

BRITISH HEART FOUNDATION SALES LIMITED

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

for the year ended 31 MARCH 2010

Registered Office
Greater London House
180 Hampstead Road
London NW1 7AW
Company Number 877530

FRIDAY



A04 13/08/2010 412
COMPANIES HOUSE

DIRECTORS' REPORT - for the year ended 31 March 2010

DIRECTORS

P T Hollins

S Hopkins (appointed 18/01/2010)

M Hall (resigned 18/01/2010)

FINANCIAL STATEMENTS

The directors of British Heart Foundation Sales Limited present their report and financial statements for the year ended 31 March 2010. The company is a wholly owned subsidiary of the British Heart Foundation. The company ceased to trade with effect from 31 March 1999. Its business was taken over by British Heart Foundation Ventures Limited.

The financial statements, therefore, comprise only a balance sheet.

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations. The director's acknowledge their responsibility for complying with the requirements of the Companies Act 2006 with respect to accounting records and for the preparation of the accounts.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to,

- select suitable accounting policies and then apply them consistently,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

DIRECTORS

The directors of the company were those listed above. No director had any interest in the shares of the company at any time during the year.

AUDITORS

For the year ending 31 March 2010, the company was entitled to exemption from audit under section 480 of the Companies Act 2006. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

This report was approved by the Board on 17 June 2010.



S Hopkins
Secretary

17 June 2010

BRITISH HEART FOUNDATION SALES LIMITED

BALANCE SHEET at 31 March 2010

	2010 £	2009 £
CURRENT ASSETS		
Amount due from parent undertaking	2	2
	<hr/>	<hr/>
TOTAL ASSETS	2	2
	<hr/>	<hr/>
CAPITAL		
SHARE CAPITAL		
Authorised - 100 ordinary shares	100	100
	<hr/>	<hr/>
Allotted, called up and fully paid 2 ordinary shares of £1 00 each	2	2
	<hr/>	<hr/>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 480 of the Companies Act 2006 and that the member has not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their responsibilities for complying with the requirement of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared under the historical cost convention

British Heart Foundation Sales Limited is a wholly owned subsidiary of the British Heart Foundation (Charity no 225971), a company limited by guarantee and incorporated in Great Britain, whose financial statements can be obtained from the Company Secretary, Greater London House, 180 Hampstead Road, London, NW1 7AW

The above balance sheet was approved by the Board on 17 June 2010



DIRECTOR P T HOLLINS



DIRECTOR S HOPKINS

17 June 2010