

Company Registration No. 05847512 (England and Wales)

SUPERBRANDS (UK) LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2011

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SUPERBRANDS (UK) LIMITED

ABBREVIATED BALANCE SHEET

AS AT 30 JUNE 2011

	Notes	2011 £	£	2010 £	£
Fixed assets					
Intangible assets	2		243		277
Tangible assets	2		2,025		1,825
			<u>2,268</u>		<u>2,102</u>
Current assets					
Debtors		246,608		224,671	
Cash at bank and in hand		386,814		97,720	
		<u>633,422</u>		<u>322,391</u>	
Creditors amounts falling due within one year		<u>(278,296)</u>		<u>(311,515)</u>	
Net current assets			<u>355,126</u>		<u>10,876</u>
Total assets less current liabilities			<u><u>357,394</u></u>		<u><u>12,978</u></u>
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			<u>357,294</u>		<u>12,878</u>
Shareholders' funds			<u><u>357,394</u></u>		<u><u>12,978</u></u>

For the financial year ended 30 June 2011 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The director acknowledges his responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for 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 sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

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

Approved by the Board for issue on

27 MAR 2012


B M Hudson
Director

Company Registration No 05847512

SUPERBRANDS (UK) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2011

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The Directors consider the company to be a going concern but have not assessed a period in excess of 12 months from the date of the signing of these accounts

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1.3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts. Turnover represents revenue earned under contracts to provide goods and services. Revenue is recognised as earned when, and to the extent that, the company obtains the right to consideration in exchange for its performance under these contracts. It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including expenses and disbursements but excluding value added tax.

Turnover that is contingent on events outside the control of the company is recognised when the contingent event occurs.

Other revenue is recognised when an event takes place. For such events the amount of revenue reflects the right to consideration by reference to the value of work performed. Revenue not billed to clients is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

1.4 Trademarks

Patents are valued at cost less accumulated amortisation. Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful lives.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Office equipment	20% per annum straight line
Fixtures, fittings and equipment	20% per annum straight line

1.6 Pensions

The company operates a defined contribution scheme for the benefit of its director. Contributions payable are charged to the profit and loss account in the year they are payable.

SUPERBRANDS (UK) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2011

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 July 2010	347	7,726	8,073
Additions	-	2,180	2,180
At 30 June 2011	347	9,906	10,253
Depreciation			
At 1 July 2010	70	5,901	5,971
Charge for the year	34	1,980	2,014
At 30 June 2011	104	7,881	7,985
Net book value			
At 30 June 2011	243	2,025	2,268
At 30 June 2010	277	1,825	2,102

3 Share capital

	2011 £	2010 £
Allotted, called up and fully paid		
100 Ordinary shares of £1 each	100	100

4 Related party relationships and transactions

Transactions with directors

At the balance sheet date Mr B M Hudson owed the company £24,774 (2010 - £16,724) The maximum amount outstanding from Mr B M Hudson in the year was £68,724 (2010 - £52,724)