

Registered Number 03319569

CONCEPT ADVERTISING AND PUBLIC RELATIONS LIMITED

Abbreviated Accounts

31 March 2013

CONCEPT ADVERTISING AND PUBLIC RELATIONS LIMITED

Abbreviated Balance Sheet as at 31 March 2013

Registered Number 03319569

	<i>Notes</i>	<i>2013</i>	<i>2012</i>
		£	£
Fixed assets			
Intangible assets	2	20,000	22,500
Tangible assets	3	20,219	25,132
		<u>40,219</u>	<u>47,632</u>
Current assets			
Debtors		130,018	165,700
Cash at bank and in hand		14,135	11,722
		<u>144,153</u>	<u>177,422</u>
Creditors: amounts falling due within one year		<u>(82,681)</u>	<u>(99,102)</u>
Net current assets (liabilities)		<u>61,472</u>	<u>78,320</u>
Total assets less current liabilities		<u>101,691</u>	<u>125,952</u>
Total net assets (liabilities)		<u>101,691</u>	<u>125,952</u>
Capital and reserves			
Called up share capital		10,000	10,000
Profit and loss account		91,691	115,952
Shareholders' funds		<u>101,691</u>	<u>125,952</u>

- For the year ending 31 March 2013 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 16 May 2013

And signed on their behalf by:

R Wooding, Director

Notes to the Abbreviated Accounts for the period ended 31 March 2013

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% reducing balance

Office Equipment 20% reducing balance

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

	£
Cost	
At 1 April 2012	25,000
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2013	<u>25,000</u>
Amortisation	
At 1 April 2012	2,500
Charge for the year	2,500
On disposals	-
At 31 March 2013	<u>5,000</u>
Net book values	
At 31 March 2013	<u><u>20,000</u></u>
At 31 March 2012	<u><u>22,500</u></u>

3 Tangible fixed assets

	£
Cost	
At 1 April 2012	28,409
Additions	962
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2013	<u>29,371</u>
Depreciation	

At 1 April 2012	3,277
Charge for the year	5,875
On disposals	-
At 31 March 2013	<u>9,152</u>
Net book values	
At 31 March 2013	<u>20,219</u>
At 31 March 2012	<u>25,132</u>

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