

REGISTRAR OF COMPANIES

Ellis Marketing Consultancy Limited

Abbreviated accounts

for the year ended 31 January 2016

Registration number 06041721



Ellis Marketing Consultancy Limited

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Ellis Marketing Consultancy Limited

**Report to the Director on the preparation
of unaudited statutory accounts of Ellis Marketing Consultancy Limited
for the year ended 31 January 2016**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Ellis Marketing Consultancy Limited for the year ended 31 January 2016 which comprise the 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 at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the director of Ellis Marketing Consultancy Limited in accordance with the terms of our engagement. Our work has been undertaken solely to prepare for your approval the accounts of Ellis Marketing Consultancy Limited and state those matters that we have agreed to state to the director of Ellis Marketing Consultancy Limited in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Ellis Marketing Consultancy Limited and its director for our work or for this report.

It is your duty to ensure that Ellis Marketing Consultancy Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Ellis Marketing Consultancy Limited. You consider that Ellis Marketing Consultancy 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 accounts of Ellis Marketing Consultancy 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 accounts.



.....
C J Driscoll
Chartered Accountants
The Old Surgery
19 Mengham Lane
Hayling Island
Hants
PO11 9JT

14 October 2016

Ellis Marketing Consultancy Limited

**Abbreviated balance sheet
as at 31 January 2016**

		2016		2015	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		2,839		785
Current assets					
Debtors		3,792		3,537	
Cash at bank and in hand		7,963		4,069	
		<u>11,755</u>		<u>7,606</u>	
Creditors: amounts falling due within one year		<u>(13,966)</u>		<u>(6,238)</u>	
Net current (liabilities)/assets			<u>(2,211)</u>		<u>1,368</u>
Total assets less current liabilities			628		2,153
Provisions for liabilities			<u>(567)</u>		<u>(156)</u>
Net assets			<u>61</u>		<u>1,997</u>
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			60		1,996
Shareholders' funds			<u>61</u>		<u>1,997</u>

The director's statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet.

The notes on pages 4 to 5 form an integral part of these financial statements.

Ellis Marketing Consultancy Limited

Abbreviated balance sheet (continued)

**Director's statements required by Sections 475(2) and (3)
for the year ended 31 January 2016**

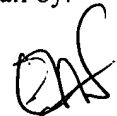
For the year ended 31 January 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies .

These accounts were approved by the director on 14 October 2016, and are signed on his behalf by:



Mr E W Lloyd Payne
Director

Registration number 06041721

The notes on pages 4 to 5 form an integral part of these financial statements.

Ellis Marketing Consultancy Limited

Notes to the abbreviated financial statements for the year ended 31 January 2016

1. Accounting policies

1.1. Accounting convention

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the year and derives from the provision of goods falling within the company's ordinary activities.

1.3. Tangible fixed assets and depreciation

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment	- 25% straight line
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1.4. Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold;

Provision is made for deferred tax that would arise on remittance of the retained earnings of overseas subsidiaries, associates and joint ventures only to the extent that, at the balance sheet date, dividends have been accrued as receivable;

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

Ellis Marketing Consultancy Limited

**Notes to the abbreviated financial statements
for the year ended 31 January 2016**

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2. Fixed assets	Tangible fixed assets £
Cost	
At 1 February 2015	5,218
Additions	3,929
At 31 January 2016	<u>9,147</u>
Depreciation	
At 1 February 2015	4,433
Charge for year	1,875
At 31 January 2016	<u>6,308</u>
Net book values	
At 31 January 2016	<u>2,839</u>
At 31 January 2015	<u>785</u>

3. Share capital	2016 £	2015 £
Allotted, called up and fully paid		
1 Ordinary shares of £1 each	<u>1</u>	<u>1</u>
Equity Shares		
1 Ordinary shares of £1 each	<u>1</u>	<u>1</u>

4. Transactions with director

Advances to director

The following director had interest free loans during the year:

	Amount owing 2016 £	2015 £
Mr E W Lloyd Payne	<u>-</u>	<u>3,402</u>

The loans were repaid in full in the next accounting period.