

REGISTERED NUMBER: 02801389 (England and Wales)

**Abbreviated Unaudited Accounts
for the Year Ended 31 March 2011
for
Ideapool Limited**

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23/12/2011
COMPANIES HOUSE

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for the Year Ended 31 March 2011**

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Ideapool Limited
Company Information
for the Year Ended 31 March 2011

DIRECTORS: Mr J J Farrall
Mr M A Bell

SECRETARY: Miss A Hall

REGISTERED OFFICE: Harance House
Rumer Hill Road
Cannock
Staffs
WS11 0ET

REGISTERED NUMBER: 02801389 (England and Wales)

ACCOUNTANTS: Rice & Co
Chartered Accountants
Harance House
Rumer Hill Road
Cannock
Staffs
WS11 0ET

Abbreviated Balance Sheet
31 March 2011

	Notes	2011 £	2010 £
FIXED ASSETS			
Tangible assets	2	430	588
CURRENT ASSETS			
Stocks		600	-
Debtors		1,041	153
Cash at bank		324	1,413
		<u>1,965</u>	<u>1,566</u>
CREDITORS			
Amounts falling due within one year		<u>4,295</u>	<u>2,195</u>
NET CURRENT LIABILITIES		(2,330)	(629)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(1,900)</u>	<u>(41)</u>
CAPITAL AND RESERVES			
Called up share capital	3	4,320	4,320
Profit and loss account		<u>(6,220)</u>	<u>(4,361)</u>
SHAREHOLDERS' FUNDS		<u>(1,900)</u>	<u>(41)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2011 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the Board of Directors on 20.12.2011 and were signed on its behalf by



Mr J J Farrall - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts
for the Year Ended 31 March 2011

1 ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared on a going concern basis on the grounds that the director and his family will continue to financially support the company. The directors consider that the company has sufficient working capital to continue trading for the foreseeable future.

Accounting convention

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).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 25% on reducing balance
Computer equipment	- 25% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2010	2,682
Additions	1
	<hr/>
At 31 March 2011	2,683
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DEPRECIATION	
At 1 April 2010	2,094
Charge for year	159
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At 31 March 2011	2,253
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NET BOOK VALUE	
At 31 March 2011	430
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At 31 March 2010	588
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Ideapool Limited (Registered number: 02801389)

**Notes to the Abbreviated Accounts - continued
for the Year Ended 31 March 2011**

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid		Nominal value	2011	2010
Number	Class		£	£
720	Ordinary (A)	£1	720	720
3,600	Ordinary (B)	£1	3,600	3,600
			<u>4,320</u>	<u>4,320</u>