

Company Registration No. 06814083 (England and Wales)

THE EMAIL ACADEMY LTD
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010

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THE EMAIL ACADEMY LTD

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THE EMAIL ACADEMY LTD

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2010

	Notes	2010 £	£	2009 £	£
Fixed assets					
Intangible assets	2		-		47,784
Tangible assets	2		282		438
			<u>282</u>		<u>48,222</u>
Current assets					
Debtors		24,423		28,786	
Cash at bank and in hand		46,087		42,571	
		<u>70,510</u>		<u>71,357</u>	
Creditors: amounts falling due within one year		<u>(45,058)</u>		<u>(19,423)</u>	
Net current assets			25,452		51,934
Total assets less current liabilities			<u>25,734</u>		<u>100,156</u>
Capital and reserves					
Called up share capital	3	20,000		80,001	
Share premium account		5,000		20,000	
Profit and loss account		734		155	
Shareholders' funds			<u>25,734</u>		<u>100,156</u>

THE EMAIL ACADEMY LTD

ABBREVIATED BALANCE SHEET (CONTINUED)

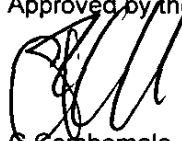
AS AT 31 DECEMBER 2010

For the financial year ended 31 December 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 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 13 June 2011



G Combemale

Director

Company Registration No 06814083

THE EMAIL ACADEMY LTD

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

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

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	33% on cost
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1.6 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account

THE EMAIL ACADEMY LTD

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2010

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 January 2010	50,000	514	50,514
Additions	8,000	-	8,000
Disposals	(58,000)	-	(58,000)
At 31 December 2010	-	514	514
Depreciation			
At 1 January 2010	2,216	76	2,292
On disposals	(5,540)	-	(5,540)
Charge for the year	3,324	156	3,480
At 31 December 2010	-	232	232
Net book value			
At 31 December 2010	-	282	282
At 31 December 2009	47,784	438	48,222

3 Share capital

	2010 £	2009 £
Allotted, called up and fully paid		
20,000 Ordinary 'A' of £1 each	20,000	80,001

On 29 January 2010 the company issued 8,000 B Ordinary shares as consideration for the purchase of a business

On 31 December 2010 the company redeemed 60,001 A ordinary shares and 8,000 B ordinary shares from its shareholders. Payment for the shares was by way of the sale of the business to which the goodwill was associated and by way of cash for the balance.