

Registration number 04380641

Alchemy Marketing Solutions Limited

Abbreviated accounts

for the year ended 31 January 2012

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Alchemy Marketing Solutions Limited

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Alchemy Marketing Solutions Limited

**Report to the Director on the preparation of the unaudited statutory accounts of
Alchemy Marketing Solutions Limited for the year ended 31 January 2012**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Alchemy Marketing Solutions Limited for the year ended 31 January 2012 as set out on pages 2 to 6 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 Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements

This report is made solely to the company's director of Alchemy Marketing Solutions Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken in accordance with the requirements of the Association of Chartered Certified Accountants as detailed in Factsheet 163. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's director for our work or for this report

It is your duty to ensure that Alchemy Marketing Solutions 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 Alchemy Marketing Solutions Limited. You consider that the company 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 Alchemy Marketing Solutions 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

Henry Reeves & Co

**Henry Reeves & Co
Chartered Certified Accountants**

**11 Albion Place
Maidstone
Kent
ME14 5DY**

Date: 30/10/12.

Alchemy Marketing Solutions Limited

**Abbreviated balance sheet
as at 31 January 2012**

		2012		2011	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		137,182		126,190
Current assets					
Debtors		37,128		46,590	
Cash at bank and in hand		178,054		26,608	
		<u>215,182</u>		<u>73,198</u>	
Creditors: amounts falling due within one year	3	<u>(105,654)</u>		<u>(44,389)</u>	
Net current assets			<u>109,528</u>		<u>28,809</u>
Total assets less current liabilities			246,710		154,999
Creditors: amounts falling due after more than one year	4		(92,974)		(100,105)
Provisions for liabilities			<u>(3,013)</u>		<u>(1,921)</u>
Net assets			<u>150,723</u>		<u>52,973</u>
Capital and reserves					
Called up share capital	5		100		100
Profit and loss account			<u>150,623</u>		<u>52,873</u>
Shareholders' funds			<u>150,723</u>		<u>52,973</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 6 form an integral part of these financial statements

Alchemy Marketing Solutions Limited

Abbreviated balance sheet (continued)

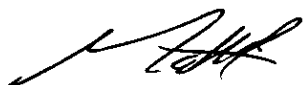
**Director's statements required by Sections 475(2) and (3)
for the year ended 31 January 2012**

In approving these abbreviated accounts as director of the company I hereby confirm

- (a) that for the year stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006 ,
- (b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the year ended 31 January 2012 , and
- (c) that I acknowledge my responsibilities for
 - (1) ensuring that the company keeps accounting records which comply with Section 386 , and
 - (2) preparing financial statements 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 year then ended in accordance with the requirements of Section 393 and which otherwise comply with the provisions of the Companies Act 2006 relating to financial statements, so far as applicable to the company

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

The abbreviated accounts were approved by the Board on 30/10/2012 and signed on its behalf by



Matthew Foy
Director

Registration number 04380641

The notes on pages 4 to 6 form an integral part of these financial statements.

Alchemy Marketing Solutions Limited

Notes to the abbreviated financial statements for the year ended 31 January 2012

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

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

Leasehold properties	-	Straight line over the life of the lease
Fixtures, fittings and equipment	-	15% on a straight line basis
Computer equipment	-	33% on a reducing balance basis

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

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

1.5. Going concern

The accounts have been prepared on the assumption that the company is able to carry on business as a going concern, which the director considers appropriate having regard to the circumstances outlined in Note 7 to the accounts

Alchemy Marketing Solutions Limited

**Notes to the abbreviated financial statements
for the year ended 31 January 2012**

continued

2. Fixed assets		Tangible fixed assets £
Cost		
At 1 February 2011		196,595
Additions		19,042
At 31 January 2012		<u>215,637</u>
Depreciation		
At 1 February 2011		70,405
Charge for year		8,050
At 31 January 2012		<u>78,455</u>
Net book values		
At 31 January 2012		<u>137,182</u>
At 31 January 2011		<u>126,190</u>
 3. Creditors: amounts falling due within one year	 2012 £	 2011 £
Creditors include the following		
Secured creditors	<u>6,897</u>	<u>6,663</u>
 4. Creditors: amounts falling due after more than one year	 2012 £	 2011 £
Creditors include the following		
Instalments repayable after more than five years	<u>68,239</u>	<u>76,590</u>
Secured creditors	<u>92,974</u>	<u>100,105</u>

The bank loan due within and after more than one year is secured by way of a first legal charge over the leasehold property. Additional security is also provided by life assurance cover over the life of the director Matthew Foy for the sum of £100,000.

Alchemy Marketing Solutions Limited

**Notes to the abbreviated financial statements
for the year ended 31 January 2012**

continued

5. Share capital	2012	2011
	£	£
Authorised		
100 Ordinary shares of £1 each	100	100
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100
Equity Shares		
100 Ordinary shares of £1 each	100	100

6. Transactions with director

Included in creditors amounts falling due within one year are the amounts of £431 (2011 - £660) due to the director Matthew Foy. The bank loan due within one year and after more than one year is secured by life assurance cover over the life of the director Matthew Foy for the sum of £100,000.

7. Future trading and current economic environment

The director has adequate financial resources together with contracts with a number of customers. As a consequence, the director believes that the company is well placed to manage its business risks successfully despite the current uncertain economic outlook.

The company has a reasonable expectation that the company has adequate funds to continue in operational existence for a period of twelve months from the date of signing the financial statements.