

**REGISTRAR OF
COMPANIES**

ASHS East Coast Limited

Abbreviated Accounts

Year Ended

31 December 2011

Company Number 04648924

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COMPANIES HOUSE

ASHS East Coast Limited

**Report and abbreviated accounts
for the year ended 31 December 2011**

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Director

A S Seymour

Secretary and registered office

H J Seymour, The Stable Block, The Plough Brewery, 516 Wandsworth Road, London, SW8 3JX

Company number

04648924

Auditors

BDO LLP, 55 Baker Street, London, W1U 7EU

ASHS East Coast Limited

Independent auditor's report

TO THE MEMBERS OF ASHS EAST COAST LIMITED UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts which comprise the balance sheet and the related notes, together with the financial statements of ASHS East Coast Limited for the year ended 31 December 2011 prepared under section 396 of the Companies Act 2006

Our report has been prepared pursuant to the requirements of section 449 of the Companies Act 2006 and for no other purpose. No person is entitled to rely on this report unless such a person is a person entitled to rely upon this report by virtue of and for the purpose of section 449 of the Companies Act 2006 or has been expressly authorised to do so by our prior written consent. Save as above, we do not accept responsibility for this report to any other person or for any other purpose and we hereby expressly disclaim any and all such liability.

Respective responsibilities of the 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 financial accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

We conducted our work in accordance with Bulletin 2008/4 "The special auditor's report on abbreviated accounts in the United Kingdom" 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 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.



Donald Williams (senior statutory auditor)
For and on behalf of BDO LLP, statutory auditor
London
United Kingdom

Date 24/5/12

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127)

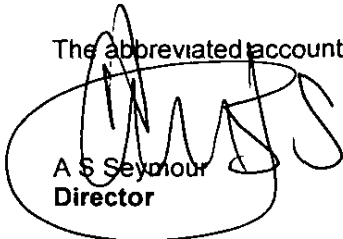
ASHS East Coast Limited

Balance sheet at 31 December 2011

Company number 04648924	Note	2011 £	2011 £	2010 £	2010 £
Fixed assets					
Tangible assets	2		-		-
Current assets					
Debtors					
- due in less than one year		-		116,690	
- due in greater than one year		105,655		-	
		105,655		116,690	
Cash at bank and in hand		579		579	
		106,234		117,269	
Creditors: amounts falling due within one year		(320)		(658,469)	
Net current assets/(liabilities)			105,914		(541,200)
Total assets less current liabilities			105,914		(541,200)
Creditors: amounts falling due after more than one year			(658,469)		-
			(552,555)		(541,200)
Capital and reserves					
Called up share capital	3		1		1
Profit and loss account			(552,556)		(541,201)
Shareholders' deficit			(552,555)		(541,200)

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 abbreviated accounts were approved by the director and authorised for issue on 24th May 2012


A S Seymour
Director

The notes on pages 3 and 4 form part of these abbreviated accounts

ASHS East Coast Limited

Notes forming part of the abbreviated accounts for the year ended 31 December 2011

1 Accounting policies

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards

The following principal accounting policies have been applied

Going concern

The director has received confirmation from A S H S Limited, the ultimate parent company that they will continue to provide ongoing financial support to the business by not recalling the intercompany balance payable. The preparation of the financial statements on a going concern basis is therefore appropriate

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax

Depreciation

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

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

2 Tangible assets

	Total £
Cost	
At 1 January 2011	238,660
Disposals	(238,660)
	<hr/>
At 31 December 2011	-
	<hr/>
Depreciation	
At 1 January 2011	238,660
Disposals	(238,660)
	<hr/>
At 31 December 2011	-
	<hr/>
Net book value	
At 31 December 2011	-
	<hr/>
At 31 December 2010	-
	<hr/>

ASHS East Coast Limited

Notes forming part of the abbreviated accounts
for the year ended 31 December 2011 (*continued*)

3 Share capital

	2011 Number	Allotted, issued and fully paid 2010 Number	2011 £	2010 £
Ordinary shares of £1 each	1	1	1	1

4 Ultimate parent company

In the director's opinion the company's ultimate parent company and controlling party is A S H S Limited, which is incorporated in the United Kingdom and holds 100% of the company's issued share capital

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