

Registration number 5860636

Martin Wilde Associates Limited
Director's report and financial statements
for the year ended 30 June 2009

TUESDAY



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COMPANIES HOUSE

Martin Wilde Associates Limited

Company information

Director	Martin Wilde
Secretary	Julie Wilde
Company number	5860636
Registered office	15 Burrough Field Impington Cambridge CB4 9NW

Martin Wilde Associates Limited

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Martin Wilde Associates Limited

**Director's report
for the year ended 30 June 2009**

The director presents his report and the financial statements for the year ended 30 June 2009.

Principal activity

The principal activity of the company is that of market research and consultancy

Director

The director who served during the year is as stated below:

Martin Wilde

This report is prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

This report was approved by the Board on 9 November 2009 and signed on its behalf by

A handwritten signature in black ink, appearing to read 'M Wilde', is written over the printed name of the director.

**Martin Wilde
Director**

**Martin Wilde Associated Limited
Registration number: 5860636**

Martin Wilde Associates Limited

**Profit and loss account
for the year ended 30 June 2009**

		2009	2008
	Notes	£	£
Turnover	2	49,722	50,442
Cost of sales		(9,093)	(10,739)
Gross profit		<u>40,629</u>	<u>39,703</u>
Administrative expenses		(40,679)	(39,215)
Other operating income		75	250
Operating profit		<u>25</u>	<u>738</u>
Other interest receivable and similar income		79	135
Profit on ordinary activities before taxation		<u>104</u>	<u>873</u>
Tax on profit on ordinary activities	5	(46)	-
Profit for the year		<u>58</u>	<u>873</u>
Retained profit/ (loss) brought forward		-	(873)
Retained profit carried forward		<u>58</u>	<u>-</u>

The notes on pages 5 to 6 form an integral part of these financial statements.

Martin Wilde Associates Limited

**Balance sheet
as at 30 June 2009**

		2009		2008	
	Notes	£	£	£	£
Current assets					
Debtors	6	2,645		11,481	
Cash at bank and in hand		9,752		1,900	
		<u>12,397</u>		<u>13,381</u>	
Creditors: amounts falling due within one year	7	<u>(12,239)</u>		<u>(13,281)</u>	
Net current assets			<u>158</u>		<u>100</u>
Total assets less current liabilities			<u>158</u>		<u>100</u>
Net assets			<u>158</u>		<u>100</u>
Capital and reserves					
Called up share capital	8		100		100
Profit and loss account			58		-
Shareholders' funds			<u>158</u>		<u>100</u>

The director's statements required by Section 249B(4) are shown on the following page which forms part of this Balance Sheet.

The notes on pages 5 to 6 form an integral part of these financial statements.

Martin Wilde Associates Limited

Balance sheet (continued)

**Director's statements required by Section 249B(4)
for the year ended 30 June 2009**

In approving these financial statements 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 249A(1) of the Companies Act 1985 ;

(b) that no notice has been deposited at the registered office of the company pursuant to Section 249B(2) requesting that an audit be conducted for the year ended 30 June 2009 and

(c) that I acknowledge my responsibilities for:

(1) ensuring that the company keeps accounting records which comply with Section 221, 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 226 and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

The financial statements were approved by the Board on 9 November 2009 and signed on its behalf by



Martin Wilde
Director

The notes on pages 5 to 6 form an integral part of these financial statements.

Martin Wilde Associates Limited

Notes to the financial statements for the year ended 30 June 2009

1. Accounting policies

1.1. Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards, and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

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. Pensions

The pension costs charged in the financial statements represent the contribution payable by the company during the year.

2. Turnover

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in the UK.

3. Director's emoluments

	2009	2008
	£	£
Remuneration and other benefits	<u>27,936</u>	<u>25,274</u>

4. Pension costs

The company operates a defined contribution pension scheme in respect of the Director. The scheme and its assets are held by independent managers. The pension charge represents contributions due from the company and amounted to £5,000 (2008 - £5,000).

5. Tax on profit on ordinary activities

Analysis of charge in period	2009	2008
	£	£
Current tax		
UK corporation tax	<u>46</u>	<u>-</u>

Martin Wilde Associates Limited

**Notes to the financial statements
for the year ended 30 June 2009**

..... continued

6. Debtors	2009	2008
	£	£
Trade debtors	2,645	11,481
	<u> </u>	<u> </u>
7. Creditors: amounts falling due within one year	2009	2008
	£	£
Bank overdraft	-	1,548
Other taxes and social security costs	3,593	3,964
Accruals and deferred income	8,646	7,769
	<u>12,239</u>	<u>13,281</u>
	<u> </u>	<u> </u>
8. Share capital	2009	2008
	£	£
Authorised		
1,000 Ordinary shares of £1 each	1,000	1,000
	<u> </u>	<u> </u>
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100
	<u> </u>	<u> </u>
Equity Shares		
100 Ordinary shares of £1 each	100	100
	<u> </u>	<u> </u>

Martin Wilde Associates Limited

The following pages do not form part of the statutory accounts.

Martin Wilde Associates Limited

Detailed trading profit and loss account

	2009		2008	
	£	£	£	£
Sales				
Consulting Fees		8,695		15,332
Adhoc research sales		40,800		33,072
Journalism		200		200
Expenses recharged		27		1,838
		<u>49,722</u>		<u>50,442</u>
Cost of sales				
Direct costs	9,093		10,739	
		<u>(9,093)</u>		<u>(10,739)</u>
Gross profit	82%	<u>40,629</u>	79%	<u>39,703</u>
Administrative expenses	40,679		39,215	
		<u>(40,679)</u>		<u>(39,215)</u>
		(50)		488
Other operating income				
Sundry income	75		250	
		<u>75</u>		<u>250</u>
Operating profit	0%	<u>25</u>	1%	<u>738</u>
Other income and expenses				
Interest receivable				
Bank deposit interest	79		135	
		<u>79</u>		<u>135</u>
Net profit for the year		<u><u>104</u></u>		<u><u>873</u></u>

Martin Wilde Associates Limited

**Administrative expenses
for the year ended 30 June 2009**

	2009	2008
	£	£
Administrative expenses		
Wages and salaries	5,436	5,274
Directors' remuneration	22,936	20,274
Employer's NI contributions	2,103	1,398
Directors' money purchase pension costs	5,000	5,000
Insurance	120	120
Light and heat	240	240
Printing, postage and stationery	171	295
Advertising and Marketing	255	91
Telephone	1,114	965
Computer costs	58	1,338
Motor expenses	1,727	1,894
Travelling and expenses	540	572
Entertaining	222	226
Legal and professional	517	1,510
Bank charges	78	18
General expenses	162	-
	<u>40,679</u>	<u>39,215</u>