

ACACIA AVENUE LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
31 DECEMBER 2010
Company No 4515380 (England and Wales)

THURSDAY



A07 *AXG5BSID* 17/03/2011 295
COMPANIES HOUSE

ACACIA AVENUE LIMITED

Directors' report and financial statements for the year ended 31 December 2010

Contents

Page

1	Directors' report
2	Profit and loss account
3	Balance sheet
5	Notes forming part of the financial statements

Directors

W J Gordon
C Hayter
M Lee
R J Pocock
J Shurville

Secretary

R J Pocock

Registered office

353 City Road
London
EC1V 1LR

Company number

4515380

ACACIA AVENUE LIMITED

Company Number: 4515380 (England and Wales)

Directors' report for the year ended 31 December 2010

The directors present their report and financial statements for the year ended 31 December 2010

Principal activities

The principal activity of the company during the year was the provision of qualitative market research and strategic marketing consultancy.

Statement of directors' responsibilities

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company as at the end of the financial period and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Share capital

On 31 December 2010, the company allotted 56 fully paid ordinary shares of £1 each

Directors

The directors who served during the year were W J Gordon, C Hayter, M Lee, R J Pocock and J Shurville

This report has 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.

By order of the Board



R J POCOCK - Secretary
25 February 2011

ACACIA AVENUE LIMITED

Profit and loss account for the year ended 31 December 2010

	Note	2010 £	2009 £
Turnover	2	2,546,201	1,897,123
Cost of sales		(1,295,093)	(882,556)
		<u> </u>	<u> </u>
Gross profit		1,251,108	1,014,567
Administrative expenses		(872,374)	(798,002)
		<u> </u>	<u> </u>
		378,734	216,565
Other operating income			
Interest receivable		179	542
		<u> </u>	<u> </u>
Profit on ordinary activities before taxation	3	378,913	217,107
Taxation on profit on ordinary activities	5	(86,750)	(45,183)
		<u> </u>	<u> </u>
Profit on ordinary activities after taxation	11	292,163	171,924
		<u> </u>	<u> </u>

The notes on pages 5 to 10 form part of these financial statements

ACACIA AVENUE LIMITED

Balance sheet as at 31 December 2010

	Note	2010 £	£	2009 £	£
Fixed assets					
Tangible assets	6		7,032		5,787
Current assets					
Work in progress		521,035		459,722	
Debtors	7	397,121		278,815	
Cash at bank and in hand		579,870		376,237	
		<u>1,498,026</u>		<u>1,114,774</u>	
Creditors: amounts falling due within one year	8	835,371		692,540	
Net current assets			<u>662,655</u>		<u>422,234</u>
Total assets less current liabilities			<u>669,687</u>		<u>428,021</u>
Capital and reserves					
Called up share capital	9		112		56
Capital redemption reserve	10		-		44
Profit and loss account	11		669,575		427,921
Shareholders' funds			<u>669,687</u>		<u>428,021</u>

The notes on pages 5 to 10 form part of these financial statements

ACACIA AVENUE LIMITED

Balance sheet as at 31 December 2010 (continued)

The directors consider that the company is entitled to exemption from the requirement to have an audit under the provisions of Section 477(1) Companies Act 2006 and confirm that no notice has been deposited under Section 476 Companies Act 2006.

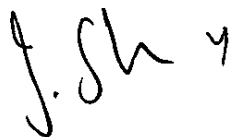
The directors acknowledge their responsibility for ensuring that:

- 1 The company keeps accounting records which comply with Section 386 Companies Act 2006, and
- 2 The accounts give a true and fair view of the state of affairs of the company as at 31 December 2010 and of its profit or loss for the period then ended in accordance with the requirements of Section 396 Companies Act 2006, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company

These financial statements have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved by the Board on 25 February 2011 and signed on its behalf by

4
J SHURVILLE
Director



The notes on pages 5 to 10 form part of these financial statements

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 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 January 2008)

Turnover

Turnover represents the value of fees earned and associated expenses invoiced net of value added tax

Depreciation

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

Furniture and equipment	-	33 1/3 % per annum straight line basis
-------------------------	---	--

Work in progress

Work in progress is valued at the lower of cost and net realisable value.

Foreign currencies

Monetary assets and liabilities in foreign currencies are translated into sterling at the 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 differences are taken into account in arriving at the operating profit.

Operating leases

Rentals payable under operating losses are charged to the profit and loss account as incurred

Deferred taxation

Deferred taxation is provided for on timing differences arising from the different treatment of items for accounting and taxation purposes which are expected to reverse in the future calculated at the rates at which it is expected that tax will arise.

2 Turnover

In the year ended 31 December 2010, 43 % (2009 - 31 %) of the company's turnover was derived from markets outside the United Kingdom

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 31 December 2010 (continued)

	2010 £	2009 £
3 Profit on ordinary activities before taxation		
This is arrived at after:		
Depreciation of tangible fixed assets	6,801	5,477
Directors' emoluments	309,802	348,923
Payments under operating leases		
- land and buildings	31,000	31,000
- plant and machinery	547	205
	<u> </u>	<u> </u>
 4 Directors' emoluments		
Salaries	309,802	348,923
	<u> </u>	<u> </u>
 5 Taxation on profit on ordinary activities		
Current year		
UK corporation tax	86,750	45,149
Prior year		
Underprovision	-	34
	<u> </u>	<u> </u>
	<u>86,750</u>	<u>45,183</u>

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 31 December 2010 (continued)

6 Tangible fixed assets

	Furniture and equipment £
Cost	
At 1 January 2010	45,828
Additions	8,046
Disposals	(33,472)
	<hr/>
At 31 December 2010	20,402
	<hr/>
Depreciation	
At 1 January 2010	40,041
Charge for the year	6,801
Eliminated on disposals	(33,472)
	<hr/>
At 31 December 2010	13,370
	<hr/>
Net book value	
At 31 December 2010	7,032
	<hr/>
At 31 December 2009	5,787
	<hr/>

	2010 £	2009 £
7 Debtors		
Trade debtors	345,298	207,218
Other debtors	16,958	18,282
Prepayments and accrued income	34,865	53,315
	<hr/>	<hr/>
	397,121	278,815
	<hr/>	<hr/>

Other debtors includes a rent deposit of £15,500 recoverable on termination of the lease in January 2012

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 31 December 2010 (continued)

7 Debtors (continued)

Other debtors include amounts recoverable in equal monthly instalments from directors in respect of healthcare insurance as under:

Director	Balance at 31.12.2010 £	Maximum outstanding £
M Lee	45	1,153
R J Pocock	1,413	4,673
	<u> </u>	<u> </u>

	2010 £	2009 £
8 Creditors: amounts falling due within one year		
Trade creditors	25,014	46,098
Creditors for taxation and social security	89,511	91,268
Corporation tax	86,750	45,149
Accruals and deferred income	634,096	510,025
	<u> </u>	<u> </u>
	835,371	692,540
	<u> </u>	<u> </u>

9 Called up share capital

Ordinary shares of £1 each

Allotted, called up and fully paid	112	56
	<u> </u>	<u> </u>

On 31 December 2010, the company allotted 56 fully paid ordinary £1 shares of £1 each by the application of reserves.

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 31 December 2010 (continued)

	2010 £	2009 £
10 Capital redemption reserve		
At beginning of year	44	44
Allotment of ordinary shares	(44)	-
	<u> </u>	<u> </u>
At end of year	-	44
	<u> </u>	<u> </u>
 11 Profit and loss account		
At beginning of year	427,921	292,842
Profit for the year after taxation	292,163	171,924
Dividends paid	(50,497)	(36,485)
Allotment of ordinary shares	(12)	-
	<u> </u>	<u> </u>
At end of year	669,575	427,921
	<u> </u>	<u> </u>

12 Related party transaction

During the year the company was charged consultancy fees on a normal commercial basis of £52,416 by Brand Temperature Limited, a company in which Mr J Shurville has an interest.

Consultancy fees payable to Mr J Shurville on a normal commercial basis in the previous financial year amounted to £11,618.

ACACIA AVENUE LIMITED

Notes forming part of the financial statements for the year ended 31 December 2010 (continued)

13 Operating lease commitments

At the end of the year the company had annual commitments under non-cancellable operating leases as follows

	2010 £	2009 £
Leases expiring between two and five years:		
- land and buildings	31,000	31,000
- plant and machinery	547	205
	<u> </u>	<u> </u>

14 Controlling party

The company was not under the control of any one party during the current or previous financial period