# DISPLAY PROMOTIONS (LONDON) LIMITED ABBREVIATED ACCOUNTS 31 JULY 2015

FRIDAY

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11/12/2015 COMPANIES HOUSE #254

# **DISPLAY PROMOTIONS (LONDON) LIMITED**

## ABBREVIATED BALANCE SHEET

as at 31 July 2015

Company Registration No. 01703871

Notes		2015 £		2014 £
2		677		
	•			
	1 650		1 750	
	•		·	
	•		·	
	99,000		99,009	
	(05.005)		(00.444)	
	(85,365)		(99,114)	
		14,521		755
	-	15,198	· ·	755
3		200		200
•				555
		,000		330
	_	15,198		755
	2	1,650 85,291 12,945 99,886 (85,365)	1,650 85,291 12,945 99,886 (85,365) 14,521 15,198 3 200 14,998	£ 2 677  1,650 1,750 85,291 82,567 12,945 15,552 99,886 99,869  (85,365) (99,114)  14,521  15,198  3 200 14,998

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

## Director's responsibilities:

- The member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges his responsibilities for complying with the requirements of the act with respect to accounting records and the preparation of financial statements.

These financial statements 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 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

the board on 04/12/2015

Michael I Levy

Approved by

**Director** 

# **DISPLAY PROMOTIONS (LONDON) LIMITED**

## NOTES TO THE ABBREVIATED ACCOUNTS

## FOR THE YEAR ENDED 31 JULY 2015

## 1 Accounting policies

## Basis of preparation

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**

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

### Depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation less estimated residual value of each asset over

Fixtures, fittings and equipment

20% straight line

#### Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse.

## Foreign currencies

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

2	Tangible fixed assets			£	
	Cost				
	At 1 August 2014			11,472	
	Additions			846_	
	At 31 July 2015			12,318	
	Depreciation				
	At 1 August 2014			11,472	
	Charge for the year			169	
	At 31 July 2015			11,641	
	Net book value				
	At 31 July 2015			677_	
3	Share capital	Nominal	2015	2015	2014
		value	Number	£	£
	Allotted, called up and fully paid:				
	Ordinary shares	£1 each	200	200	200
				•	