

Registered Number 03950329

Ashworth Cannon Advertising Ltd

Abbreviated Accounts

31 March 2011

Ashworth Cannon Advertising Ltd

Registered Number 03950329

Company Information

Registered Office:

Unit 1, St Stephen's House
Vansittart Road
Windsor
Berkshire
SL4 1RY

Reporting Accountants:

Gibsons Financial Limited
Chartered Accountants
Foresters Hall
25/27 Westow Street
Upper Norwood
London
SE19 3RY

Balance Sheet as at 31 March 2011

	Notes	2011 £	2010 £
Fixed assets			
Intangible	2	1	1
Tangible	3	1,146	1,528
		<u>1,147</u>	<u>1,529</u>
Current assets			
Debtors		51,243	79,246
Cash at bank and in hand		39,351	46,518
Total current assets		<u>90,594</u>	<u>125,764</u>
Creditors: amounts falling due within one year		(67,356)	(74,195)
Net current assets (liabilities)		23,238	51,569
Total assets less current liabilities		<u>24,385</u>	<u>53,098</u>
Provisions for liabilities		(40)	(106)
Total net assets (liabilities)		<u>24,345</u>	<u>52,992</u>
Capital and reserves			
Called up share capital	4	100	100
Profit and loss account		24,245	52,892
Shareholders funds		<u>24,345</u>	<u>52,992</u>

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- a. For the year ending 31 March 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
 - b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
 - c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
 - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 17 October 2011

And signed on their behalf by:

D A Cannon, Director

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 31 March 2011

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 services, excluding value added tax.

Goodwill

Goodwill is the amount paid in connection with the acquisition of a business in 2000.

Deferred tax

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

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Fixtures & fittings 25% on reducing balance

2 **Intangible fixed assets**

Cost or valuation	£
At 01 April 2010	<u>1</u>
At 31 March 2011	<u>1</u>
Net Book Value	
At 31 March 2011	1
At 31 March 2010	<u>1</u>

3 **Tangible fixed assets**

		Total
Cost		£
At 01 April 2010	-	<u>6,194</u>
At 31 March 2011	-	<u>6,194</u>

Depreciation

At 01 April 2010		4,666
Charge for year	-	<u>382</u>
At 31 March 2011	-	<u>5,048</u>

Net Book Value

At 31 March 2011		1,146
At 31 March 2010	-	<u>1,528</u>

4 Share capital

	2011 £	2010 £
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	100

5 Transactions with directors

D A Cannon had a loan during the year. The balance at 31 March 2011 was £- (1 April 2010 - £4,763), £4,763 was repaid during the year. Dividends paid to the director in his capacity as shareholder during the year included £30,000 (2010 - £35,000) to D A Cannon.