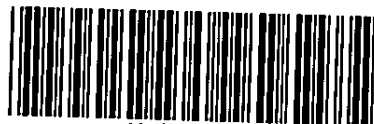


REGISTERED NUMBER: 04262601

**ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31ST DECEMBER 2009**  
**FOR**  
**MARKETING GROUP (2001) LIMITED**

SATURDAY



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COMPANIES HOUSE

**MARKETING GROUP (2001) LIMITED**

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**for the Year Ended 31st December 2009**

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**MARKETING GROUP (2001) LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 31st December 2009**

**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 449 OF THE COMPANIES ACT 2006**

We have examined the abbreviated accounts set out on pages three to six, together with the full financial statements of Marketing Group (2001) Limited for the year ended 31st December 2009 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 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 director and auditors**

The director is 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.

**Basis of opinion**

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.

Mr G M Beeley (Senior Statutory Auditor)  
for and on behalf of Beeley Hawley & Co Ltd  
Chartered Accountants  
Registered Auditors  
44 Nottingham Road  
Mansfield  
Nottinghamshire  
NG18 1BL

Date

**MARKETING GROUP (2001) LIMITED**

**ABBREVIATED BALANCE SHEET**  
**31st December 2009**

	Notes	2009 £	2008 £
<b>FIXED ASSETS</b>			
Investments	2	1,813,753	1,813,753
<b>CURRENT ASSETS</b>			
Debtors		392	320
Cash at bank		<u>400</u>	<u>54</u>
		792	374
<b>CREDITORS</b>			
Amounts falling due within one year	3	<u>736,941</u>	<u>474,818</u>
<b>NET CURRENT LIABILITIES</b>		<u>(736,149)</u>	<u>(474,444)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		1,077,604	1,339,309
<b>CREDITORS</b>			
Amounts falling due after more than one year	3	<u>20,222</u>	<u>250,944</u>
<b>NET ASSETS</b>		<u>1,057,382</u>	<u>1,088,365</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>802,118</u>	<u>833,101</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>1,057,382</u>	<u>1,088,365</u>

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 30th June 2010 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 2009

#### 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 April 2008)

##### Preparation of consolidated financial statements

The financial statements contain information about Marketing Group (2001) Limited as an individual company and do not contain consolidated financial information as the parent of a group. The company has taken the option under Section 398 of the Companies Act 2006 not to prepare consolidated financial statements

##### 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

##### Fixed asset investments

Fixed asset investments are shown at cost or, if revalued, market value less any permanent diminution in value. Where there is an indication of an impairment in the carrying value of an investment, if the diminution is considered to be permanent rather than temporary, the carrying value of the asset is reduced to its recoverable amount, and the resulting charge is taken to the profit and loss account

##### 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

	Investments other than loans £
<b>COST OR VALUATION</b>	
At 1st January 2009 and 31st December 2009	<u>1,813,753</u>
<b>NET BOOK VALUE</b>	
At 31st December 2009	<u>1,813,753</u>
At 31st December 2008	<u>1,813,753</u>

# MARKETING GROUP (2001) LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS - continued for the Year Ended 31st December 2009

### 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

	% holding	2009	2008
Class of shares		£	£
Ordinary	100 00	244,961	235,297
Aggregate capital and reserves		<u>69,665</u>	<u>118,339</u>
Profit for the year			

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

	% holding	2009	2008
Class of shares		£	£
Ordinary	100 00	215,418	137,215
Aggregate capital and reserves		<u>78,403</u>	<u>86,248</u>
Profit for the year			

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 £258,335 (2008 - £477,037) for which security has been given

### 4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid			2009	2008
Number	Class	Nominal value	£	£
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>

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

**MARKETING GROUP (2001) LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued  
for the Year Ended 31st December 2009**

**5 RELATED PARTY DISCLOSURES**

During the period the company charged its wholly owned subsidiaries, Bridge Group Limited £121,633 (2008 £281,725) and Bridge Communications (2003) Ltd £19,610 (2008 £18,270) for management services on a fully commercial basis. At the balance sheet date, the total amount due to Bridge Group Limited stood at £239,690 (2008 £116,713). 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 £253,131 (2008 £94,553 due from that company).

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