

**Registered Number 04026211**

**Daisybell Marketing Limited**

**Abbreviated Accounts**

**31 December 2010**

**Daisybell Marketing Limited**

**Registered Number 04026211**

**Company Information**

**Registered Office:**

Plaza Building  
102 Lee High Road  
Lewisham  
London  
SE13 5PT

**Reporting Accountants:**

Andrew Cross & Co.

Plaza Building  
Lee High Road  
Lewisham  
London  
SE13 5PT

Daisybell Marketing Limited

Registered Number 04026211

Balance Sheet as at 31 December 2010

	Notes	2010 £	2009 £
<b>Fixed assets</b>			
Tangible	2	3,848	0
		<u>3,848</u>	<u>0</u>
<b>Current assets</b>			
Stocks		11,571	0
Debtors		6,401	0
Cash at bank and in hand		6,194	1
Total current assets		<u>24,166</u>	<u>1</u>
<b>Creditors: amounts falling due within one year</b>		(31,632)	0
<b>Net current assets (liabilities)</b>		(7,466)	1
<b>Total assets less current liabilities</b>		<u>(3,618)</u>	<u>1</u>
<b>Total net assets (liabilities)</b>		<u>(3,618)</u>	<u>1</u>
<b>Capital and reserves</b>			
Called up share capital	3	1	1
Profit and loss account		(3,619)	0
<b>Shareholders funds</b>		<u>(3,618)</u>	<u>1</u>

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- a. For the year ending 31 December 2010 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
  - 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 responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
  - 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 20 September 2011

And signed on their behalf by:

**Miss L Forsyth, 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 2010

1 **Accounting policies**

**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 sales made in the gift shop and coffee shop, excluding value added tax.

**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.

**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% on reducing balance
Fixtures and fittings	25% on reducing balance

2 **Tangible fixed assets**

		Total
Cost		£
At 01 December 2009		0
Additions	-	5,131
At 31 December 2010	-	<u>5,131</u>
<b>Depreciation</b>		
At 01 December 2009		0
Charge for year	-	1,283
At 31 December 2010	-	<u>1,283</u>
<b>Net Book Value</b>		
At 31 December 2010		3,848
At 30 November 2009	-	<u>0</u>

3 **Share capital**

2010

2009

	£	£
<b>Allotted, called up and fully paid:</b>		
1 Ordinary shares of £1 each	1	1