



**Abbreviated Accounts** 

For the year ended 31 December 2013

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## ABBREVIATED BALANCE SHEET AS AT 31 DECEMBER 2013

|                                       |       | 20       | )13     | 201      | 2       |
|---------------------------------------|-------|----------|---------|----------|---------|
|                                       | Notes | £        | £       | £        | £       |
| Fixed assets                          |       |          |         |          |         |
| Tangible assets                       | 2     |          | 609     |          | 1,422   |
| Current assets                        |       |          |         |          |         |
| Debtors                               |       | 15,859   |         | 41,666   |         |
| Cash at bank and in hand              |       | 23,346   |         | 16,242   |         |
|                                       |       | 39,205   |         | 57,908   |         |
| Creditors: amounts falling due within |       |          |         |          |         |
| one year                              |       | (43,833) |         | (59,367) |         |
| Net current liabilities               |       |          | (4,628) | _        | (1,459) |
| Total assets less current liabilities |       |          | (4,019) | _        | (37)    |
|                                       |       |          |         | =        |         |
| Capital and reserves                  |       |          |         |          |         |
| Profit and loss account               |       |          | (4,019) |          | (37)    |
| ,Shareholders' funds                  |       |          | (4,019) | _        | (37)    |
|                                       |       |          |         | =        |         |

For the financial year ended 31 December 2013 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 Same 204

S P Davies
Director

Company Registration No. 01975766

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2013

#### 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 12 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).

#### 1.3 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 2013 & at 31 December 2013 | 4,891           |
| Depreciation                            |                 |
| At 1 January 2013                       | 3,469           |
| Charge for the year                     | 813             |
| At 31 December 2013                     | 4,282           |
| Net book value                          |                 |
| At 31 December 2013                     | 609             |
| At 31 December 2012                     | 1,422           |

#### 3 Ultimate parent company

There is no ultimate controlling party.

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2013

#### 4 Related party relationships and transactions

During the year the company received £42,080 (2012: £43,600) from the Advertising Producers Association.

At the balance sheet date the company owed the Advertising Producers Association £33,344 (2012: £33,806).