

Geoffrey Moore Associates Ltd

Abbreviated Accounts

31 December 2010

Registered number
3509899

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Geoffrey Moore Associates Ltd

Chartered Accountants' report to the board of directors on the preparation of the unaudited abbreviated accounts of Geoffrey Moore Associates Ltd for the year ended 31 December 2010

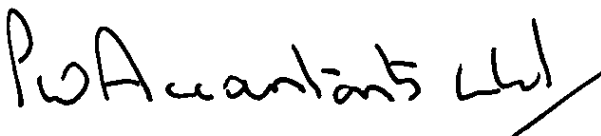
In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the abbreviated accounts of Geoffrey Moore Associates Ltd for the year ended 31 December 2010 which comprise of the balance sheet and the related notes from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Institute of Chartered Accountants in England and Wales, we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook

This report is made solely to the Board of Directors of Geoffrey Moore Associates Ltd, as a body, in accordance with the terms of our engagement letter dated 1 February 2011. Our work has been undertaken solely to prepare for your approval the accounts of Geoffrey Moore Associates Ltd and state those matters that we have agreed to state to the Board of Directors of Geoffrey Moore Associates Ltd, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Geoffrey Moore Associates Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Geoffrey Moore Associates Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Geoffrey Moore Associates Ltd. You consider that Geoffrey Moore Associates Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Geoffrey Moore Associates Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the abbreviated accounts.



P W Accountants Ltd
Chartered Accountants
82b High Street
Sawston
Cambridge
CB22 3HJ

25 February 2011

Geoffrey Moore Associates Ltd**Registered number:** 3509899**Abbreviated Balance Sheet
as at 31 December 2010**

	Notes	2010 £	2009 £
Fixed assets			
Tangible assets	2	384	675
Current assets			
Debtors		1,395	4,183
Cash at bank and in hand		7,142	10,393
		<u>8,537</u>	<u>14,576</u>
Creditors' amounts falling due within one year		(7,339)	(9,319)
Net current assets		<u>1,198</u>	<u>5,257</u>
Net assets		<u>1,582</u>	<u>5,932</u>
Capital and reserves			
Called up share capital	3	2	2
Profit and loss account		1,580	5,930
Shareholder's funds		<u>1,582</u>	<u>5,932</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006

The member has not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



Mr G Moore

Director

Approved by the board on 25 February 2011

Geoffrey Moore Associates Ltd
Notes to the Abbreviated Accounts
for the year ended 31 December 2010

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Office equipment 25% straight line

Pensions

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme

2 Tangible fixed assets

£

Cost

At 1 January 2010	5,068
At 31 December 2010	<u>5,068</u>

Depreciation

At 1 January 2010	4,393
Charge for the year	<u>291</u>
At 31 December 2010	<u>4,684</u>

Net book value

At 31 December 2010	<u>384</u>
At 31 December 2009	<u>675</u>

3 Share capital

2010

2009

£

£

Allotted, called up and fully paid
 Ordinary shares

<u>2</u>	<u>2</u>
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