Registered Number 06278521

INFORMING CHOICES LIMITED

Abbreviated Accounts

30 June 2008

INFORMING CHOICES LIMITED **Registered Number 06278521**

Balance Sheet as at 30 June 2008

	Notes	2008 £	£
Current assets			
Cash at bank and in hand	2	11,582	
Total current assets		11,582	
Creditors: amounts falling due within one year	3	(3,622)	
Net current assets			7,960
Total assets less current liabilities			7,960
Total net Assets (liabilities)			7,960
Capital and reserves			
Called up share capital			100
Profit and loss account	4		7,860
Shareholders funds			7,960

a. For the year ending 30 June 2008 the company was entitled to exemption under section 249A(1) of the Companies Act 1985.
b. The members have not required the company to obtain an audit in accordance with section 249B(2) of the Companies Act 1985
c. The directors acknowledge their responsibility for:
    i. ensuring the company keeps accounting records which comply with Section 221; and
    ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
d. The accounts have been prepared in accordance with the special provisions in Part VII of the Companies Act 1985 relating to small companies

Approved by the board on 13 August 2008

And signed on their behalf by:
Steve Wells, Director

This document was delivered using electronic communications and authenticated in accordance with section 707B(2) of the Companies Act 1985.

Notes to the abbreviated accounts

For the year ending 30 June 2008

1 Accounting policies

The accounts have been prepared under historical cost convention and in accordance with the Financial Reporting for Small Entities (effective January 2007).

Turnover
Turnover of £13,829 relates to invoiced consulting fees and chargeable expenses excluding VAT.

2 Cash at bank and in hand

Cash at bank allocated to current account for ongoing operations and reserve account for provision against tax and other longer-term liabilities.

3 Creditors: amounts falling due within one year

	2008 £
Other creditors	1,100
Taxation and Social Security	2,522
	3,622

4 Profit and loss account

The company's profit of £7,860 was derived from Revenue of £13,849, Operating Expenses including Cost of Sales£4,595, Non-operating items of (£602) and Corporation Tax of £1,996.

5 Transactions with directors

Initial loan from Mr Steve Wells (director) of £1,100 provided in July 2007 subsequently repaid in July 2008.

6 Related party disclosures

None

7 Business Context

After one year of operation the business has progressed slowly. The major challenges have been combining business development with delivery of client work and extending the potential client network beyond historical contacts. Up to and throughout the first quarter of the year, we completed a significant amount of work to determine areas of focus, develop client offers, develop a web-site and produce a number of basic materials to share with potential clients about our client services. Subsequently, we have completed assignments that included: project managing a competitive intelligence project; inquiring into account management practice for a major UK pharma company; profiling NHS organisations; facilitating strategy workshops; and conducting a collaboration market overview.