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ASHS EAST COAST LIMITED

Abbreviated Accounts

For The Year Ended 31st December 2010



ASHS EAST COAST LIMITED

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For The Year Ended 31st December 2010**

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ASHS EAST COAST LIMITED
Company Information
For The Year Ended 31st December 2010

DIRECTOR	Mrs A Hindmarch
SECRETARY	H J Seymour
REGISTERED OFFICE	The Stable Block Plough Brewery 516 Wandsworth Road London SW8 3JX
REGISTERED NUMBER	04648924
SENIOR STATUTORY AUDITOR	Mark Norton
AUDITORS:	Wilkins Kennedy Chartered Accountants & Statutory Auditor Bridge House London Bridge London SE1 9QR

**Report of the Independent Auditors to
ASHS East Coast Limited
Under Section 449 of the Companies Act 2006**

We have examined the abbreviated accounts set out on pages three to five, together with the full financial statements of ASHS East Coast Limited for the year ended 31st December 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of director and auditors

The director is responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.



Mark Norton (Senior Statutory Auditor)
for and on behalf of Wilkins Kennedy
Chartered Accountants
& Statutory Auditor
Bridge House
London Bridge
London
SE1 9QR

23rd September 2011

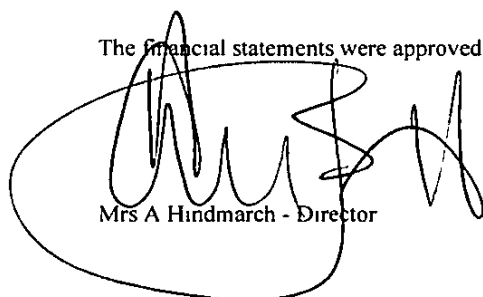
ASHS EAST COAST LIMITED

**Abbreviated Balance Sheet
31st December 2010**

	Notes	2010 £	2009 £
CURRENT ASSETS			
Stocks		-	87,078
Debtors		116,690	117,950
Cash at bank and in hand		579	35,060
		<u>117,269</u>	<u>240,088</u>
CREDITORS			
Amounts falling due within one year		(745,547)	(732,400)
NET CURRENT LIABILITIES		<u>(628,278)</u>	<u>(492,312)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(628,278)</u>	<u>(492,312)</u>
CAPITAL AND RESERVES			
Called up share capital	3	1	1
Profit and loss account		(628,279)	(492,313)
SHAREHOLDERS' FUNDS		<u>(628,278)</u>	<u>(492,312)</u>

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 23rd September 2011 and were signed by



Mrs A Hindmarch - Director

The notes form part of these abbreviated accounts

ASHS EAST COAST LIMITED
Notes to the Abbreviated Accounts
For The Year Ended 31st December 2010

1 ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared on a going concern basis. The parent company continues to support the business by not recalling the outstanding loan.

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 goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Land and buildings	- Written off over period of lease
Plant and machinery etc	- 25% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

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.

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1st January 2010	
and 31st December 2010	<u>238,660</u>
DEPRECIATION	
At 1st January 2010	
and 31st December 2010	<u>238,660</u>
NET BOOK VALUE	
At 31st December 2010	<u><u>-</u></u>
At 31st December 2009	<u><u>-</u></u>

ASHS EAST COAST LIMITED

Notes to the Abbreviated Accounts - continued
For The Year Ended 31st December 2010

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid		Nominal value	2010	2009
Number	Class		£	£
1	Ordinary shares	£1	<u>1</u>	<u>1</u>

4 ULTIMATE PARENT COMPANY

The ultimate parent company is A S H S Ltd the 100% shareholder

A S H S Ltd is controlled by Mrs A Seymour by virtue of her shareholding in the company