

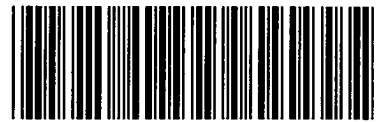
Registration number 04380641

Alchemy Marketing Solutions Limited

Abbreviated accounts

for the year ended 31 January 2014

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Alchemy Marketing Solutions Limited

Contents

	Page
Accountants' report	1
Abbreviated balance sheet	2 - 3
Notes to the financial statements	4 - 6

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 2014**

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 2014 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/(loss) 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
Chartered Certified Accountants

11 Albion Place
Maidstone
Kent
ME14 5DY

Date: 30/10/2014

Alchemy Marketing Solutions Limited

**Abbreviated balance sheet
as at 31 January 2014**

		2014		2013	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		144,135		156,725
Current assets					
Debtors		149,770		107,396	
Cash at bank and in hand		12,426		15,208	
		<u>162,196</u>		<u>122,604</u>	
Creditors: amounts falling due within one year	3	<u>(52,395)</u>		<u>(46,038)</u>	
Net current assets			<u>109,801</u>		<u>76,566</u>
Total assets less current liabilities			253,936		233,291
Creditors: amounts falling due after more than one year	4		(77,567)		(85,277)
Provisions for liabilities			<u>(2,966)</u>		<u>(4,476)</u>
Net assets			<u>173,403</u>		<u>143,538</u>
Capital and reserves					
Called up share capital	5		100		100
Profit and loss account			<u>173,303</u>		<u>143,438</u>
Shareholders' funds			<u>173,403</u>		<u>143,538</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 2014**

For the year ended 31 January 2014 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 30/10/2014 , and are signed on his 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 2014

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
Plant and machinery	-	15% on a reducing balance basis
Fixtures, fittings and 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 2014

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2. Fixed assets	Tangible fixed assets £	
Cost		
At 1 February 2013	253,498	
Additions	760	
At 31 January 2014	254,258	
Depreciation		
At 1 February 2013	96,773	
Charge for year	13,350	
At 31 January 2014	110,123	
Net book values		
At 31 January 2014	144,135	
At 31 January 2013	156,725	
3. Creditors: amounts falling due within one year	2014 £	2013 £
Creditors include the following:		
Secured creditors	7,669	7,419
4. Creditors: amounts falling due after more than one year	2014 £	2013 £
Creditors include the following:		
Instalments repayable after more than five years	49,749	59,306
Secured creditors	77,567	85,277

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 2014

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5.	Share capital	2014 £	2013 £
	Authorised		
	100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
	Allotted, called up and fully paid		
	100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
	Equity Shares		
	100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

6. Transactions with director

Included in creditors: amounts falling due within one year are the amounts of £102 (2013 - £154) 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 reasonable expectation that the company has adequate funds to continue in operational existence for a period of at least twelve months from the date of signing the financial statements.