

**DJB PUBLICITY LIMITED**  
**ABBREVIATED ACCOUNTS**  
**31 JANUARY 2010**

**SIMPSONS**  
Chartered Accountants  
Hunters  
Headley Road  
Grayshott  
Hindhead  
GU26 6DL

TUESDAY



A19 \*AGNFBJ4Q\* 247  
13/04/2010  
COMPANIES HOUSE

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**DJB PUBLICITY LIMITED**  
**ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 JANUARY 2010**

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**DJB PUBLICITY LIMITED**  
**ABBREVIATED BALANCE SHEET**  
**31 JANUARY 2010**

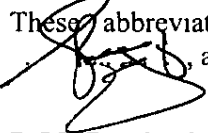
	Note	2010 £	2009 £
<b>FIXED ASSETS</b>	<b>2</b>		
Tangible assets		-	543
<b>CURRENT ASSETS</b>			
Stocks	15		51
Debtors		11,257	11,932
Cash at bank and in hand		22,682	21,496
		<u>33,954</u>	<u>33,479</u>
<b>CREDITORS: Amounts falling due within one year</b>		<u>33,760</u>	<u>33,615</u>
<b>NET CURRENT ASSETS/(LIABILITIES)</b>		<u>194</u>	<u>(136)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>194</u>	<u>407</u>
<b>CAPITAL AND RESERVES</b>			
Called-up equity share capital	3	100	100
Profit and loss account		94	307
<b>SHAREHOLDERS' FUNDS</b>		<u>194</u>	<u>407</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The directors acknowledge their responsibilities for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) 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 financial year in accordance with the requirements of sections 394 and 395, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on  and are signed on their behalf by

D J H Beazleigh  
Director

Company Registration Number 2574337

The notes on pages 2 to 3 form part of these abbreviated accounts.

**DJB PUBLICITY LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 JANUARY 2010**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

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**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

**Fixed assets**

All fixed assets are initially recorded at cost

**Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & Fittings	- 10% on cost
Equipment	- 20% on cost

**Work in progress**

Work in progress is valued on the basis of direct costs plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

**Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

**DJB PUBLICITY LIMITED**  
**NOTES TO THE ABBREVIATED ACCOUNTS**  
**YEAR ENDED 31 JANUARY 2010**

**2. FIXED ASSETS**

	<b>Tangible Assets £</b>
<b>COST</b>	
At 1 February 2009 and 31 January 2010	<u>16,734</u>
<b>DEPRECIATION</b>	
At 1 February 2009	16,191
Charge for year	<u>543</u>
At 31 January 2010	<u>16,734</u>
<b>NET BOOK VALUE</b>	
At 31 January 2010	<u>-</u>
At 31 January 2009	<u>543</u>

**3. SHARE CAPITAL**

**Authorised share capital:**

	<b>2010 £</b>	<b>2009 £</b>
1,000 Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

**Allotted, called up and fully paid:**

	<b>2010 No</b>	<b>£</b>	<b>2009 No</b>	<b>£</b>
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>