

REGISTRAR

Registered number: 05505915

SIMON MIDDLETON COMPANY LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 APRIL 2011

TUESDAY



ALG8VWJT

A44

09/08/2011

263

COMPANIES HOUSE

SIMON MIDDLETON COMPANY LIMITED

The following reproduces the text of the Chartered accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared

CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE PREPARATION OF THE UNAUDITED STATUTORY FINANCIAL STATEMENTS OF SIMON MIDDLETON COMPANY LIMITED FOR THE YEAR ENDED 30 APRIL 2011

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Simon Middleton Company Limited for the year ended 30 April 2011 which comprise the Balance sheet and the related notes from the company's accounting records and from information and explanations you have given to us

As a member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/regulations

This report is made solely to the director of Simon Middleton Company Limited in accordance with the terms of our engagement letter dated 9 July 2009. Our work has been undertaken solely to prepare for your approval the financial statements of Simon Middleton Company Limited and state those matters that we have agreed to state to him in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Simon Middleton Company Limited and its director for our work or for this report

It is your duty to ensure that Simon Middleton Company Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the company's assets, liabilities, financial position and profit. You consider that Simon Middleton Company Limited is exempt from the statutory audit requirement for the year

We have not been instructed to carry out an audit or review of the financial statements of Simon Middleton Company Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements

MA Partners LLP

MA Partners LLP
Chartered Accountants
7 The Close
Norwich
Norfolk
NR1 4DJ

12 July 2011

SIMON MIDDLETON COMPANY LIMITED
REGISTERED NUMBER: 05505915

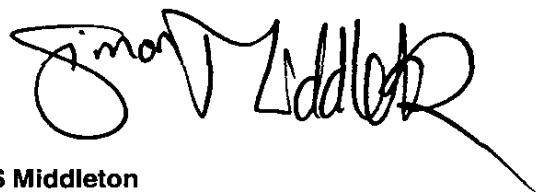
ABBREVIATED BALANCE SHEET
AS AT 30 APRIL 2011

	Note	£	2011	£	£	2010	£
FIXED ASSETS							
Intangible assets	2		-			100	
Tangible assets	3		270			1,314	
			<u>270</u>			<u>1,414</u>	
CURRENT ASSETS							
Debtors		5,835			5,562		
CREDITORS: amounts falling due within one year		(17,931)			(32,656)		
NET CURRENT LIABILITIES			(12,096)			(27,094)	
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(11,826)</u>			<u>(25,680)</u>	
CAPITAL AND RESERVES							
Called up share capital	4		120			120	
Profit and loss account			(11,946)			(25,800)	
SHAREHOLDERS' DEFICIT			<u>(11,826)</u>			<u>(25,680)</u>	

The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

The director acknowledges his responsibility for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 April 2011 and of its profit for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf on 12 July 2011



S Middleton
Director

The notes on pages 3 to 4 form part of these financial statements

SIMON MIDDLETON COMPANY LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 APRIL 2011**

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of the provision of brand strategy services and campaigns, exclusive of Value Added Tax. Revenue is recognised to the extent that the company has obtained the right to consideration through its performance of its contractual obligations.

1.3 Intangible fixed assets and amortisation

Trademark costs are stated at cost less amortisation. Amortisation is provided at a rate calculated to write off the cost of the asset over its expected useful life.

Amortisation is provided at the following rates:

Trademarks	- 33 33% Straight line
------------	------------------------

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

L/Term Leasehold Property	- 16 67% straight line
Fixtures & fittings	- 20% straight line
Office equipment	- 25% straight line

2. INTANGIBLE FIXED ASSETS

	£
Cost	
At 1 May 2010 and 30 April 2011	<u>300</u>
Amortisation	
At 1 May 2010	200
Charge for the year	<u>100</u>
At 30 April 2011	<u>300</u>
Net book value	
At 30 April 2011	<u>-</u>
At 30 April 2010	<u><u>100</u></u>

SIMON MIDDLETON COMPANY LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 APRIL 2011**

3. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 May 2010 and 30 April 2011	<u>9,952</u>
Depreciation	
At 1 May 2010	<u>8,638</u>
Charge for the year	<u>1,044</u>
At 30 April 2011	<u>9,682</u>
Net book value	
At 30 April 2011	<u>270</u>
At 30 April 2010	<u>1,314</u>

4. SHARE CAPITAL

	2011	2010
	£	£
Allotted, called up and fully paid		
120 Ordinary shares of £1 each	<u>120</u>	<u>120</u>

5. DIRECTOR'S BENEFITS: ADVANCES, CREDIT AND GUARANTEES

As at 30 April 2011, the overdrawn balance on the loan to S R Middleton, the director of the company was £454 (2010 - £5,387 in credit) This amount has been included within other debtors in the financial statements No interest was charged on this loan