

REGISTERED NUMBER 07291783 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010
FOR
POLITICAL HOLDINGS LIMITED

THURSDAY



L10

L4CCSXY0
29/09/2011
COMPANIES HOUSE

30

POLITICAL HOLDINGS LIMITED (REGISTERED NUMBER 07291783)

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4

POLITICAL HOLDINGS LIMITED

COMPANY INFORMATION

FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010

DIRECTORS

A Wilson
S A Banks-Cooper
S Stone
I C Dale
S Greer
I G Robinson

SECRETARY

C W Lawes

REGISTERED OFFICE:

17 Marina Court
Castle Street
Hull
HU1 1TJ

REGISTERED NUMBER

07291783 (England and Wales)

ACCOUNTANTS.

Banks Cooper Associates Limited
17 Marina Court
Hull
HU1 1TJ

POLITICAL HOLDINGS LIMITED (REGISTERED NUMBER 07291783)

**ABBREVIATED BALANCE SHEET
31 DECEMBER 2010**

	Notes	£	£
FIXED ASSETS			
Investments	2		587,940
CURRENT ASSETS			
Debtors	3	562,018	
CREDITORS			
Amounts falling due within one year		<u>27,808</u>	
NET CURRENT ASSETS			<u>534,210</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			1,122,150
CREDITORS			
Amounts falling due after more than one year			<u>612,959</u>
NET ASSETS			<u><u>509,191</u></u>
CAPITAL AND RESERVES			
Called up share capital	4		20
Share premium			524,980
Profit and loss account			<u>(15,809)</u>
SHAREHOLDERS' FUNDS			<u><u>509,191</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2010

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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

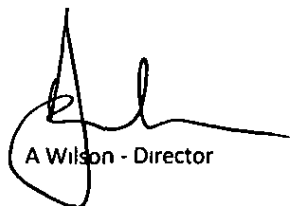
The notes form part of these abbreviated accounts

POLITICAL HOLDINGS LIMITED (REGISTERED NUMBER 07291783)

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 2010

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 Board of Directors on 29 September 2011 and were signed on its behalf by



A Wilson - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010

1 ACCOUNTING POLICIES**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)

Deferred tax

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 will result in an obligation to pay more tax in future or a right to pay less tax in future have occurred at that date. Timing differences are differences between the company's taxable profits and its results as stated 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 which are enacted or substantially enacted by the balance sheet date. Deferred tax is measured on a non-discounted basis.

Where such differences result in deferred tax assets, they are recognised to the extent that they are regarded as recoverable where, on the basis of available evidence, it is more likely than not that there will be suitable taxable profits from which the reversal of the timing differences can be deducted.

2 FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
Additions	587,940
At 31 December 2010	587,940
NET BOOK VALUE	
At 31 December 2010	587,940

The company's investments at the balance sheet date in the share capital of companies include the following

Biteback Media Limited

Nature of business Magazine publisher

	% holding	31 12 10	31 12 09
Class of shares		£	£
Ordinary	100.00	(1,265,267)	(914,865)
Aggregate capital and reserves		(350,402)	(440,346)
Loss for the period			

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010

2 FIXED ASSET INVESTMENTS - continued

Biteback Publishing Limited

Nature of business Book publishing

	%	
Class of shares	holding	
Ordinary	85 00	30 6 10
		£
Aggregate capital and reserves		(73,532)
Loss for the period		<u>(88,617)</u>

Political Investments Limited

Nature of business Holding Company

	%	
Class of shares	holding	
Ordinary A	57 50	31 12 10
		£
Aggregate capital and reserves		1,260,498
Profit for the period		<u>50,294</u>

Political Information Limited

Nature of business Political website

	%	
Class of shares	holding	
Ordinary	57 50	31 12 10
		£
Aggregate capital and reserves		(656,516)
Loss for the period		<u>(656,517)</u>

Conservative Intelligence Limited

Nature of business Political website and events

	%	
Class of shares	holding	
Ordinary	57 50	31 12 10
		£
Aggregate capital and reserves		(292,632)
Loss for the period		<u>(292,633)</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 22 JUNE 2010 TO 31 DECEMBER 2010

2 FIXED ASSET INVESTMENTS - continued

Conservative Home Limited

Nature of business Political website

Class of shares	% holding	
Ordinary	57 50	31 12 10
		£
Aggregate capital and reserves		(13,154)
Loss for the period		<u>(13,155)</u>

3 DEBTORS AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

The aggregate total of debtors falling due after more than one year is £559,962

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid

Number	Class	Nominal value	£
200	Ordinary	10p	<u>20</u>

During the period, 200 Ordinary shares of 10p each were issued for an aggregate value of £525,000 in connection with the acquisition of the company's interests in Biteback Media Limited and Political Investments Limited

5 ULTIMATE PARENT COMPANY

Mayfair Limited, a company incorporated in Belize, is the company's ultimate parent company