

Accelerate Marketing Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 March 2012

Accelerate Marketing Limited
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Accelerate Marketing Limited
(Registration number: 04335056)
Abbreviated Balance Sheet at 31 March 2012

	Note	2012 £	2011 £
Fixed assets			
Tangible fixed assets		977	1,222
		<hr/>	<hr/>
Current assets			
Debtors		4,541	4,601
Cash at bank and in hand		713	2,602
		<hr/>	<hr/>
		5,254	7,203
Creditors: Amounts falling due within one year		(2,628)	(3,828)
		<hr/>	<hr/>
Net current assets		2,626	3,375
		<hr/>	<hr/>
Total assets less current liabilities		3,603	4,597
Provisions for liabilities		(195)	(244)
		<hr/>	<hr/>
Net assets		3,408	4,353
		<hr/> <hr/>	<hr/> <hr/>
Capital and reserves			
Called up share capital	3	2	2
Profit and loss account		3,406	4,351
		<hr/>	<hr/>
Shareholders' funds		3,408	4,353
		<hr/> <hr/>	<hr/> <hr/>

For the year ending 31 March 2012 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 24 December 2012 and signed on its behalf by:

.....
CD Hughes
Director

The notes on pages 2 to 3 form an integral part of these financial statements.

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Notes to the Abbreviated Accounts for the Year Ended 31 March 2012
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1 Accounting policies

Basis of preparation

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).

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Fixtures and fittings	20% reducing balance basis
Office equipment	20% reducing balance basis

Deferred tax

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE. Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date.

2 Fixed assets

	Tangible assets £	Total £
Cost		
At 1 April 2011	4,125	4,125
	<hr/>	<hr/>
At 31 March 2012	4,125	4,125
	<hr/>	<hr/>
Depreciation		
At 1 April 2011	2,903	2,903

Charge for the year	245	245
	<hr/>	<hr/>
At 31 March 2012	3,148	3,148
	<hr/>	<hr/>
Net book value		
At 31 March 2012	977	977
	<hr/>	<hr/>
At 31 March 2011	1,222	1,222
	<hr/>	<hr/>

3 Share capital

Allotted, called up and fully paid shares

	2012		2011	
	No.	£	No.	£
Ordinary Shares of £1 each	2	2	2	2
	<hr/>	<hr/>	<hr/>	<hr/>
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Notes to the Abbreviated Accounts for the Year Ended 31 March 2012
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4 Related party transactions

Directors' advances and credits

	2012 Advance/ Credit £	2012 Repaid £	2011 Advance/ Credit £	2011 Repaid £
CD Hughes				
Balance brought forward	3,939	-	1,502	-
Withdrawals	-	-	9,116	-
Amounts repaid	-	-	-	6,679
Dividends	-	-	-	-
	<u>3,939</u>	<u>-</u>	<u>10,619</u>	<u>6,679</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.