

**Abbreviated Unaudited Accounts**

**for the Year Ended 31 March 2014**

**for**

**Ideapool Limited**

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for the Year Ended 31 March 2014**

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**Ideapool Limited**

**Company Information  
for the Year Ended 31 March 2014**

**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 2014**

	Notes	2014 £	£	2013 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		1,647		193
<b>CURRENT ASSETS</b>					
Stocks		1,045		687	
Debtors		3,097		909	
Cash at bank and in hand		<u>335</u>		<u>813</u>	
		4,477		2,409	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>17,671</u>		<u>13,148</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(13,194)</u>		<u>(10,739)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(11,547)</u>		<u>(10,546)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		4,320		4,320
Profit and loss account			<u>(15,867)</u>		<u>(14,866)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(11,547)</u>		<u>(10,546)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2014 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 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.
- (b)

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 7 December 2014 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 2014**

**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.

**2. TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 April 2013	2,683
Additions	<u>2,004</u>
At 31 March 2014	<u>4,687</u>
<b>DEPRECIATION</b>	
At 1 April 2013	2,490
Charge for year	<u>550</u>
At 31 March 2014	<u>3,040</u>
<b>NET BOOK VALUE</b>	
At 31 March 2014	<u>1,647</u>
At 31 March 2013	<u>193</u>

**Ideapool Limited (Registered number: 02801389)**

**Notes to the Abbreviated Accounts - continued  
for the Year Ended 31 March 2014**

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	<b>2014</b> £	2013 £
720	Ordinary (A)	£1	<b>720</b>	720
3,600	Ordinary (B)	£1	<b><u>3,600</u></b>	<u>3,600</u>
			<b><u>4,320</u></b>	<u>4,320</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.