

Company Registration No. 08848806 (England and Wales)

THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
ABBREVIATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2016

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THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
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**THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT TO THE MOTORCYCLE ACTION GROUP
LIMITED
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

We have examined the abbreviated accounts set out on pages 2 to 4, together with the financial statements of The Motorcycle Action Group Limited for the year ended 31 July 2016 prepared under section 396 of the Companies Act 2006.

This report is made solely to the company in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

**Jane Biggs (Senior Statutory Auditor)
for and on behalf of Bishop Simmons Limited**

16 February 2017

**Chartered Accountants
Statutory Auditor**

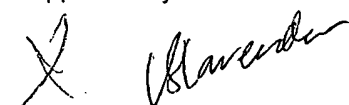
Mitre House
School Road
Bulkington
Bedworth
Warwickshire
CV12 9JB

THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
ABBREVIATED BALANCE SHEET
AS AT 31 JULY 2016

	Notes	2016 £	£	2015 £	£
Fixed assets					
Investments	2		101		101
Current assets					
Stocks		5,600		4,104	
Debtors		12,864		20,851	
Cash at bank and in hand		79,648		59,279	
		<u>98,112</u>		<u>84,234</u>	
Creditors: amounts falling due within one year		<u>(12,060)</u>		<u>(15,857)</u>	
Net current assets			86,052		68,377
Total assets less current liabilities			<u>86,153</u>		<u>68,478</u>
Capital and reserves					
Profit and loss account			86,153		68,478
Shareholders' funds			<u>86,153</u>		<u>68,478</u>

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 10 February 2017



Mrs V S Lavender
Director

Company Registration No. 08848806

THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2016

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 January 2015).

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

1.4 Investments

Fixed asset investments are stated at cost less provision for diminution in value.

1.5 Stock

Stock is valued at the lower of cost and net realisable value.

1.6 Consolidation

The company is a parent company subject to the small companies regime. The company and its subsidiaries comprise a small group. The company is therefore not required to and has not chosen to prepare group accounts.

2 Fixed assets

Investments
£

Cost

At 1 August 2015 & at 31 July 2016 101

At 31 July 2015 101

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Shares held Class	%
Subsidiary undertakings			
MAG Media Limited	England and Wales	Ordinary	100.00
Nice Employer Limited	England and Wales	Ordinary	100.00

THE MOTORCYCLE ACTION GROUP LIMITED
(LIMITED BY GUARANTEE)
NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 JULY 2016

2 Fixed assets

(Continued)

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows:

		Capital and reserves	Profit/(loss) for the year
		2016	2016
		£	£
	Principal activity		
MAG Media Limited	Production of 'The Road' magazine	-	-
Nice Employer Limited	Administration and management for the 'MAG Group'	-	-
		=====	=====

3 Related party relationships and transactions

MAG Media Limited is a wholly owned subsidiary, which produces The Motorcycle Action Group Limited's 'Road' magazines. The Motorcycle Action Group Limited paid £66,035 towards the production costs in the period and recharged costs/administration charges of £9,737. At 31 July 2015, the balance owed by MAG Media Limited was £5,571.

Nice Employer Limited is a wholly owned subsidiary, which provided administration and management services totalling £141,852 in the period. At 31 July 2015, the balance owed from Nice Employer Limited was £8,881.

During the year, a donation of £1,000 was made to MAG Foundation Limited. The company has a coincident in the registered charitable company.