

Company Registration No. 02231083 (England and Wales)

**ACCENT MARKETING AND RESEARCH LIMITED**  
**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 SEPTEMBER 2011**

THURSDAY



A34      \*A1C0BAAJ\*      #356  
28/06/2012  
COMPANIES HOUSE

# ACCENT MARKETING AND RESEARCH LIMITED

## COMPANY INFORMATION

---

**Directors**

R Sheldon  
C Heywood  
D Chudasama  
M C Mayes  
R Risely  
I Harwood  
A Lawrence

**Secretary**

S Hogarth

**Company number**

02231083

**Registered office**

30 City Road  
London  
EC1Y 2AB

**Auditors**

Arram Berlyn Gardner  
30 City Road  
London  
EC1Y 2AB

**Business address**

Chiswick Gate  
598-600 Chiswick High Road  
London  
W4 5RT

---

# ACCENT MARKETING AND RESEARCH LIMITED

## CONTENTS

---

	<b>Page</b>
Directors' report	1 - 2
Independent auditors' report	3 - 4
Profit and loss account	5
Balance sheet	6
Notes to the financial statements	7 - 11

---

# ACCENT MARKETING AND RESEARCH LIMITED

## DIRECTORS' REPORT

### FOR THE YEAR ENDED 30 SEPTEMBER 2011

---

The directors present their report and financial statements for the year ended 30 September 2011

#### Principal activities

The principal activity of the company continued to be that of market research, specialising in service sector areas

#### Directors

The following directors have held office since 1 October 2010

R Sheldon  
C Heywood  
D Chudasama  
M C Mayes  
R Risely  
I Harwood  
A Lawrence

#### Auditors

In accordance with the company's articles, a resolution proposing that Arram Berlyn Gardner be reappointed as auditors of the company will be put at a General Meeting

#### Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

# ACCENT MARKETING AND RESEARCH LIMITED

## DIRECTORS' REPORT (CONTINUED)

**FOR THE YEAR ENDED 30 SEPTEMBER 2011**

---

### Statement of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

By order of the board



S Hogarth

Secretary

2 May 2012

# **ACCENT MARKETING AND RESEARCH LIMITED**

## **INDEPENDENT AUDITORS' REPORT**

### **TO THE MEMBERS OF ACCENT MARKETING AND RESEARCH LIMITED**

---

We have audited the financial statements of Accent Marketing and Research Limited for the year ended 30 September 2011 set out on pages 5 to 11. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of directors and auditors**

As explained more fully in the Directors' Responsibilities Statement set out on pages 1 - 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

#### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on financial statements**

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 30 September 2011 and of its loss for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

# ACCENT MARKETING AND RESEARCH LIMITED

## INDEPENDENT AUDITORS' REPORT (CONTINUED)

### TO THE MEMBERS OF ACCENT MARKETING AND RESEARCH LIMITED

---

#### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report

Filiz Zekia (Senior Statutory Auditor)  
for and on behalf of Arram Berlyn Gardner

22/6/12

Chartered Accountants  
Statutory Auditor

30 City Road  
London  
EC1Y 2AB

# ACCENT MARKETING AND RESEARCH LIMITED

## PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 30 SEPTEMBER 2011

	Notes	2011 £	2010 £
Turnover		3,849,742	4,575,504
Cost of sales		(1,645,550)	(1,930,459)
Gross profit		2,204,192	2,645,045
Administrative expenses		(2,403,619)	(2,532,678)
Operating (loss)/profit	2	(199,427)	112,367
Other interest receivable and similar income	3	12	26
Interest payable and similar charges		(4,591)	(2,786)
(Loss)/profit on ordinary activities before taxation		(204,006)	109,607
Tax on (loss)/profit on ordinary activities	4	8,237	(8,237)
(Loss)/profit for the year	11	(195,769)	101,370



# ACCENT MARKETING AND RESEARCH LIMITED

## BALANCE SHEET

AS AT 30 SEPTEMBER 2011

	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Tangible assets	5		41,137		51,459
<b>Current assets</b>					
Debtors	6	1,419,032		1,098,659	
Cash at bank and in hand		12,257		5,629	
		1,431,289		1,104,288	
<b>Creditors amounts falling due within one year</b>	7	(1,299,149)		(786,331)	
<b>Net current assets</b>			132,140		317,957
<b>Total assets less current liabilities</b>			173,277		369,416
<b>Creditors: amounts falling due after more than one year</b>	8		-		(370)
			173,277		369,046
<b>Capital and reserves</b>					
Called up share capital	10		10,531		10,531
Share premium account	11		94,755		94,755
Other reserves	11		2,714		2,714
Profit and loss account	11		65,277		261,046
<b>Shareholders' funds</b>			173,277		369,046

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Approved by the Board for issue on

02/05/2012



R Sheldon  
Director

Company Registration No. 02231083

# ACCENT MARKETING AND RESEARCH LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2011

### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

#### 1.2 Turnover

Turnover represents amounts receivable for net of VAT and trade discounts and is recognised in the accounts as contract activity progresses

#### 1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Plant and machinery	25% Straight line
Fixtures, fittings & equipment	15% / 20% Straight line

#### 1.4 Leasing and hire purchase commitments

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible assets and depreciated over the shorter of the lease term and their useful lives. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

#### 1.5 Pensions

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

2 Operating (loss)/profit	2011	2010
	£	£
Operating (loss)/profit is stated after charging		
Depreciation of tangible assets	19,672	29,410
Auditors' remuneration	8,500	7,500
Directors' emoluments	591,065	634,868

The number of directors for whom retirement benefits are accruing under money purchase pension schemes amounted to 7 (2010 - 7)

3 Investment income	2011	2010
	£	£
Bank interest	12	26

# ACCENT MARKETING AND RESEARCH LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2011

4	Taxation	2011	2010
		£	£
	U K Corporation Tax	-	8,237
	Adjustment for prior years	(8,237)	-
		<u>(8,237)</u>	<u>8,237</u>

The company has estimated losses of £ 200,000 (2010 £ nil) available for carry forward against future trading profits

5	Tangible fixed assets	Plant and machinery
		£
	<b>Cost</b>	
	At 1 October 2010	541,926
	Additions	9,350
	At 30 September 2011	<u>551,276</u>
	<b>Depreciation</b>	
	At 1 October 2010	490,467
	Charge for the year	19,672
	At 30 September 2011	<u>510,139</u>
	<b>Net book value</b>	
	At 30 September 2011	<u>41,137</u>
	At 30 September 2010	<u>51,459</u>

The net book value of tangible fixed assets includes £3,334 (2010- £6,666) in respect of assets held under finance leases or hire purchase contracts. The depreciation charge in respect of such assets amounted to £3,332 (2010- £3,332) for the year.

# ACCENT MARKETING AND RESEARCH LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2011

6 Debtors	2011 £	2010 £
Trade debtors	546,522	330,760
Amounts recoverable on long term contracts	776,028	670,032
Other debtors	96,482	97,867
	<u>1,419,032</u>	<u>1,098,659</u>

Included in other debtors is an amount of £4,381 (2010 £1,559) owed by the directors

7 Creditors amounts falling due within one year	2011 £	2010 £
Bank loans and overdrafts	236,768	22,091
Net obligations under hire purchase contracts	370	4,444
Trade creditors	335,337	131,888
Taxation and social security	263,170	193,279
Payments received on account	116,021	101,195
Other creditors	347,483	333,434
	<u>1,299,149</u>	<u>786,331</u>

The bank overdraft is secured by way of a debenture dated 12 May 1988

Included within other creditors is £76,000 (2010 nil) owed to the officers of the company

8 Creditors amounts falling due after more than one year	2011 £	2010 £
Net obligations under hire purchase contracts	<u>-</u>	<u>370</u>

### 9 Pension costs

#### Defined contribution

	2011 £	2010 £
Contributions payable by the company for the year	<u>46,794</u>	<u>82,248</u>

# ACCENT MARKETING AND RESEARCH LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 30 SEPTEMBER 2011

10 Share capital	2011 £	2010 £
Allotted, called up and fully paid 10,531 Ordinary shares of £1 each	10,531	10,531

#### 11 Statement of movements on reserves

	Share premium account £	Other reserves (see below) £	Profit and loss account £
Balance at 1 October 2010	94,755	2,714	261,046
Loss for the year	-	-	(195,769)
Balance at 30 September 2011	94,755	2,714	65,277

#### Other reserves

##### Capital redemption reserve

Balance at 1 October 2010 & at 30 September 2011

2,714

#### 12 Financial commitments

At 30 September 2011 the company was committed to making the following payments under non-cancellable operating leases in the year to 30 September 2012

	2011 £	2010 £
Operating leases which expire		
Within one year	3,084	-
Between two and five years	56,998	60,082
In over five years	72,900	72,900
	132,982	132,982

# ACCENT MARKETING AND RESEARCH LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2011

### 13 Transactions with directors

	Amount outstanding		Maximum
	2011	2010	in year
	£	£	£
R Sheldon	-	1,559	1,559
R Risely	4,381	-	4,381

### 14 Control

The company is controlled by Mr R Sheldon by virtue of his majority shareholding in the company

### 15 Related party relationships and transactions

During the year the Company was loaned £60,000 by R Sheldon (2010 £nil) and £16,000 by S Hogarth (2010 £nil) R Sheldon and S Hogarth are both officers of the company At the year end, both amounts were outstanding