

Accelerate Marketing Limited

Unaudited Abbreviated Accounts

for the Year Ended 31 March 2011

Accelerate Marketing Limited
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Accelerate Marketing Limited
(Registration number: 04335056)
Abbreviated Balance Sheet at 31 March 2011

	Note	2011 £	2010 £
Fixed assets			
Tangible fixed assets		1,222	1,528
		<hr/>	<hr/>
Current assets			
Debtors	3	4,601	3,315
Cash at bank and in hand		2,602	10,363
		<hr/>	<hr/>
		7,203	13,678
Creditors: Amounts falling due within one year		(3,828)	(8,036)
		<hr/>	<hr/>
Net current assets		3,375	5,642
		<hr/>	<hr/>
Total assets less current liabilities		4,597	7,170
Provisions for liabilities		(244)	(321)
		<hr/>	<hr/>
Net assets		4,353	6,849
		<hr/> <hr/>	<hr/> <hr/>
Capital and reserves			
Called up share capital	4	2	2
Profit and loss account		4,351	6,847
		<hr/>	<hr/>
Shareholders' funds		4,353	6,849
		<hr/> <hr/>	<hr/> <hr/>

For the year ending 31 March 2011 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 and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

Approved by the Board on 30 December 2011 and signed on its behalf by:

.....
Mrs Claire Deborah Hughes
Director

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

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Accelerate Marketing Limited
Notes to the Abbreviated Accounts for the Year Ended 31 March 2011
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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).

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

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

Cost	Tangible assets £	Total £
At 1 April 2010	4,125	4,125
	<hr/>	<hr/>

At 31 March 2011	4,125	4,125
	<hr/>	<hr/>
Depreciation		
At 1 April 2010	2,597	2,597
Charge for the year	306	306
	<hr/>	<hr/>
At 31 March 2011	2,903	2,903
	<hr/>	<hr/>
Net book value		
At 31 March 2011	1,222	1,222
	<hr/> <hr/>	<hr/> <hr/>
At 31 March 2010	1,528	1,528
	<hr/> <hr/>	<hr/> <hr/>

Accelerate Marketing Limited
Notes to the Abbreviated Accounts for the Year Ended 31 March 2011
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3 Debtors

Debtors includes £nil (2010 - £nil) receivable after more than one year.

4 Share capital

Allotted, called up and fully paid shares

	2011		2010	
	No.	£	No.	£
Ordinary Shares of £1 each	2	2	2	2

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