and working on our product offer with our major clients. During the last 6 months we have won work from the Department of Health in Hong Kong, DEFRA, the Home Office, PAHO, USAID We have also put in bids for the European Research FP7 Programme.
- 1.4 The NSMC is also consulting Government Lawyers on issues around IP and investigating future ability to operate by earning income through winning projects through competitive processes. This advice is expected imminently.