

24 SEP 2

REGISTERED NUMBER: 04262601

ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31ST DECEMBER 2008

FOR

MARKETING GROUP (2001) LIMITED

MONDAY



\*AP8ROE11\*

A05

12/10/2009

114

COMPANIES HOUSE

**MARKETING GROUP (2001) LIMITED**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
for the Year Ended 31st December 2008**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Report of the Independent Auditors on the Abbreviated Accounts</b>	<b>2</b>
<b>Abbreviated Balance Sheet</b>	<b>3</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>

**MARKETING GROUP (2001) LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 31st December 2008**

**DIRECTOR:** N Winn

**SECRETARY:** S Dobson

**REGISTERED OFFICE:** Concept House  
9 Orchard Court  
Binley Business Park  
Coventry  
Warwickshire  
CV3 2TQ

**REGISTERED NUMBER:** 04262601

**AUDITORS:** Beeley Hawley & Co. Ltd  
Chartered Accountants  
Registered Auditors  
44 Nottingham Road  
Mansfield  
Nottinghamshire  
NG18 1BL

**REPORT OF THE INDEPENDENT AUDITORS TO  
MARKETING GROUP (2001) LIMITED  
UNDER SECTION 247B OF THE COMPANIES ACT 1985**

We have examined the abbreviated accounts set out on pages three to six, together with the financial statements of Marketing Group (2001) Limited for the year ended 31st December 2008 prepared under Section 226 of the Companies Act 1985.

This report is made solely to the company, in accordance with Section 247B of the Companies Act 1985. 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 director and auditors**

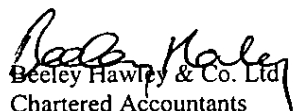
The director is responsible for preparing the abbreviated accounts in accordance with Section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Act to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with those provisions and to report our opinion to you.

**Basis of opinion**

We conducted our work in accordance with Bulletin 2006/3 "The Special Auditor's Report on Abbreviated Accounts in the United Kingdom" 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 are properly prepared.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985, and the abbreviated accounts have been properly prepared in accordance with those provisions.

  
Beeley Hawley & Co. Ltd  
Chartered Accountants  
Registered Auditors  
44 Nottingham Road  
Mansfield  
Nottinghamshire  
NG18 1BL

Date: 24 September 2009

**MARKETING GROUP (2001) LIMITED**

**ABBREVIATED BALANCE SHEET  
31st December 2008**

	Notes	2008		2007	
		£	£	£	£
<b>FIXED ASSETS</b>					
Investments	2		1,813,753		1,813,753
<b>CURRENT ASSETS</b>					
Debtors		320		159	
Cash at bank		<u>54</u>		<u>172,093</u>	
		374		172,252	
<b>CREDITORS</b>					
Amounts falling due within one year	3	<u>474,818</u>		<u>1,044,321</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(474,444)</u>		<u>(872,069)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			1,339,309		941,684
<b>CREDITORS</b>					
Amounts falling due after more than one year	3		<u>250,944</u>		<u>481,290</u>
<b>NET ASSETS</b>			<u>1,088,365</u>		<u>460,394</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		100,000		100,000
Share premium			132,353		132,353
Capital redemption reserve			22,911		22,911
Profit and loss account			<u>833,101</u>		<u>205,130</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>1,088,365</u>		<u>460,394</u>

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the director on 15.09.09 and were signed by:



.....  
N Winn - Director

The notes form part of these abbreviated accounts

## MARKETING GROUP (2001) LIMITED

### NOTES TO THE ABBREVIATED ACCOUNTS for the Year Ended 31st December 2008

#### 1. ACCOUNTING POLICIES

##### Accounting convention

The financial statements have been prepared under the historical cost convention as modified by the revaluation of certain assets and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

##### Turnover

Turnover represents net charges made for services to subsidiaries during the year.

##### Deferred tax

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

##### Costs of raising debt finance

Costs wholly attributable to the raising of debt finance are charged to the profit and loss account at a constant rate over the repayment term.

##### Consolidation

The company and its subsidiaries comprise a small group. The company has therefore taken advantage of the exemption provided by section 248 of the Companies Act 1985 not to prepare group accounts.

##### Pension costs and other post retirement benefits

Contributions to employees' personal pension funds are charged to the profit and loss account in the period to which they relate.

#### 2. FIXED ASSET INVESTMENTS

##### COST OR VALUATION

At 1st January 2008  
and 31st December 2008

Investments  
other  
than  
loans  
£

1,813,753

##### NET BOOK VALUE

At 31st December 2008

1,813,753

At 31st December 2007

1,813,753

## MARKETING GROUP (2001) LIMITED

### NOTES TO THE ABBREVIATED ACCOUNTS - continued for the Year Ended 31st December 2008

#### 2. FIXED ASSET INVESTMENTS - continued

The company's investments at the balance sheet date in the share capital of companies include the following:

##### **Bridge Group Limited**

Nature of business: Marketing, communications & design consultancy

	%		
Class of shares:	holding		
Ordinary	100.00		
		2008	2007
		£	£
Aggregate capital and reserves		235,297	396,958
Profit for the year		<u>118,339</u>	<u>191,611</u>

The company's investment in its subsidiary represents the costs of acquisition of the whole of its ordinary share capital less any provision for diminution in value.

##### **Bridge Communications 2003 Limited**

Nature of business: Public relations consultants

	%		
Class of shares:	holding		
Ordinary	100.00		
		2008	2007
		£	£
Aggregate capital and reserves		137,215	390,967
Profit for the year		<u>86,248</u>	<u>97,103</u>

The company's investment in its subsidiary represents the costs of acquisition of the whole of its ordinary share capital less any permanent diminution in value.

#### 3. CREDITORS

Creditors include an amount of £477,037 (2007 - £675,462) for which security has been given.

# MARKETING GROUP (2001) LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS - continued for the Year Ended 31st December 2008

### 4. CALLED UP SHARE CAPITAL

Authorised: Number:	Class:	Nominal value:	2008 £	2007 £
52,632	A Ordinary	£1	52,632	52,632
947,368	B Ordinary	£1	947,368	947,368
NIL	C Ordinary	£1	-	-
			<u>1,000,000</u>	<u>1,000,000</u>

Allotted, issued and fully paid: Number:	Class:	Nominal value:	2008 £	2007 £
52,632	A Ordinary	£1	52,632	52,632
47,368	B Ordinary	£1	<u>47,368</u>	<u>47,368</u>
			<u>100,000</u>	<u>100,000</u>

Allotted and issued: Number:	Class:	Nominal value:	2008 £	2007 £
NIL	Share capital 3	£1	<u>-</u>	<u>-</u>

The shareholdings indicate that N Winn has ultimate control of the company.

### 5. RELATED PARTY DISCLOSURES

During the period the company charged its wholly owned subsidiaries, Bridge Group Limited, £281,725 (2007: £258,233 ) and Bridge Communications (2003) Ltd £18,270 (2007: £36,569) for management services on a fully commercial basis. At the balance sheet date, the total amount due to Bridge Group Limited stood at £116,713 (2007: £381,416). This amount represents the aggregate of loans from this subsidiary less amounts due for management charges.

The company also has an outstanding balance due to Bridge Communications 2003 Limited, a wholly owned subsidiary, of £94,553 (2007: £440,588 due from that company).

All loans between group companies are interest free. There are no specific repayment terms.