

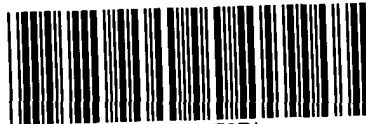
Registered number
3968749

PURE INTERACTIVE LIMITED

Abbreviated Accounts

30 April 2014

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23/08/2014

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COMPANIES HOUSE

PURE INTERACTIVE LIMITED**Registered number:** 3968749**Abbreviated Balance Sheet
as at 30 April 2014**

	Notes	2014 £	2013 £
Fixed assets			
Tangible assets	2	2,247	2,511
Current assets			
Debtors		149	1,592
Investments held as current assets		7,983	7,982
Cash at bank and in hand		93,104	134,442
		<u>101,236</u>	<u>144,016</u>
Creditors: amounts falling due within one year		(2,089)	(3,288)
Net current assets		<u>99,147</u>	<u>140,728</u>
Net assets		<u>101,394</u>	<u>143,239</u>
Capital and reserves			
Called up share capital	3	45	45
Profit and loss account		101,349	143,194
Shareholders' funds		<u>101,394</u>	<u>143,239</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

Members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.



D M Packer

Director

Approved by the board on 14 July 2014

PURE INTERACTIVE LIMITED
Notes to the Abbreviated Accounts
for the year ended 30 April 2014

1 Accounting policies

Basis of preparation

The accounts 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 the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Depreciation

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

Fixtures and fittings	33% to 50% reducing balance
Improvements to property	25% straight line

Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. At the balance sheet date tax written down values exceeded accounts written down values. No account has been taken of this asset.

2 Tangible fixed assets

£

Cost

At 1 May 2013	23,180
Additions	1,660
At 30 April 2014	<u>24,840</u>

Depreciation

At 1 May 2013	20,669
Charge for the year	1,924
At 30 April 2014	<u>22,593</u>

Net book value

At 30 April 2014	<u>2,247</u>
At 30 April 2013	<u>2,511</u>

3 Share capital

	Nominal value	2014 Number	2014 £	2013 £
Allotted, called up and fully paid:				
Ordinary shares	£1 each	45	<u>45</u>	<u>45</u>