

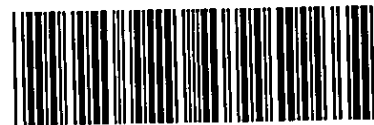
financial statements abbreviated unaudited

The Blue Rooms (London) Limited

For the period ended 30 November 2010

Company registration number 04766975

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The Blue Rooms (London) Limited, Company number 04766975

Abbreviated Accounts

Period from 1 August 2009 to 30 November 2010

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The Blue Rooms (London) Limited, Company number 04766975

Abbreviated Balance Sheet

30 November 2010

	Note	30 Nov 10		31 Jul 09
		£	£	£
Fixed assets	1			
Tangible assets			16,669	8,887
Investments			100	-
			<u>16,769</u>	<u>8,887</u>
Current assets				
Debtors		241,860		399,476
Cash at bank		168,478		46,893
		<u>410,338</u>		<u>446,369</u>
Creditors: amounts falling due within one year		<u>614,677</u>		<u>800,976</u>
Net current liabilities			<u>(204,339)</u>	<u>(354,607)</u>
Total assets less current liabilities			<u>(187,570)</u>	<u>(345,720)</u>
Provisions for liabilities			1,145	-
			<u>£(188,715)</u>	<u>£(345,720)</u>
Capital and reserves				
Called-up equity share capital	3		100	100
Profit and loss account			<u>(188,815)</u>	<u>(345,820)</u>
Deficit			<u>£(188,715)</u>	<u>£(345,720)</u>

The director is satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the period by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The director acknowledges his responsibility for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its profit or loss for the financial period in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

The Balance sheet continues on the following page
The accounting policies and notes on pages 3 to 6 form part of these abbreviated accounts.

The Blue Rooms (London) Limited, Company number 04766975

Abbreviated Balance Sheet *(continued)*

30 November 2010

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved and signed by the director and authorised for issue on

25 August 2011



Mr S S Mehta
Director

The accounting policies and notes on pages 3 to 6 form part of these abbreviated accounts.

The Blue Rooms (London) Limited, Company number 04766975

Accounting Policies

Period from 1 August 2009 to 30 November 2010

Basis of accounting

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)

Consolidation

In the opinion of the director, the company and its subsidiary undertakings comprise a small group. The company has therefore taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts.

Turnover

Turnover represents amounts receivable for photographic services provided prior to the balance sheet date, net of VAT.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, net of anticipated disposal proceeds, over the useful economic life of that asset as follows:

Fixtures, fittings & equipment	-	20% straight line
Computer equipment	-	33 3% straight line

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Pension costs

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

Deferred tax assets are recognised only to the extent that the director considers that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

The Blue Rooms (London) Limited, Company number 04766975

Accounting Policies *(continued)*

Period from 1 August 2009 to 30 November 2010

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Going concern

The directors consider that the going concern basis for the preparation of the accounts is appropriate in view of the continued support of the parent company.

The Blue Rooms (London) Limited, Company number 04766975

Notes to the Abbreviated Accounts

Period from 1 August 2009 to 30 November 2010

1. Fixed assets

	Tangible assets £	Investments £	Total £
Cost			
At 1 August 2009	33,018	-	33,018
Additions	5,961	100	6,061
Transfers from subsidiary company	29,019	-	29,019
At 30 November 2010	<u>67,998</u>	<u>100</u>	<u>68,098</u>
Depreciation			
At 1 August 2009	24,131	-	24,131
Charge for period	7,648	-	7,648
Transfers from subsidiary company	19,550	-	19,550
At 30 November 2010	<u>51,329</u>	<u>-</u>	<u>51,329</u>
Net book value			
At 30 November 2010	<u>£16,669</u>	<u>£100</u>	<u>£16,769</u>
At 31 July 2009	<u>£8,887</u>	<u>-</u>	<u>£8,887</u>

On 30 November 2010 the company purchased 100% of the issued share capital of Pure Space Studios Limited from the parent company Gordons 169 Limited. The business of Pure Space Studios Limited involved providing photographic portraits and other specialist photography and film processing services. On 30 November 2010 the trade and certain assets and liabilities were transferred to the company.

Aggregate capital and reserves	2010
Pure Space Studios Limited	£ 5,422
Profit and (loss) for the year	
Pure Space Studios Limited	397,173

2. Transactions with the director

At 31 July 2009 the former director Mike Hannah owed the company £3,565. Significant advances of £5,000 and £28,081 and other amounts under £5,000 totalling £6,475 were paid to Mike Hannah during the period. In addition, an amount of £2,100 owed by the former director to Pure Space Studios Limited, the subsidiary, was transferred to the company as part of the transfer of trade and certain assets and liabilities, carried out in the period. No interest was charged on the amounts advanced. At the period end the amount owed by the former director was £28,107.

At 31 July 2009 the former director Chelsea Singh owed the company £Nil. A significant advance of £18,406 and other amounts under £5,000 totalling £7,503 were paid to Chelsea Singh during the period. No interest was charged on the amounts advanced. At the period end the amount owed by the former director was £18,432.

During the period to 30 November 2010 dividends of £180,000 (2009 £280,000) were paid to the former directors.

The Blue Rooms (London) Limited, Company number 04766975

Notes to the Abbreviated Accounts

Period from 1 August 2009 to 30 November 2010

3. Share capital
Allotted, called up and fully paid.

	30 Nov 10		31 Jul 09	
	No	£	No	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

4. Controlling party

Until 9 November 2010 there was no controlling party. From that date Gordons 169 Limited, of whom there is no controlling party, became the parent company.