

Registered number 04006785

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED

UNAUDITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 30 JUNE 2011

TUESDAY



A18

A12NPZ4Y

14/02/2012

#77

COMPANIES HOUSE

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED

CONTENTS

	Page
Balance Sheet	1
Notes to the Abbreviated Accounts	2 - 4

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED
REGISTERED NUMBER 04006785

ABBREVIATED BALANCE SHEET
AS AT 30 JUNE 2011

	Note	£	2011 £	£	2010 £
FIXED ASSETS					
Tangible assets	2		33,610		13,247
Investments	3		45,100		45,100
			<u>78,710</u>		<u>58,347</u>
CURRENT ASSETS					
Debtors		429,935		587,246	
Cash at bank and in hand		151,852		293,809	
		<u>581,787</u>		<u>881,055</u>	
CREDITORS amounts falling due within one year		(297,652)		(535,366)	
NET CURRENT ASSETS			<u>284,135</u>		<u>345,689</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>362,845</u>		<u>404,036</u>
CAPITAL AND RESERVES					
Called up share capital	4		45,101		45,101
Profit and loss account			317,744		358,935
SHAREHOLDERS' FUNDS			<u>362,845</u>		<u>404,036</u>


The director considers that the company is entitled to exemption from the requirement to have an audit under the provisions of section 477 of the Companies Act 2006 ("the Act") and members have not required the company to obtain an audit for the year in question in accordance with section 476 of the Act

The director acknowledges her responsibility for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at 30 June 2011 and of its loss for the year then ended in accordance with the requirements of sections 394 and 395 of the Act and which otherwise comply with the requirements of the Companies Act 2006 relating to the financial statements so far as applicable to the company

The abbreviated accounts, which have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, were approved and authorised for issue by the board and were signed on its behalf by

A H L Cork
Director

Date


20.1.2012

The notes on pages 2 to 4 form part of these financial statements

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2011**

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The company is the parent undertaking of a small group and as such is not required by the Companies Act 2006 to prepare group accounts. These financial statements therefore present information about the company as an individual undertaking and not about its group.

1.2 Turnover

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

1.3 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

S/Term Leasehold Property	-	Over 5 years
Fixtures & fittings	-	33 33% straight line
Office equipment	-	33 33% straight line

1.4 Investments

Investments held as fixed assets are shown at cost less provision for impairment.

1.5 Operating leases

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term.

1.6 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2011

1. ACCOUNTING POLICIES (continued)

1.7 Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at rates of exchange ruling at the balance sheet date

Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction

Exchange gains and losses are recognised in the Profit and Loss Account

2. TANGIBLE FIXED ASSETS

	£
Cost	
At 1 July 2010	29,229
Additions	33,730
Disposals	(3,656)
At 30 June 2011	59,303
Depreciation	
At 1 July 2010	15,982
Charge for the year	12,049
On disposals	(2,338)
At 30 June 2011	25,693
Net book value	
At 30 June 2011	33,610
At 30 June 2010	13,247

ALISON AT HOME LIMITED PREVIOUSLY BAYSWATER PUBLISHING LIMITED

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30 JUNE 2011**

3. FIXED ASSET INVESTMENTS

	£
Cost or valuation	
At 1 July 2010 and 30 June 2011	45,100
Net book value	
At 30 June 2011	45,100
At 30 June 2010	45,100

Subsidiary undertakings

The following were subsidiary undertakings of the company

The aggregate of the share capital and reserves as at 30 June 2011 and of the profit or loss for the year ended on that date for the subsidiary undertakings were as follows

Name	Aggregate of share capital and reserves £	Profit/(loss) £
Problemsolved co uk Limited	(246,494)	110,573
Bargain London Limited	38,702	78,041

4. SHARE CAPITAL

	2011 £	2010 £
Allotted, called up and fully paid		
45,101 Ordinary shares shares of £1 each	45,101	45,101

5. RELATED PARTY TRANSACTIONS

During the year the company paid consultancy fees of £85,000 (2010 £65,000) to A H L Cork and £50,000 (2010 £nil) to Zazo Consulting Limited where its sole director is the spouse of A H L Cork

Included in amounts owed by and owed to group undertakings is the sum of £170,682 (2010 £315,581) due from Problemsolved co uk Limited and £65,488 (2010 owed from £46,880) due to Bargain London Limited

During the period the company recharged £8,699 (2010 £52,714) in expenses to Problemsolved co uk Limited and was recharged £nil (2010 105,052) in expenses and £120,000 (2010 £107,500) in marketing services by Problemsolved co uk Limited

During the year the company recharged £78,130 (2009 £60,641) in expenses to Bargain London Limited and was recharged £90,000 (2010 £60,350) by Bargain London Limited