

3356834

**ASH ASSOCIATES COMMUNICATIONS LIMITED**

**Report of the Directors and  
Financial Statements for the year ended**

**31<sup>st</sup> March 2007**

SATURDAY



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14/06/2008

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COMPANIES HOUSE

# **ASH ASSOCIATES COMMUNICATIONS LIMITED**

## **COMPANY INFORMATION**

### **DIRECTORS**

MISS S J. ASH  
MISS L.J. HEATH

### **SECRETARY**

MR P W SILVER

### **COMPANY NUMBER**

3356834

### **REGISTERED OFFICE**

SHERATON HOUSE  
15-19 GREAT CHAPEL STREET  
SOHO  
LONDON  
W1F 8FN.

### **BANKERS**

NATIONAL WESTMINSTER BANK PLC  
P.O. BOX 113  
CAVELL HOUSE  
2A CHARING CROSS ROAD  
LONDON. WC2H 0PD.

# **ASH ASSOCIATES COMMUNICATIONS LIMITED**

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# **ASH ASSOCIATES COMMUNICATIONS LIMITED**

## **DIRECTORS' REPORT FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2007**

The director presents his report and the company's unaudited accounts for the year ended 31<sup>st</sup> March 2007

### **PRINCIPAL ACTIVITIES**

The principal activity of the company continued to be that of public relations

### **DIRECTOR AND HIS INTEREST**

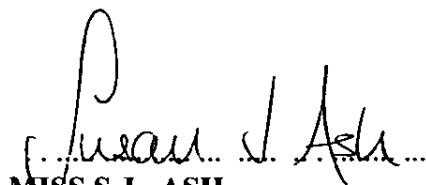
The directors, who has held office since 1<sup>st</sup> April 2003 and their interest in the shares of the company was

	<b>Ordinary shares of £1 each</b>	
	<b>31<sup>st</sup> March 2007</b>	<b>1<sup>st</sup> April 2006</b>
Miss S J Ash	90	90
Miss L J Heath	10	10

### **EXEMPTION STATEMENT**

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

On behalf of the board



**MISS S.J. ASH  
DIRECTOR**

**5<sup>TH</sup> JUNE 2008.**

**ASH ASSOCIATES COMMUNICATIONS LIMITED****PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2007**

	NOTES	2007 £	2006 £
Sales		1211784	1188606
Cost of Sales		487484	417224
		<hr/>	<hr/>
<b>Gross Profit</b>		724300	771382
Administration Expenses		652599	715164
Other Operating income		-	-
		<hr/>	<hr/>
<b>Operating Profit</b>	2	71701	56218
Interest Receivable		1174	995
Interest Payable		-	-
		<hr/>	<hr/>
<b>Profit on Ordinary Activities before Taxation</b>		72875	57213
Tax on Profit on Ordinary Activities	3	14585	12693
		<hr/>	<hr/>
<b>Profit on Ordinary Activities after Taxation</b>		58290	44520
Dividends		74644	48352
		<hr/>	<hr/>
<b>Retained Profit/(Loss) for the Financial Year</b>		( 16354 )	( 3832 )
<b>Retained Profit Brought Forward</b>		117493	121325
		<hr/>	<hr/>
<b>Retained Profit Carried Forward</b>		101139	117493
		<hr/>	<hr/>

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2007

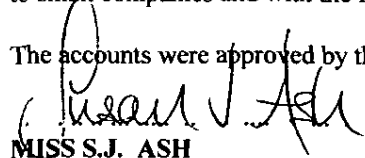
	NOTES	£	2007 £	£	2006 £
<b>FIXED ASSETS</b>					
Tangible Assets	3		32508		29096
<b>CURRENT ASSETS</b>					
Stock		-	-		
Debtors	5	304383	338865		
Cash at Bank and in Hand		<u>87944</u>	<u>73586</u>		
		392327	412451		
<b>CREDITORS: amounts falling due within one year.</b>	6	323596	323954		
<b>NET CURRENT ASSETS</b>			<u>68731</u>		<u>88497</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			101239		117593
<b>PROVISIONS FOR LIABILITIES AND CHARGES</b>	7	-	-		-
			<u>101239</u>		<u>117593</u>
<b>CAPITAL AND RESERVES</b>					
Called up Share Capital	8	100	100		100
Profit and Loss Account		<u>101139</u>	<u>117493</u>		<u>117493</u>
<b>EQUITY SHAREHOLDERS FUNDS</b>		<u>101239</u>	<u>117593</u>		<u>117593</u>

In preparing these accounts

- (a) The director is of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985, and
- (b) no notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) the director acknowledges his responsibilities for
  - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, 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 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company

These accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective June 2002)

The accounts were approved by the Board on 5<sup>th</sup> June 2008

  
MISS S.J. ASH  
DIRECTOR.

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## NOTES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2007.

### 1 Accounting Policies

#### Accounting convention

The accounts are prepared under the historical cost convention

#### Turnover

Turnover represents amounts receivable for goods and services stated net of VAT.

#### Depreciation

Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset evenly over its expected useful life, as follows:

Office Equipment	15% on written down value
Equipment	15% on written down value
Fixtures & Fittings	15% on written down value

#### Stocks

Stocks including work in progress are valued at the lower of cost and net realisable value

Cost incurred in bringing each product to its present location and condition:

Raw Materials - purchase cost on a first in first out basis

Work in progress and finished goods - cost of direct materials and labour plus attributable overheads based on the normal level of activity

Net realisable value is based on estimated selling price less further costs expected to be incurred to completion and disposal.

### 2. Operating profit/(loss)

	2007	2006
	£	£
Operating profit/(loss) is stated after charging:		
Depreciation of tangible fixed assets	5735	6749
Director's emoluments	91284	89289
	<hr/>	<hr/>

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## NOTES FORMING PART OF THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2007.

3.	<b>Tax on profit/(loss) on ordinary activities</b>	<b>2007</b>	<b>2006</b>		
		<b>£</b>	<b>£</b>		
	UK corporation tax at 19% (2006 19%)	20285	12693		
		<hr/>	<hr/>		
	<b>Current tax charge</b>				
4.	<b>Tangible assets</b>				
		<b>Office</b>	<b>Equipment</b>	<b>Fixtures &amp;</b>	<b>Total</b>
		<b>Equipment</b>	<b>Equipment</b>	<b>Fittings</b>	
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	<b>Cost</b>				
	At 1 April 2006	17405	50756	5350	73511
	Additions in the year	9147	-	-	9147
		<hr/>	<hr/>	<hr/>	<hr/>
	At 31 March 2007	26552	50756	5350	82658
		<hr/>	<hr/>	<hr/>	<hr/>
	<b>Depreciation</b>				
	At 1 April 2006	9121	33230	2064	44415
	Charge for the year	2615	2627	493	5735
		<hr/>	<hr/>	<hr/>	<hr/>
	At 31 March 2007	11736	35857	2557	50150
		<hr/>	<hr/>	<hr/>	<hr/>
	<b>Net book value</b>				
	At 31 March 2007	14816	14899	2793	32508
		<hr/>	<hr/>	<hr/>	<hr/>
	At 31 March 2006	8284	17526	3286	29096
		<hr/>	<hr/>	<hr/>	<hr/>
5.	<b>Debtors</b>	<b>2007</b>	<b>2006</b>		
		<b>£</b>	<b>£</b>		
	Trade debtors	288227	316750		
	Other debtors	<u>16156</u>	<u>22115</u>		
		304383	338865		



**ASH ASSOCIATES COMMUNICATIONS LIMITED**

**NOTES FORMING PART OF THE ACCOUNTS (CONTINUED)  
FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2007**

<b>6. Creditors: amounts falling due within one year</b>	<b>2007</b>	<b>2006</b>
	<b>£</b>	<b>£</b>
Trade Creditors	112287	210995
Taxation and social security	94594	68713
Other creditors	85933	20826
Accrued Expenses	<u>30782</u>	<u>23420</u>
	323596	323954
	<u>          </u>	<u>          </u>

<b>7. Called Up Share capital</b>	<b>£</b>	<b>£</b>
100 Ordinary shares of £1 each	100	100
	<u>          </u>	<u>          </u>
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares for £1 each	100	100
	<u>          </u>	<u>          </u>