

Registered Number 09274379

IDEATION BRANDS LIMITED

Abbreviated Accounts

31 October 2015

Abbreviated Balance Sheet as at 31 October 2015

	<i>Notes</i>	<i>2015</i>
		£
Fixed assets		
Tangible assets	2	9,554
		<u>9,554</u>
Current assets		
Debtors		17,482
Cash at bank and in hand		7,913
		<u>25,395</u>
Creditors: amounts falling due within one year		<u>(24,642)</u>
Net current assets (liabilities)		<u>753</u>
Total assets less current liabilities		<u>10,307</u>
Provisions for liabilities		<u>(1,900)</u>
Total net assets (liabilities)		<u>8,407</u>
Capital and reserves		
Called up share capital	3	100
Profit and loss account		8,307
Shareholders' funds		<u>8,407</u>

- For the year ending 31 October 2015 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 14 July 2016

And signed on their behalf by:

E Short, Director

Notes to the Abbreviated Accounts for the period ended 31 October 2015**1 Accounting Policies****Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

Turnover represents the amounts receivable for goods and services net of vat and trade discounts.

Tangible assets depreciation policy

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;

Plant and machinery 50% reducing balance

Computer equipment 25% reducing balance

Other accounting policies

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

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.

2 Tangible fixed assets

	£
Cost	
Additions	17,451
Disposals	-
Revaluations	-
Transfers	-
At 31 October 2015	<u>17,451</u>
Depreciation	
Charge for the year	7,897
On disposals	-
At 31 October 2015	<u>7,897</u>
Net book values	
At 31 October 2015	<u><u>9,554</u></u>

3 Called Up Share Capital

Allotted, called up and fully paid:

	2015
	£
100 Ordinary shares of £100 each	10,000

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.