

REGISTERED NUMBER. OC315377 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2011**

**FOR**

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

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**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**CONTENTS OF THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2011**

	<b>Page</b>
<b>General Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>3</b>
<b>Report of the Accountants</b>	<b>4</b>

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**GENERAL INFORMATION**  
**FOR THE YEAR ENDED 31 MARCH 2011**

<b>DESIGNATED MEMBERS:</b>	Mrs S Pearson M Pearson
<b>REGISTERED OFFICE:</b>	16 Ferrers Road Lewes East Sussex BN7 1PZ
<b>REGISTERED NUMBER:</b>	OC315377 (England and Wales)
<b>ACCOUNTANTS:</b>	Peter Jarman & Company 1-2 Harbour House Harbour Way Shoreham by Sea West Sussex BN43 5HZ

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**ABBREVIATED BALANCE SHEET**

**31 MARCH 2011**

	Notes	2011 £	2010 £
<b>FIXED ASSETS</b>			
Tangible assets	2	31,992	36,430
<b>CURRENT ASSETS</b>			
Debtors		9,989	13,245
Cash at bank		17,794	24,616
		27,783	37,861
<b>CREDITORS</b>			
Amounts falling due within one year		19,001	20,340
<b>NET CURRENT ASSETS</b>		8,782	17,521
<b>TOTAL ASSETS LESS CURRENT LIABILITIES and NET ASSETS ATTRIBUTABLE TO MEMBERS</b>		40,774	53,951
<b>LOANS AND OTHER DEBTS DUE TO MEMBERS</b>		40,774	53,951
<b>TOTAL MEMBERS' INTERESTS</b>		40,774	53,951
Loans and other debts due to members			

The LLP is entitled to exemption from audit under Section 477 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 for the year ended 31 March 2011

The members acknowledge their responsibilities for

- ensuring that the LLP keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 and
- preparing financial statements which give a true and fair view of the state of affairs of the LLP 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 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 relating to financial statements, so far as applicable to the LLP

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 relating to small LLPs

The financial statements were approved by the members of the LLP on  
by

7/12/11

and were signed



Mrs S Pearson - Designated member

The notes form part of these abbreviated accounts

## **ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

### **NOTES TO THE ABBREVIATED ACCOUNTS** **FOR THE YEAR ENDED 31 MARCH 2011**

#### **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) and the requirements of the Statement of Recommended Practice, Accounting by Limited Liability Partnerships

##### **Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax, except in respect of service contracts where turnover is recognised when the LLP obtains the right to consideration

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Plant and machinery etc - 25% on reducing balance

#### **2 TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 April 2010	<b>88,429</b>
Additions	<b>6,226</b>
	<hr/>
At 31 March 2011	<b>94,655</b>
	<hr/>
<b>DEPRECIATION</b>	
At 1 April 2010	<b>51,999</b>
Charge for year	<b>10,664</b>
	<hr/>
At 31 March 2011	<b>62,663</b>
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<b>NET BOOK VALUE</b>	
At 31 March 2011	<b>31,992</b>
	<hr/>
At 31 March 2010	<b>36,430</b>
	<hr/>

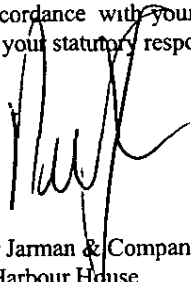
**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**REPORT OF THE ACCOUNTANTS TO THE MEMBERS OF**  
**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

The following reproduces the text of the report prepared for the members in respect of the LLP's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to three) have been prepared.

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31 March 2011 set out on pages one to ten and you consider that the LLP is exempt from an audit

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us



Peter Jarman & Company  
1-2 Harbour House  
Harbour Way  
Shoreham by Sea  
West Sussex  
BN43 5HZ

Date 7/12/11

This page does not form part of the abbreviated accounts