

Abbreviated Accounts

For the year ended 31 December 2012

Company Registration No 01975766 (England And Wales)

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ABBREVIATED BALANCE SHEET AS AT 31 DECEMBER 2012

		20	12	201	1
	Notes	£	£	£	£
Fixed assets					
Tangible assets	2		1,422		2,235
Current assets					
Debtors		41,666		36,277	
Cash at bank and in hand		16,242		21,083	
		57,908		57,360	
Creditors: amounts falling due wit	hin				
one year		(59,367)		(56,412)	
Net current (liabilities)/assets			(1,459)	_	948
Total assets less current liabilities	;		(37)		3,183
				Ξ	
Capital and reserves					
Profit and loss account			(37)	_	3,183
Shareholders' funds			(37)		3,183

For the financial year ended 31 December 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member of the company eligible to do so has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

Approved by the Board for issue on 36 - 9 - 25 - 3

S P Davies

Director

Company Registration No. 01975766

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

1 Accounting policies

1.1 Accounting convention

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

The directors have prepared projected cash flow information for the period ending 9 months from the date of their approval of these financial statements. On the basis of this cash flow information and discussions with the company's bankers, the directors consider that the company will continue to operate within the facility currently agreed and within that which they expect will be agreed on (date), when the company's bankers are due to consider renewing the facility for a further year. On this basis, the directors consider it appropriate to prepare the financial statements on the going concern basis.

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

13 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Land and buildings Leasehold

Over the length of the lease

2 Fixed assets

	tangible assets £
Cost	
At 1 January 2012 & at 31 December 2012	4,891
Depreciation	
At 1 January 2012	2,656
Charge for the year	813
At 31 December 2012	3,469
Net book value	
At 31 December 2012	1,422
At 31 December 2011	2,235

3 Ultimate parent company

There is no ultimate controlling party

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NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2012

4 Related party relationships and transactions

During the year the company received £43,600 (2011 £45,404) from the Advertising Producers Association

At the balance sheet date the company owed the Advertising Producers Association £33,806 (2011 £33,806)