

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 1 JUNE 2013 TO 30 APRIL 2014
FOR
WAY AHEAD MARKETING CONSULTANTS LIMITED

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 1 JUNE 2013 TO 30 APRIL 2014**

	Page
Company Information	1
Chartered Accountants' Report	2
Abbreviated Balance Sheet	3
Notes to the Abbreviated Accounts	4

WAY AHEAD MARKETING CONSULTANTS LIMITED

COMPANY INFORMATION

FOR THE PERIOD 1 JUNE 2013 TO 30 APRIL 2014

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 Second Floor, Harley House 94 Hare Lane Claygate Esher Surrey KT10 0RB
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 four) 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 period ended 30 April 2014 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 at icaew.com/membershandbook.

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 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 the company and its 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 loss of Way Ahead Marketing Consultants Limited. You consider that Way Ahead Marketing Consultants Limited is exempt from the statutory audit requirement for the period.

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
Second Floor, Harley House
94 Hare Lane
Claygate
Esher
Surrey
KT10 0RB

29 May 2015

ABBREVIATED BALANCE SHEET
30 APRIL 2014

	Notes	2014 £	2013 £
CURRENT ASSETS			
Cash at bank		187	53
CREDITORS			
Amounts falling due within one year		<u>1,007</u>	<u>311</u>
NET CURRENT LIABILITIES		<u>(820)</u>	<u>(258)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(820)</u>	<u>(258)</u>
CAPITAL AND RESERVES			
Called up share capital	2	100	100
Profit and loss account		<u>(920)</u>	<u>(358)</u>
SHAREHOLDERS' FUNDS		<u>(820)</u>	<u>(258)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 30 April 2014.

The members have not required the company to obtain an audit of its financial statements for the period ended 30 April 2014 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
- (b) 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.

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 29 May 2015 and were signed by:

J E Cornish - Director

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 1 JUNE 2013 TO 30 APRIL 2014**

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 April 2008).

Deferred tax

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

2. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2014 £	2013 £
100	Ordinary	£1	<u>100</u>	<u>100</u>

3. GOING CONCERN

The accounts have been prepared on a going concern basis, which the director believes is appropriate with his continuing support.

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.