REGISTERED NUMBER: 02801389 (England and Wales)

Abbreviated Unaudited Accounts

for the Year Ended 31 March 2013

for

Ideapool Limited

Contents of the Abbreviated Accounts
for the Year Ended 31 March 2013

Ideapool Limited

Company Information
for the Year Ended 31 March 2013

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 Limited Chartered Accountants Harance House Rumer Hill Road Cannock Staffs WS11 0ET

Ideapool Limited (Registered number: 02801389)

Abbreviated Balance Sheet
31 March 2013

		2013		2012	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	2		193		302
CURRENT ASSETS					
Stocks		687		800	
Debtors		909		1,537	
Cash at bank and in hand		813		1,380	
		2,409		3,717	
CREDITORS					
Amounts falling due within one year		13,148		4,349	
NET CURRENT LIABILITIES			(10,739)		(632)
TOTAL ASSETS LESS CURRENT LIABILITIES			(10,546)		(330)
CAPITAL AND RESERVES					
Called up share capital	3		4,320		4,320
Profit and loss account			(14,866)		(4,650)
SHAREHOLDERS' FUNDS			(10,546)		(330)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2013 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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 December 2013 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 2013

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 2012	
and 31 March 2013	**2,683**
DEPRECIATION	
At 1 April 2012	**2,381**
Charge for year	**109**
At 31 March 2013	**2,490**
NET BOOK VALUE	
At 31 March 2013	**193**
At 31 March 2012	302

continued...

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	**2013** £	2012 £
720	Ordinary (A)	£1	**720**	720
3,600	Ordinary (B)	£1	**3,600**	3,600
			4,320	4,320