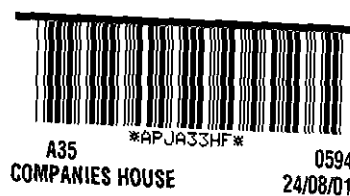


Registration Number 03319569

**CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED**

**Abbreviated Accounts**

**for the year ended 31 March 2001**



# CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED

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**Auditors' Report to CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED**  
**under Section 247B of the Companies Act 1985**

We have examined the abbreviated accounts set out on pages 3 to 4 together with the financial statements of CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED for the year ended 31 March 2001 prepared under Section 226 of the Companies Act 1985.

**Respective responsibilities of director and auditors**

The director is responsible for preparing abbreviated accounts in accordance with Section 246 of the Companies Act 1985. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Act to the registrar of companies and whether the accounts to be delivered are properly prepared in accordance with those provisions and to report our opinion to you.

**Basis of opinion**

We have carried out the procedures we considered necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts are properly prepared. The scope of our work for the purpose of this report did not include examining or dealing with events after the date of our report on the financial statements.

**Opinion**

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Sections 246(5) and (6) of the Companies Act 1985 in respect of the year ended 31 March 2001, and the abbreviated accounts on pages 3 to 4 are properly prepared in accordance with those provisions.

**Other information**

On 19 July 2001 we reported as auditors of CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED to the members on the financial statements prepared under Section 226 of the Companies Act 1985 for the year ended 31 March 2001 and our audit report was as follows:

We have audited the financial statements on pages 3 to 6 which have been prepared under the historic cost convention and the accounting policies set out on page 5.

**Respective responsibilities of director and auditors**

As described on page 1 (see continuation page) the company's director is responsible for the preparation of financial statements. It is our responsibility to form an independent opinion, based on our audit, on those statements and to report our opinion to you.

**Basis of opinion**

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the director in the preparation of the financial statements, and whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error.

In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

**Auditors' Report to CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED**  
**under Section 247B of the Companies Act 1985**

**Opinion**

In our opinion the financial statements give a true and fair view of the state of the company's affairs as at 31 March 2001 and of its profit for the year then ended and have been properly prepared in accordance with sections 246 (50 and (6) of the Companies Act 1985.



**Sandison Rouse and Co**  
**Chartered Accountants and**  
**Registered Auditor**

**19 July 2001**

**Richmond House**  
**48 Bromyard Road**  
**St Johns**  
**Worcester**  
**WR2 5BT**

# CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED

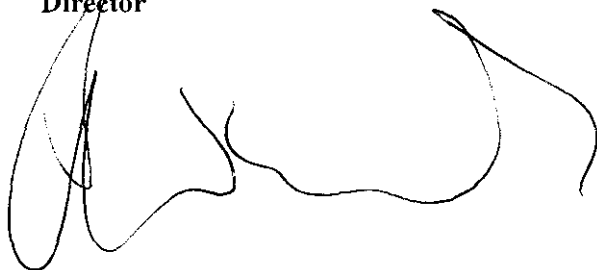
## Abbreviated Balance Sheet as at 31 March 2001

	Notes	2001 £	2000 £
<b>Current Assets</b>			
Debtors		151,628	130,545
Cash at bank and in hand		4,289	6,448
		<u>155,917</u>	<u>136,993</u>
<b>Creditors: amounts falling due within one year</b>		<u>(131,917)</u>	<u>(110,033)</u>
<b>Net Current Assets</b>		<u>24,000</u>	<u>26,960</u>
<b>Total Assets Less Current Liabilities</b>		<u>24,000</u>	<u>26,960</u>
<b>Capital and Reserves</b>			
Called up share capital	2	10,000	10,000
Profit and loss account		<u>14,000</u>	<u>16,960</u>
<b>Shareholders' Funds</b>		<u>24,000</u>	<u>26,960</u>

The abbreviated accounts are prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies .

The abbreviated accounts were approved by the Board on 19 July 2001 and signed on its behalf by

Mr R Wooding  
Director



The notes on pages 4 to 4 form an integral part of these financial statements.

# CONCEPT ADVERTISING & PUBLIC RELATIONS LIMITED

## Notes to the Abbreviated Financial Statements for the year ended 31 March 2001

### 1. Accounting Policies

#### 1.1. Accounting convention

The accounts are prepared under the historical cost convention .

The company has taken advantage of the exemption in FRS1 from the requirement to produce a cashflow statement because it is a small company.

#### 1.2. Turnover

Turnover represents the total invoice value, excluding value added tax, of sales made during the year.

#### 1.3. Deferred taxation

Provision is made for deferred taxation using the liability method to take account of timing differences between the incidence of income and expenditure for taxation and accounting purposes except to the extent that the director considers that a liability to taxation is unlikely to materialise.

2. Share capital	2001 £	2000 £
<b>Authorised equity</b>		
Ordinary shares of £1 each	<u>10,000</u>	<u>10,000</u>
<b>Allotted, called up and fully paid equity</b>		
Ordinary shares of £1 each	<u>10,000</u>	<u>10,000</u>