

Company Registration No. 6329126 (England and Wales)

**FAMILY INFO LIMITED**  
**DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2010**

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## **FAMILY INFO LIMITED**

### **COMPANY INFORMATION**

|                          |  |
|--------------------------|--|
| <b>Directors</b>         | D M Fisher<br>S T Lloyd<br>A Taurins   |
| <b>Secretary</b>         | K W Jones  |
| <b>Company number</b>    | 6329126  |
| <b>Registered office</b> | Horsingtons Yard<br>Tiverton Place<br>Lion Street<br>Abergavenny<br>Monmouthshire<br>NP7 5PN |
| <b>Business address</b>  | Horsingtons Yard<br>Tiverton Place<br>Lion Street<br>Abergavenny<br>Monmouthshire<br>NP7 5PN |

# **FAMILY INFO LIMITED**

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# **FAMILY INFO LIMITED**

## **DIRECTORS' REPORT**

### ***FOR THE YEAR ENDED 31 OCTOBER 2010***

The directors present their report and financial statements for the year ended 31 October 2010

#### **Principal activities**

The principal activity of the company is publishing information for parents of babies - websites, books and information leaflets for distribution by health professionals

#### **Directors**

D M Fisher  
S T Lloyd  
A Taurins

#### **Statement of directors' responsibilities**

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations

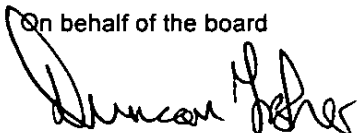
Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006

On behalf of the board



D M Fisher  
Director  
7 March 2011

# **FAMILY INFO LIMITED**

## **PROFIT AND LOSS ACCOUNT**

### **FOR THE YEAR ENDED 31 OCTOBER 2010**

|   |       | Year<br>ended<br>31 October<br>2010<br>£ | Year<br>Ended<br>31 October<br>2009<br>£ |
|---|-------|--|--|
|   | Notes |  |  |
| <b>Turnover</b>   |       | 155,444                                  | 111,210                                  |
| <b>Cost of sales</b>  |       | (115,734)                                | (53,549)                                 |
| <b>Gross profit</b>   |       | 39,710                                   | 57,661                                   |
| <b>Administrative expenses</b>                                  |       | (56,483)                                 | (57,115)                                 |
| <b>Other operating income</b>                                   |       | -  | 20,000                                   |
| <b>Operating profit/(loss)</b>                                  |       | (16,773)                                 | 20,546                                   |
| <b>Interest payable and similar charges</b>                     |       | (1,063)                                  | (1,799)                                  |
| <b>Profit/(loss) on ordinary activities<br/>before taxation</b> |       | (17,836)                                 | 18,747                                   |
| <b>Tax on profit/(loss) on ordinary<br/>activities</b>          | 2     | -  | -  |
| <b>Profit/(loss) for the year</b>                               | 7     | (17,836)                                 | 18,747                                   |

# FAMILY INFO LIMITED

## BALANCE SHEET

AS AT 31 OCTOBER 2010

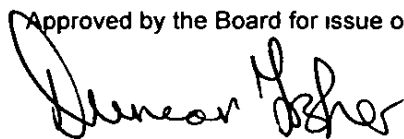
|  |       | 2010         |                 | 2009          |                 |
|--|-------|--------------|-----------------|---------------|-----------------|
|  | Notes | £            | £               | £             | £               |
| <b>Current assets</b>  |       |              |                 |               |                 |
| Debtors  | 3     | 4,152        |                 | 5,844         |                 |
| Cash at bank and in hand                                       |       | 5,025        |                 | 55,302        |                 |
|  |       | <u>9,177</u> |                 | <u>61,146</u> |                 |
| <b>Creditors: amounts falling due within one year</b>          | 4     | (19,467)     |                 | (53,600)      |                 |
|  |       | <u></u>      |                 | <u></u>       |                 |
| <b>Total assets less current liabilities</b>                   |       |              | (10,290)        |               | 7,546           |
| <b>Creditors: amounts falling due after more than one year</b> | 5     |              | (25,000)        |               | (25,000)        |
|  |       |              | <u>(35,290)</u> |               | <u>(17,454)</u> |
| <b>Capital and reserves</b>                                    |       |              |                 |               |                 |
| Called up share capital  | 6     |              | 310,001         |               | 310,001         |
| Profit and loss account  | 7     |              | (345,291)       |               | (327,455)       |
|  |       |              | <u></u>         |               | <u></u>         |
| <b>Shareholders' funds</b>                                     |       |              | <u>(35,290)</u> |               | <u>(17,454)</u> |

For the financial year ended 31 October 2010 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 directors acknowledge their 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 financial statements 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 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Approved by the Board for issue on 7 March 2011



D M Fisher  
Director

Company Registration No 6329126

# FAMILY INFO LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 OCTOBER 2010

#### 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 accounts have been prepared on the going concern basis. This is dependent upon the continued support of the company's creditors. There is no evidence to suggest that this support will be withdrawn in the foreseeable future.

##### 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.

##### 1.4 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life.

#### 2 Taxation

There is no tax charge due to the availability of losses from previous years and in this year.

| 3 Debtors  | 2010<br>£     | 2009<br>£     |
|--|---------------|---------------|
| Trade debtors                                    | 2,789         | 3,970         |
| Other debtors                                    | 1,363         | 1,874         |
|  | <u>4,152</u>  | <u>5,844</u>  |
| 4 Creditors: amounts falling due within one year | 2010<br>£     | 2009<br>£     |
| Trade creditors                                  | 4,029         | 4,410         |
| Other creditors                                  | 15,438        | 49,190        |
|  | <u>19,467</u> | <u>53,600</u> |

# **FAMILY INFO LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

### **FOR THE YEAR ENDED 31 OCTOBER 2010**

|          |  |                   |                                |
|----------|--|-------------------|--------------------------------|
| <b>5</b> | <b>Creditors: amounts falling due after more than one year</b> | <b>2010</b>       | <b>2009</b>                    |
|          |  | <b>£</b>          | <b>£</b>                       |
|          | Other creditors  | 25,000            | 25,000                         |
|          |  | <u>          </u> | <u>          </u>              |
| <b>6</b> | <b>Share capital</b>   | <b>2010</b>       | <b>2009</b>                    |
|          |  | <b>£</b>          | <b>£</b>                       |
|          | Authorised   |                   |                                |
|          | 500,000 Ordinary of £1 each                                    | 500,000           | 500,000                        |
|          |  | <u>          </u> | <u>          </u>              |
|          | Allotted, called up and fully paid                             |                   |                                |
|          | 310,001 Ordinary of £1 each                                    | 310,001           | 310,001                        |
|          |  | <u>          </u> | <u>          </u>              |
| <b>7</b> | <b>Statement of movements on profit and loss account</b>       |                   | <b>Profit and loss account</b> |
|          |  |                   | <b>£</b>                       |
|          | Balance at 1 November 2009                                     |                   | (327,455)                      |
|          | Profit for the period  |                   | (17,836)                       |
|          |  |                   | <u>          </u>              |
|          | Balance at 31 October 2010                                     |                   | (345,291)                      |
|          |  |                   | <u>          </u>              |



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**FAMILY INFO LIMITED**  
**MANAGEMENT INFORMATION**  
**FOR THE YEAR ENDED 31 OCTOBER 2010**

# FAMILY INFO LIMITED

## DETAILED TRADING AND PROFIT AND LOSS ACCOUNT

### FOR THE YEAR ENDED 31 OCTOBER 2010

|                                      | Year ended<br>31 October<br>2010 |           | Year ended<br>31 October<br>2009 |          |
|--------------------------------------|----------------------------------|-----------|----------------------------------|----------|
|                                      | £                                | £         | £                                | £        |
| <b>Turnover</b>                      |                                  |           |                                  |          |
| Sales                                |                                  | 155,444   |                                  | 110,738  |
| Other income                         |                                  | -         |                                  | 472      |
|                                      |                                  | <hr/>     |                                  | <hr/>    |
|                                      |                                  | 155,444   |                                  | 111,210  |
| <b>Cost of sales</b>                 |                                  |           |                                  |          |
| Opening stock of finished goods      | -                                |           | 8,000                            |          |
| Maternity card costs                 | 56,830                           |           | 29,198                           |          |
| Early years card costs               | 17,616                           |           | 12,485                           |          |
| Website costs                        | 1,200                            |           | 1,350                            |          |
| Book costs                           | 34,418                           |           | -                                |          |
| Other direct costs                   | 4,288                            |           | 195                              |          |
| Shop stock production                | 1,382                            |           | 2,321                            |          |
|                                      | <hr/>                            |           | <hr/>                            |          |
|                                      | 115,734                          |           | 53,549                           |          |
| Closing stock of finished goods      | -                                |           | -                                |          |
|                                      | <hr/>                            |           | <hr/>                            |          |
|                                      |                                  | (115,734) |                                  | (53,549) |
| <b>Gross profit</b>                  |                                  | <hr/>     |                                  | <hr/>    |
|                                      |                                  | 39,710    |                                  | 57,661   |
| <b>Administrative expenses</b>       |                                  | (56,483)  |                                  | (57,115) |
|                                      |                                  | <hr/>     |                                  | <hr/>    |
|                                      |                                  | (16,773)  |                                  | 546      |
| <b>Other operating income</b>        |                                  |           |                                  |          |
| Loans written off                    |                                  | -         |                                  | 20,000   |
|                                      |                                  | <hr/>     |                                  | <hr/>    |
| <b>Operating profit/(loss)</b>       |                                  | (16,773)  |                                  | 20,546   |
| <b>Interest payable</b>              |                                  |           |                                  |          |
| Loan note interest                   | 1,063                            |           | 1,799                            |          |
|                                      | <hr/>                            |           | <hr/>                            |          |
|                                      |                                  | (1,063)   |                                  | (1,799)  |
| <b>Profit/(loss) before taxation</b> |                                  | <hr/>     |                                  | <hr/>    |
|                                      |                                  | (17,836)  |                                  | 18,747   |
|                                      |                                  | <hr/>     |                                  | <hr/>    |

## **FAMILY INFO LIMITED**

### **SCHEDULE OF ADMINISTRATIVE EXPENSES**

#### **FOR THE YEAR ENDED 31 OCTOBER 2010**

|  | <b>Year<br/>Ended<br/>31 October<br/>2010<br/>£</b> | <b>Year<br/>ended<br/>31 October<br/>2009<br/>£</b> |
|--|---|---|
| <b>Administrative expenses</b>         |   |   |
| Wages and salaries                     | 15,329  | 1,003   |
| Insurance                              | 1,184   | 2,179   |
| Printing, postage, stationery, storage | 9,207   | 10,803  |
| Advertising                            | -   | 6,130   |
| Publisher fee                          | 9,750   | 19,375  |
| Administrator fee                      | 9,772   | -   |
| Telephone                              | 1,337   | 1,205   |
| Computer running costs                 | 811   | 2,695   |
| Travelling expenses                    | 1,631   | 1,615   |
| Accountancy                            | 4,451   | 5,131   |
| Bank charges                           | 350   | 255   |
| Credit card charges                    | 231   | 244   |
| Sundry expenses                        | 1,053   | 6,480   |
| Legal fees                             | 1,377   | -   |
|  | <hr/>   | <hr/>   |
|  | <b>56,483</b>                                       | <b>57,115</b>                                       |
|  | <hr/>   | <hr/>   |