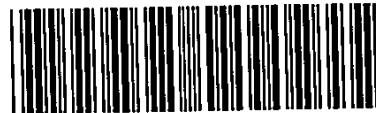


**REGISTERED NUMBER: 2766540 (England and Wales)**

**Abbreviated Accounts**  
**for the Year Ended 30 April 2012**  
**for**  
**Insight Marketing & People Limited**

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**Insight Marketing & People Limited**

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for the Year Ended 30 April 2012**

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**Insight Marketing & People Limited**

**Company Information**  
**for the Year Ended 30 April 2012**

<b>DIRECTOR:</b>	Mr P Cheverton
<b>SECRETARY:</b>	Mr P Cheverton
<b>REGISTERED OFFICE:</b>	9 Parkview 15-17 Alexandra Road Epsom Surrey KT17 4BU
<b>REGISTERED NUMBER:</b>	2766540 (England and Wales)
<b>ACCOUNTANTS:</b>	Dennis Riley & Co Willow Bridge Works Carlton Stockton on Tees Cleveland TS21 1EB

**Insight Marketing & People Limited**

**Abbreviated Balance Sheet**  
**30 April 2012**

	<b>30.4.12</b>	<b>30.4.11</b>
	<b>£</b>	<b>£</b>
<b>CURRENT ASSETS</b>		
Debtors	<b>87,778</b>	23,516
Cash at bank	<b>425,251</b>	336,603
	<b>513,029</b>	360,119
<b>CREDITORS</b>		
Amounts falling due within one year	<b>80,543</b>	85,351
<b>NET CURRENT ASSETS</b>	<b>432,486</b>	274,768
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>432,486</b>	274,768
<b>CAPITAL AND RESERVES</b>		
Called up share capital	<b>900</b>	900
Profit and loss account	<b>431,586</b>	273,868
<b>SHAREHOLDERS' FUNDS</b>	<b>432,486</b>	274,768

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2012 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

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

The financial statements were approved by the director on 17 May 2012 and were signed by:



Mr P Cheverton - Director

The notes form part of these abbreviated accounts

## **Insight Marketing & People Limited**

### **Notes to the Abbreviated Accounts for the Year Ended 30 April 2012**

#### **1. ACCOUNTING POLICIES**

##### **Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

##### **Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax

##### **Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

#### **2 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	<b>30.4.12</b>	30.4.11
			<b>£</b>	<b>£</b>
900	Ordinary	£1	<b>900</b>	900
			<u>          </u>	<u>          </u>