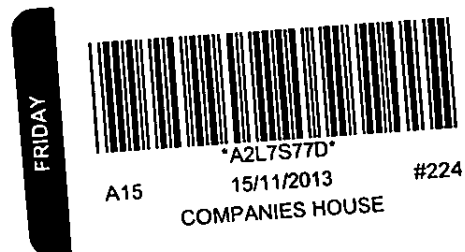


COMPANY REGISTRATION NUMBER 04647670

ELSMORE CREATIVE MARKETING LTD
UNAUDITED ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED
28 FEBRUARY 2013



ELSMORE CREATIVE MARKETING LTD

ABBREVIATED ACCOUNTS

YEAR ENDED 28 FEBRUARY 2013

CONTENTS	PAGE
Abbreviated balance sheet	1
Notes to the abbreviated accounts	3

ELSMORE CREATIVE MARKETING LTD

ABBREVIATED BALANCE SHEET

28 FEBRUARY 2013

	Note	2013 £	£	2012 £	£
FIXED ASSETS	2				
Tangible assets			5,176		2,109
CURRENT ASSETS					
Debtors		6,618		2,853	
Cash at bank and in hand		<u>16,253</u>		<u>15,922</u>	
		22,871		18,775	
CREDITORS: Amounts falling due within one year		<u>10,962</u>		<u>8,718</u>	
NET CURRENT ASSETS			<u>11,909</u>		<u>10,057</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			17,085		12,166
PROVISIONS FOR LIABILITIES			<u>803</u>		<u>138</u>
			<u>16,282</u>		<u>12,028</u>
CAPITAL AND RESERVES					
Called-up equity share capital	3		100		100
Profit and loss account			<u>16,182</u>		<u>11,928</u>
SHAREHOLDERS' FUNDS			<u>16,282</u>		<u>12,028</u>

The Balance sheet continues on the following page
The notes on pages 3 to 5 form part of these abbreviated accounts.

ELSMORE CREATIVE MARKETING LTD

ABBREVIATED BALANCE SHEET *(continued)*

28 FEBRUARY 2013

The director is 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 director acknowledges his responsibility 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 section 393, 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 and signed by the director and authorised for issue on


6/1/13
Mr M Elsmore
Director

Company Registration Number 04647670

The notes on pages 3 to 5 form part of these abbreviated accounts

ELSMORE CREATIVE MARKETING LTD
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 28 FEBRUARY 2013

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

Turnover represents net invoiced sales of goods or services supplied, excluding 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	- 25% straight line
Office Equipment	- 25% reducing balance

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

Deferred taxation

Deferred taxation is provided in full on timing differences which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law.

Deferred taxation assets are only recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

ELSMORE CREATIVE MARKETING LTD

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28 FEBRUARY 2013

1. ACCOUNTING POLICIES *(continued)*

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1 March 2012	16,460
Additions	<u>3,647</u>
At 28 February 2013	<u>20,107</u>
DEPRECIATION	
At 1 March 2012	14,351
Charge for year	<u>580</u>
At 28 February 2013	<u>14,931</u>
NET BOOK VALUE	
At 28 February 2013	<u>5,176</u>
At 29 February 2012	<u>2,109</u>

ELSMORE CREATIVE MARKETING LTD

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 28 FEBRUARY 2013

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2013		2012	
	No	£	No	£
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>