

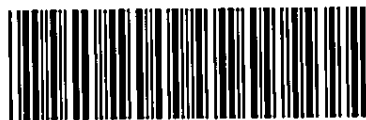
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**ASH ASSOCIATES COMMUNICATIONS LIMITED**

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

**31<sup>st</sup> March 2009**

THURSDAY



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LD4

28/01/2010

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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 2009**

The director presents his report and the company's unaudited accounts for the year ended 31<sup>st</sup> March 2009.

### **PRINCIPAL ACTIVITIES**

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

### **DIRECTOR AND HIS INTEREST**

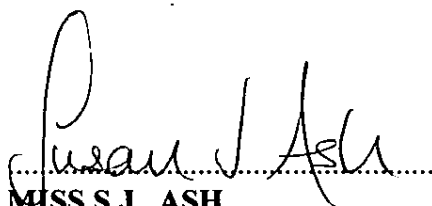
The directors, who has held office since 1<sup>st</sup> April 2003 and their interest in the shares of the company was:

	<b>Ordinary shares of £1 each</b>	
	<b>31<sup>st</sup> March 2009</b>	<b>1<sup>st</sup> April 2008</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**

**26<sup>TH</sup> JANUARY 2010**

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## BALANCE SHEET AS AT 31<sup>ST</sup> MARCH 2009

	NOTES	2009 £	2008 £
<b>FIXED ASSETS</b>			
Tangible Assets	3	30887	33394
<b>CURRENT ASSETS</b>			
Stock		-	-
Debtors	5	210601	319047
Cash at Bank and in Hand		<u>52678</u>	<u>108702</u>
		263279	427749
<b>CREDITORS: amounts falling due within one year.</b>	6	266584	362142
		<u>          </u>	<u>          </u>
<b>NET CURRENT ASSETS</b>		( <u>3305</u> )	<u>65607</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		27582	99001
<b>PROVISIONS FOR LIABILITIES AND CHARGES</b>	7	-	-
		<u>27582</u>	<u>99001</u>
<b>CAPITAL AND RESERVES</b>			
Called up Share Capital	8	100	100
Profit and Loss Account		<u>27482</u>	<u>98901</u>
<b>EQUITY SHAREHOLDERS FUNDS</b>		<u>27582</u>	<u>99001</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: 26<sup>th</sup> January 2010.

  
MISS S.J. ASH  
DIRECTOR.

**ASH ASSOCIATES COMMUNICATIONS LIMITED**

**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2009**

	NOTES	2009 £	2008 £
<b>Sales</b>		866599	958340
<b>Cost of Sales</b>		255196	395415
		<hr/>	<hr/>
<b>Gross Profit</b>		611403	562925
 Administration Expenses		667871	516271
Other Operating income		-	-
		<hr/>	<hr/>
<b>Operating Profit/(Loss)</b>	2	( 56468 )	46654
 Interest Receivable		1294	1978
Interest Payable		-	-
		<hr/>	<hr/>
<b>Profit on Ordinary Activities before Taxation</b>		( 55174 )	48632
 Tax on Profit on Ordinary Activities	3	( 10255 )	10255
		<hr/>	<hr/>
<b>Profit on Ordinary Activities after Taxation</b>		( 44919 )	38377
 Dividends		26500	40615
		<hr/>	<hr/>
<b>Retained Profit/(Loss) for the Financial Year</b>		( 71419 )	( 2238 )
 <b>Retained Profit Brought Forward</b>		98901	101139
		<hr/>	<hr/>
<b>Retained Profit Carried Forward</b>		27482	98901
		<hr/>	<hr/>

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## NOTES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2009

### 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)

	2009 £	2008 £
Operating profit/(loss) is stated after charging:		
Depreciation of tangible fixed assets	5450	5893
Director's emoluments	33804	92472
	<hr/>	<hr/>

# ASH ASSOCIATES COMMUNICATIONS LIMITED

## NOTES FORMING PART OF THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2009.

<b>3. Tax on profit/(loss) on ordinary activities</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
UK corporation tax at 21% (2008 20%)	-	10255
<b>Current tax charge</b>		

<b>4. Tangible assets</b>	<b>Office Equipment £</b>	<b>Equipment £</b>	<b>Fixtures &amp; Fittings £</b>	<b>Total £</b>
<b>Cost</b>				
At 1 April 2008	26552	51477	11408	89437
Additions in the year	2943	-	-	2943
At 31 March 2009	29495	51477	11408	92380
<b>Depreciation</b>				
At 1 April 2008	13958	38200	3885	56043
Charge for the year	2331	1991	1128	5450
At 31 March 2009	16289	40191	5013	61493
<b>Net book value</b>				
At 31 March 2009	13206	11286	6395	30887
At 31 March 2008	12594	13277	7523	33394

<b>5. Debtors</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade debtors	158420	302891
Other debtors	<u>52181</u>	<u>16156</u>
	210601	319047



**ASH ASSOCIATES COMMUNICATIONS LIMITED**

**NOTES FORMING PART OF THE ACCOUNTS (CONTINUED)  
FOR THE YEAR ENDED 31<sup>ST</sup> MARCH 2009**

<b>6. Creditors: amounts falling due within one year</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade Creditors	68723	153220
Taxation and social security	93882	87003
Other creditors	100979	100974
Accrued Expenses	<u>3000</u>	<u>20945</u>
	266584	362142
	<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>