

**Registered Number 02846900**

**STRIDING EDGE LTD**

**Abbreviated Accounts**

**31 December 2011**

STRIDING EDGE LTD

Registered Number 02846900

## Balance Sheet as at 31 December 2011

	Notes	2011	2010
		£	£
<b>Fixed assets</b>			
Intangible	2	13,930	23,210
Tangible	3	<u>178</u>	<u>266</u>
Total fixed assets		14,108	23,476
<b>Current assets</b>			
Stocks		28,805	33,907
Debtors		6,577	12,636
Cash at bank and in hand		100,331	85,152
Total current assets		<u>135,713</u>	<u>131,695</u>
<b>Creditors: amounts falling due within one year</b>		(16,557)	(18,923)
<b>Net current assets</b>		119,156	112,772
<b>Total assets less current liabilities</b>		<u>133,264</u>	<u>136,248</u>
<b>Total net Assets (liabilities)</b>		133,264	136,248
<b>Capital and reserves</b>			
Called up share capital		3,000	3,000
Other reserves		12,000	12,000
Profit and loss account		<u>118,264</u>	<u>121,248</u>
<b>Shareholders funds</b>		<u>133,264</u>	<u>136,248</u>

- a. For the year ending 31 December 2011 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
  - i. ensuring the company keeps accounting records which comply with Section 386; and
  - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 28 September 2012

And signed on their behalf by:

**Mr EB Robson, Director**

**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 1068 of the Companies Act 2006.**

**Notes to the abbreviated accounts**

For the year ending 31 December 2011

**1 Accounting policies**

**Basis of accounting** 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). **Production development and amortisation** Development expenditure is written off as incurred except where the directors' are satisfied as to the technical, commercial and financial viability of individual videos. In such cases the identifiable expenditure is capitalised and amortised over two years following the release of the video, this being the period during which the company is expected to benefit. Amortisation is calculated so as to write off the cost of an asset, net of anticipated disposal proceeds, over the useful economic life of that asset as follows: Production development 50% 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. **Operating lease agreements** Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

**Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax. In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

**Depreciation**

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Plant and Machinery	25.00% Reducing Balance
Equipment	25.00% Reducing Balance

**2 Intangible fixed assets**

Cost Or Valuation	£
At 31 December 2010	236,513
Additions	8,158
At 31 December 2011	<u>244,671</u>
Depreciation	
At 31 December 2010	213,303
Charge for year	17,438
At 31 December 2011	<u>230,741</u>
Net Book Value	
At 31 December 2010	23,210
At 31 December 2011	<u>13,930</u>

**3 Tangible fixed assets**

Cost	£
At 31 December 2010	9,108
additions	
disposals	
revaluations	
transfers	
At 31 December 2011	<u>9,108</u>
Depreciation	
At 31 December 2010	8,842
Charge for year	88
on disposals	
At 31 December 2011	<u>8,930</u>
Net Book Value	
At 31 December 2010	266
At 31 December 2011	<u>178</u>