

**Registered Number 03319569**

**CONCEPT ADVERTISING AND PUBLIC RELATIONS LIMITED**

**Abbreviated Accounts**

**31 March 2014**

**CONCEPT ADVERTISING AND PUBLIC RELATIONS LIMITED**

Abbreviated Balance Sheet as at 31 March 2014

Registered Number 03319569

	<i>Notes</i>	<i>2014</i>	<i>2013</i>
		£	£
<b>Fixed assets</b>			
Intangible assets	2	17,500	20,000
Tangible assets	3	19,245	20,219
		<u>36,745</u>	<u>40,219</u>
<b>Current assets</b>			
Debtors		88,153	126,695
Cash at bank and in hand		38,525	14,135
		<u>126,678</u>	<u>140,830</u>
<b>Prepayments and accrued income</b>		4,151	3,323
<b>Creditors: amounts falling due within one year</b>		(72,610)	(82,681)
<b>Net current assets (liabilities)</b>		<u>58,219</u>	<u>61,472</u>
<b>Total assets less current liabilities</b>		<u>94,964</u>	<u>101,691</u>
<b>Total net assets (liabilities)</b>		<u>94,964</u>	<u>101,691</u>
<b>Capital and reserves</b>			
Called up share capital		10,000	10,000
Profit and loss account		84,964	91,691
<b>Shareholders' funds</b>		<u>94,964</u>	<u>101,691</u>

- For the year ending 31 March 2014 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 29 May 2014

And signed on their behalf by:

**Mr R Wooding, Director**

Notes to the Abbreviated Accounts for the period ended 31 March 2014

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 total invoice value, excluding value added tax, of sales made in the year.

**Tangible assets depreciation policy**

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life as follows:-

Fixtures and Fittings 20% straight line

Office Equipment 20% straight line

**Intangible assets amortisation policy**

Acquired goodwill is written off in equal instalments over its estimated useful economic life of ten years.

2 Intangible fixed assets

	£
<b>Cost</b>	
At 1 April 2013	25,000
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2014	<u>25,000</u>
<b>Amortisation</b>	
At 1 April 2013	5,000
Charge for the year	2,500
On disposals	-
At 31 March 2014	<u>7,500</u>
<b>Net book values</b>	
At 31 March 2014	<u>17,500</u>
At 31 March 2013	<u>20,000</u>

3 Tangible fixed assets

	£
<b>Cost</b>	
At 1 April 2013	29,371

Additions	6,124
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2014	<u>35,495</u>
<b>Depreciation</b>	
At 1 April 2013	9,152
Charge for the year	7,098
On disposals	-
At 31 March 2014	<u>16,250</u>
<b>Net book values</b>	
At 31 March 2014	<u>19,245</u>
At 31 March 2013	<u>20,219</u>

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.