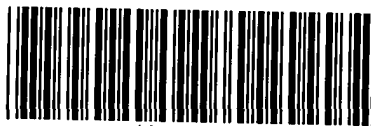


**THE MOTORCYCLE ACTION GROUP LIMITED**  
**(LIMITED BY GUARANTEE)**  
**ABBREVIATED FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31 JULY 2014**

TUESDAY



\*A469MVII\*

A09

28/04/2015

#66

COMPANIES HOUSE

**THE MOTORCYCLE ACTION GROUP LIMITED**  
**(LIMITED BY GUARANTEE)**  
**CONTENTS**

---

	<b>Page</b>
Independent auditors' report	1
Abbreviated balance sheet	2
Notes to the abbreviated accounts	3 - 4

---

**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 Period ended 31 July 2014 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*

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

*27 April 2015*

**Chartered Accountants  
Statutory Auditor**

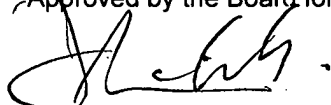
Mitre House  
School Road  
Bulkington  
Bedworth  
Warwickshire  
CV12 9JB

**THE MOTORCYCLE ACTION GROUP LIMITED**  
**(LIMITED BY GUARANTEE)**  
**ABBREVIATED BALANCE SHEET**  
**AS AT 31 JULY 2014**

	Notes	2014 £	£
<b>Fixed assets</b>			
Investments	2		101
<b>Current assets</b>			
Debtors		100,987	
Cash at bank and in hand		10,011	
		<u>110,998</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(24,531)</u>	
<b>Net current assets</b>			<u>86,467</u>
<b>Total assets less current liabilities</b>			<u>86,568</u>
<b>Capital and reserves</b>			
Profit and loss account			<u>86,568</u>
<b>Shareholders' funds</b>			<u>86,568</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 11 April 2015



Mr J Mitchell  
**Director**

**Company Registration No. 08848806**

**THE MOTORCYCLE ACTION GROUP LIMITED**  
**(LIMITED BY GUARANTEE)**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE PERIOD ENDED 31 JULY 2014**

**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 April 2008).

**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 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 £
<b>Cost</b>	
At 16 January 2014	-
Additions	101
	<hr/>
At 31 July 2014	101
	<hr/> <hr/>

**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	Class	Shares held %
<b>Subsidiary undertakings</b>			
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 PERIOD ENDED 31 JULY 2014**

**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:

		<b>Capital and reserves</b>	<b>Profit/(loss) for the year</b>
		<b>2014</b>	<b>2014</b>
		<b>£</b>	<b>£</b>
	<b>Principal activity</b>		
MAG Media Limited	Production of 'The Road' magazine	1	3
Nice Employer Limited	Administration and management for the 'MAG Group'	100	-
		<u>          </u>	<u>          </u>

**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 £32,259 towards the production costs in the period. At 31 July 2014, the balance owed to MAG Media Limited was £13,256.

Nice Employer Limited is a wholly owned subsidiary, which provided administration and management services totalling £99,622 in the period. At 31 July 2014, the balance owed from Nice Employer Limited was £3,954.