

REGISTERED NUMBER: 07157923 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2016

FOR

WAY AHEAD MARKETING CONSULTANTS LIMITED

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FOR THE YEAR ENDED 31 MARCH 2016**

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WAY AHEAD MARKETING CONSULTANTS LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2016**

DIRECTOR: J E Cornish

REGISTERED OFFICE: 58 Great Brownings
Dulwich
London
SW21 7HP

REGISTERED NUMBER: 07157923 (England and Wales)

ACCOUNTANTS: The McWhirter Partnership Limited
Chartered Accountants
336 Molesey Road
Hersham
Walton on Thames
Surrey
KT12 3PD

BANKERS: National Westminster Bank
6 High Street
Teddington
Middlesex
TW11 8EP

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR
ON THE UNAUDITED FINANCIAL STATEMENTS OF
WAY AHEAD MARKETING CONSULTANTS LIMITED**

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages three to five) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Way Ahead Marketing Consultants Limited for the year ended 31 March 2016 which comprise the Profit and Loss Account, 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 (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the director of Way Ahead Marketing Consultants Limited in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Way Ahead Marketing Consultants Limited and state those matters that we have agreed to state to the director of Way Ahead Marketing Consultants Limited in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Way Ahead Marketing Consultants Limited director for our work or for this report.

It is your duty to ensure that Way Ahead Marketing Consultants Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Way Ahead Marketing Consultants Limited. You consider that Way Ahead Marketing Consultants Limited 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 financial statements of Way Ahead Marketing Consultants Limited. 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 statutory financial statements.

The McWhirter Partnership Limited
Chartered Accountants
336 Molesey Road
Hersham
Walton on Thames
Surrey
KT12 3PD

23 December 2016

ABBREVIATED BALANCE SHEET
31 MARCH 2016

	Notes	2016 £	£	2015 £	£
FIXED ASSETS					
Tangible assets	2		864		1,080
CURRENT ASSETS					
Debtors		15,153		5,148	
Cash at bank		<u>81</u>		<u>1,156</u>	
		15,234		6,304	
CREDITORS					
Amounts falling due within one year		<u>15,997</u>		<u>7,283</u>	
NET CURRENT LIABILITIES			(763)		(979)
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>101</u>		<u>101</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>1</u>		<u>1</u>
SHAREHOLDERS' FUNDS			<u>101</u>		<u>101</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2016 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 23 December 2016 and were signed by:

J E Cornish - Director

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2016**

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Turnover represents net fees receivable, excluding value added tax, except in respect of service contracts where turnover is recognised when the company obtains the right to consideration.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery etc - 20% on reducing balance

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

2. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2015 and 31 March 2016	<u>1,323</u>
DEPRECIATION	
At 1 April 2015	243
Charge for year	<u>216</u>
At 31 March 2016	<u>459</u>
NET BOOK VALUE	
At 31 March 2016	<u>864</u>
At 31 March 2015	<u>1,080</u>

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value: £1	2016 £	2015 £
100	Ordinary		<u>100</u>	<u>100</u>

4. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the year ended 31 March 2016 and the period ended 31 March 2015:

	2016 £	2015 £
J E Cornish		
Balance outstanding at start of year	1,718	-
Amounts advanced	13,005	1,718
Amounts repaid	-	-
Balance outstanding at end of year	<u>14,723</u>	<u>1,718</u>

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 MARCH 2016**

4. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES - continued

Interest at 3% has been charged on the loan and the maximum overdrawn amount was £25,748 in the year. The loan was subsequently repaid within nine months of the year end.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.