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**Visual Metrics Limited**  
**UNAUDITED ABBREVIATED ACCOUNTS**  
for the year ended  
31 March 2011

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23/12/2011

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COMPANIES HOUSE

Company Registration No 4669184

# Visual Metrics Limited

## ABBREVIATED ACCOUNTS

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**Visual Metrics Limited****UNAUDITED ABBREVIATED BALANCE SHEET**

31 March 2011

	<i>Notes</i>	2011 £	2010 £
<b>FIXED ASSETS</b>	<b>1</b>		
Tangible assets		<u>14,553</u>	<u>10,819</u>
<b>CURRENT ASSETS</b>			
Debtors		239,846	352,713
Cash at bank and in hand		<u>37,074</u>	<u>2,355</u>
		276,920	355,068
CREDITORS amounts falling due within one year		<u>222,910</u>	<u>346,261</u>
<b>NET CURRENT ASSETS</b>		<u>54,010</u>	<u>8,807</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>68,563</u>	<u>19,626</u>
<b>PROVISIONS FOR LIABILITIES AND CHARGES</b>		<u>1,942</u>	<u>880</u>
		<u>66,621</u>	<u>18,746</u>
<b>CAPITAL AND RESERVES</b>			
Called up equity share capital	<b>2</b>	94	94
Profit and loss account		<u>66,527</u>	<u>18,652</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>66,621</u>	<u>18,746</u>

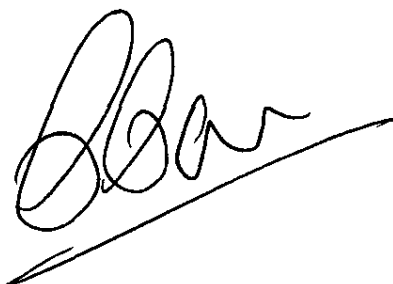
For the year ended 31 March 2011 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies and its members have not required the company to have an audit of its financial statements for the year in question in accordance with section 476

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

The abbreviated accounts on pages 1 to 4 were approved by the Board of Directors and authorised for issue on 22/12/2011 and are signed on their behalf by

Mr C J Coan  
Director



# Visual Metrics Limited

## UNAUDITED ACCOUNTING POLICIES

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### 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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax

In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion

### 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

Computer Equipment	- 33% reducing balance basis
Office Equipment	- 20% reducing balance basis

### OPERATING LEASE AGREEMENTS

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease

### PENSION COSTS

The company operates a defined contribution pension scheme for directors and employees. Contributions payable for the year are charged in the profit and loss account

### DEFERRED TAXATION

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis

# Visual Metrics Limited

## UNAUDITED ACCOUNTING POLICIES

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### 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.

# Visual Metrics Limited

## UNAUDITED NOTES TO THE ABBREVIATED ACCOUNTS for the year ended 31 March 2011

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### 1 FIXED ASSETS

	Tangible Assets £
Cost	
At 1 April 2010	32,707
Additions	9,151
Disposals	(7,473)
At 31 March 2011	<u>34,385</u>
Depreciation	
At 1 April 2010	21,888
Charge for year	2,925
On disposals	(4,981)
At 31 March 2011	<u>19,832</u>
Net book value	
At 31 March 2011	<u>14,553</u>
At 31 March 2010	<u>10,819</u>

### 2 SHARE CAPITAL

	2011 £	2010 £
Allotted and called up		
90 Ordinary A shares fully paid of £1 each	90	90
4 Ordinary B shares fully paid of £1 each	4	4
	<u>94</u>	<u>94</u>