

REGISTERED NUMBER: 6404226

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2009

FOR

SELFserve (UK) LIMITED

FRIDAY



A07

29/10/2010

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COMPANIES HOUSE

SELSERVE (UK) LIMITED (REGISTERED NUMBER: 6404226)

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FOR THE YEAR ENDED 31 DECEMBER 2009**

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SELFserve (UK) LIMITED (REGISTERED NUMBER: 6404226)**ABBREVIATED BALANCE SHEET
31 DECEMBER 2009**

	Notes	31 12 09 £	£	31 12 08 £	£
FIXED ASSETS					
Tangible assets	2		19,337		40,690
CURRENT ASSETS					
Debtors		182,303		343,933	
Cash at bank		-		41,656	
		<u>182,303</u>		<u>385,589</u>	
CREDITORS					
Amounts falling due within one year		<u>929,478</u>		<u>572,882</u>	
NET CURRENT LIABILITIES			<u>(747,175)</u>		<u>(187,293)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(727,838)</u>		<u>(146,603)</u>
CREDITORS					
Amounts falling due after more than one year	3		-		313,996
NET LIABILITIES			<u>(727,838)</u>		<u>(460,599)</u>
CAPITAL AND RESERVES					
Called up share capital	4		4		4
Profit and loss account			<u>(727,842)</u>		<u>(460,603)</u>
SHAREHOLDERS' FUNDS			<u>(727,838)</u>		<u>(460,599)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2009

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2009 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each 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 financial statements, so far as applicable to the company

The notes form part of these abbreviated accounts

SELFserve (UK) LIMITED (REGISTERED NUMBER: 6404226)

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2009

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 28/10/10, and were signed by:


R L Hargreaves (Director)

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2009

1 ACCOUNTING POLICIES

Going concern

The parent company Shopcreator Services Limited has confirmed its support to the company and the directors consider that the company will continue in operation for the foreseeable future. Consequently the financial statements have been prepared on a going concern basis. No adjustments have been made to restate assets and liabilities to their recoverable amounts should this basis prove not to be appropriate.

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 amounts receivable for goods and services net of VAT and trade discounts.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Plant and machinery etc - 33% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. The deferred tax balance has not been discounted.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 January 2009	74,971
Additions	384
	<hr/>
At 31 December 2009	75,355
	<hr/>
DEPRECIATION	
At 1 January 2009	34,281
Charge for year	21,737
	<hr/>
At 31 December 2009	56,018
	<hr/>
NET BOOK VALUE	
At 31 December 2009	19,337
	<hr/>
At 31 December 2008	40,690
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SELFSERVE (UK) LIMITED (REGISTERED NUMBER: 6404226)

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2009**

3 CREDITORS

Creditors include the following debts falling due in more than five years

	31 12 09	31 12 08
	£	£
Repayable otherwise than by instalments	-	313,996
	<u> </u>	<u> </u>

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid

Number	Class	Nominal value	31 12 09	31 12 08
		£1	£	£
4	Ordinary		4	4
			<u> </u>	<u> </u>

5 ULTIMATE PARENT COMPANY

Selfserve (UK) Limited is a 100% owned subsidiary of Shopcreator Services Limited, a company incorporated in the UK

6 ULTIMATE CONTROLLING PARTY

Shopcreator Services Limited is the ultimate controlling party