

10/11/13

EFFORTMARK LIMITED  
CN 2892026  
UNAUDITED  
REPORT AND FINANCIAL STATEMENTS  
30th APRIL 2013



**PEARCE AITCHISON**  
CHARTERED ACCOUNTANTS

CHARTERED ACCOUNTANTS' REPORT  
TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED  
STATUTORY ACCOUNTS OF  
EFFORTMARK LIMITED  
FOR THE YEAR ENDED 30<sup>TH</sup> APRIL 2013


In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Effortmark Limited for the year ended 30<sup>th</sup> April 2013 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 [icaew.com/regulations](http://icaew.com/regulations).

This report is made solely to the Board of Directors of Effortmark Limited, as a body, in accordance with the terms of our engagement. Our work has been undertaken in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://icaew.com/compilation). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Effortmark Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Effortmark 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/loss of Effortmark Limited. You consider that Effortmark 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 Effortmark 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.

Signature 

Pearce Aitchison  
Chartered Accountants  
1 Church Square  
Leighton Buzzard  
Beds  
LU7 1AE

Date  2013

EFFORTMARK LIMITED  
DIRECTORS' REPORT

The directors submit their report and financial statements for the year ended 30th April 2013

PRINCIPAL ACTIVITY

The principal activity is website and forms consultancy

DIRECTORS

The directors who served during the year were as follows

C Jarrett  
M R Jarrett

The report of the directors has been prepared taking advantage of the small companies exemption of section 415A of the Companies Act 2006

BY ORDER OF THE BOARD



C JARRETT  
Secretary



27 September 2013

**EFFORTMARK LIMITED**  
**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 30th APRIL 2013**

	<u>NOTES</u>	<u>2013</u>	<u>2012</u>
Turnover	2	40,997	62,090
Administrative expenses		<u>32,786</u>	<u>43,701</u>
Operating profit		8,211	18,389
Interest receivable		<u>44</u>	<u>22</u>
PROFIT ON ORDINARY ACTIVITIES			
BEFORE TAXATION	3	8,255	18,411
Taxation	4	<u>1,727</u>	<u>3,523</u>
PROFIT ON ORDINARY ACTIVITIES			
AFTER TAXATION		6,528	14,888
RETAINED PROFIT BROUGHT FORWARD		<u>15,169</u>	<u>13,281</u>
		21,697	28,169
DIVIDENDS PAID		<u>15,000</u>	<u>13,000</u>
RETAINED PROFIT CARRIED FORWARD		<b>£ 6,697</b>	<b>£ 15,169</b>

**EFFORTMARK LIMITED**  
**BALANCE SHEET 30th APRIL 2013**

	<u>NOTES</u>	<u>2013</u>	<u>2012</u>
<b>FIXED ASSETS</b>			
Tangible assets	5	1,503	2,132
<b>CURRENT ASSETS</b>			
Debtors	6	5,063	21,094
Bank and cash		<u>9,404</u>	<u>4,311</u>
		14,467	25,405
<b>CREDITORS</b>			
Amounts falling due within one year	7	<u>9,173</u>	<u>12,268</u>
<b>NET CURRENT ASSETS</b>		<u>5,294</u>	<u>13,137</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>£ 6,797</b>	<b>£ 15,269</b>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	8	100	100
Profit and loss account		<u>6,697</u>	<u>15,169</u>
Shareholders funds		<b>£ 6,797</b>	<b>£ 15,269</b>

The directors are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476

The directors acknowledge their responsibilities for

- i ensuring that the company keeps accounting records which comply with section 386, 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 396, and which otherwise comply with requirements of this Act relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the provisions of the Companies Act 2006 applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

APPROVED ON BEHALF OF THE BOARD

*Caroline Jarrett*

C JARRETT )

*M. R. Jarrett*

) Directors  
M JARRETT )

*27 September*

2013

COMPANY NUMBER 2892026

### Accounting convention

## Depreciation

Office equipment - 50% on written down value

Turnover represents the value of services provided (stated net of value added tax) The directors consider that all of the turnover arises from the company's principal activity

	<u>2013</u>	<u>2012</u>
This is stated after charging		
Directors' remuneration	20,000	20,000
Depreciation – all assets	<u>1,170</u>	<u>1,690</u>

Based on the profit for the year		
Corporation tax	£ 1,727	£ 3,523

**EFFORTMARK LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**AT 30th APRIL 2013**

**5 TANGIBLE FIXED ASSETS**

	<u>OFFICE EQUIPMENT</u>
Cost	
At 1st May 2012	48,563
Additions	<u>541</u>
At 30th April 2013	49,104
Depreciation	
At 1st May 2012	46,431
Provided during the year	<u>1,170</u>
At 30th April 2013	47,601
Net book amounts	
At 30th April 2012	<b>£ 2,132</b>
At 30th April 2013	<b>£ 1,503</b>

	<u>2013</u>	<u>2012</u>
<b>6 DEBTORS</b>		
Trade Debtors	4,645	19,335
Prepayments	<u>418</u>	<u>1,759</u>
	<b>£ 5,063</b>	<b>£ 21,094</b>

<b>7 CREDITORS</b>		
Amounts falling due within one year		
Trade creditors	-	-
Current corporation tax	1,727	3,523
Other taxes and social security costs	779	1,226
Accruals and deferred income	750	4,650
Director's current account (C Jarrett)	-	1,542
Director's current account (M Jarrett)	<u>5,917</u>	<u>1,327</u>
	<b>£ 9,173</b>	<b>£ 12,268</b>

**8 SHARE CAPITAL**

	<u>ALLOTTED, CALLED UP AND FULLY PAID</u>	
	<u>2013</u>	<u>2012</u>
Ordinary shares of £1 each	<b>£ 100</b>	<b>£ 100</b>

**9 CONTROL RELATIONSHIPS**

The company is controlled by a director C Jarrett who owns 60% of the issued shares

**10 RELATED PARTY TRANSACTIONS**

Dividends were paid to the directors C Jarrett £9,000 and M Jarrett £5,850 in their capacity as shareholders