

REGISTERED NUMBER: 07157923 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

FOR

WAY AHEAD MARKETING CONSULTANTS LIMITED

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2020**

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

WAY AHEAD MARKETING CONSULTANTS LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 MARCH 2020**

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. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.

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 2020 which comprise the Statement of Income and Retained Earnings, 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 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 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

31 March 2021

WAY AHEAD MARKETING CONSULTANTS LIMITED (REGISTERED NUMBER: 07157923)

**BALANCE SHEET
31 MARCH 2020**

	Notes	2020 £	£	2019 £	£
FIXED ASSETS					
Tangible assets	4		866		1,082
CURRENT ASSETS					
Debtors	5	5,042		6,364	
Cash at bank		<u>2,810</u>		<u>2,399</u>	
		7,852		8,763	
CREDITORS					
Amounts falling due within one year	6	<u>8,617</u>		<u>15,511</u>	
NET CURRENT LIABILITIES			(765)		(6,748)
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>101</u>		<u>(5,666)</u>
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			<u>1</u>		<u>(5,766)</u>
SHAREHOLDERS' FUNDS			<u>101</u>		<u>(5,666)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2020 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 financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the director and authorised for issue on 31 March 2021 and were signed by:

J E Cornish - Director

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2020**

1. STATUTORY INFORMATION

Way Ahead Marketing Consultants Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Income and Retained Earnings, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2019 - 1).

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 MARCH 2020

4. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 April 2019 and 31 March 2020	<u>2,032</u>
DEPRECIATION	
At 1 April 2019	950
Charge for year	<u>216</u>
At 31 March 2020	<u>1,166</u>
NET BOOK VALUE	
At 31 March 2020	<u>866</u>
At 31 March 2019	<u>1,082</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	4,580	2,531
Other debtors	<u>462</u>	<u>3,833</u>
	<u>5,042</u>	<u>6,364</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Taxation and social security	7,377	748
Other creditors	<u>1,240</u>	<u>14,763</u>
	<u>8,617</u>	<u>15,511</u>

7. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

At 31 March 2020 the director, J E Cornish, owed the company £462 (2019 - £13,498 owed to the director). The loan was repaid to the company within nine months of the year end. The maximum outstanding loan during the year was £3,827 and interest was charged at 2.5%.

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.