

Registered Number 09274379

IDEATION BRANDS LIMITED

Abbreviated Accounts

31 October 2016

Abbreviated Balance Sheet as at 31 October 2016

	<i>Notes</i>	<i>2016</i>	<i>2015</i>
		£	£
Fixed assets			
Tangible assets	2	5,292	9,554
		<u>5,292</u>	<u>9,554</u>
Current assets			
Debtors		10,924	17,482
Cash at bank and in hand		9,996	7,913
		<u>20,920</u>	<u>25,395</u>
Creditors: amounts falling due within one year		(12,741)	(24,642)
Net current assets (liabilities)		<u>8,179</u>	<u>753</u>
Total assets less current liabilities		<u>13,471</u>	<u>10,307</u>
Provisions for liabilities		(1,100)	(1,900)
Total net assets (liabilities)		<u>12,371</u>	<u>8,407</u>
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		12,271	8,307
Shareholders' funds		<u>12,371</u>	<u>8,407</u>

- For the year ending 31 October 2016 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 20 July 2017

And signed on their behalf by:

E Short, Director

Notes to the Abbreviated Accounts for the period ended 31 October 2016**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 January 2015

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

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.

2 Tangible fixed assets

	£
Cost	
At 1 November 2015	17,451
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 31 October 2016	<u>17,451</u>
Depreciation	
At 1 November 2015	7,897
Charge for the year	4,262
On disposals	-
At 31 October 2016	<u>12,159</u>
Net book values	
At 31 October 2016	<u>5,292</u>
At 31 October 2015	<u>9,554</u>

3 Called Up Share Capital

Allotted, called up and fully paid:

	<i>2016</i>	<i>2015</i>
	<i>£</i>	<i>£</i>
100 Ordinary shares of £1 each	100	100

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