

**IMPRESS BRAND MANAGEMENT LIMITED**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2011**

**Company Registration No 04805888 (England and Wales)**

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COMPANIES HOUSE

# **IMPRESS BRAND MANAGEMENT LIMITED**

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# IMPRESS BRAND MANAGEMENT LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 31 OCTOBER 2011

	Notes	2011 £	£	2010 £	£
<b>Fixed assets</b>					
Tangible assets	2		18,482		24,054
<b>Current assets</b>					
Debtors		59,460		115,663	
Cash at bank and in hand		38,023		29,576	
		97,483		145,239	
<b>Creditors: amounts falling due within one year</b>		(96,989)		(138,835)	
<b>Net current assets</b>			494		6,404
<b>Total assets less current liabilities</b>			18,976		30,458
<b>Provisions for liabilities</b>			(3,774)		(5,051)
			15,202		25,407
<b>Capital and reserves</b>					
Called up share capital	3		2,000		2,000
Profit and loss account			13,202		23,407
<b>Shareholders' funds</b>			15,202		25,407

# **IMPRESS BRAND MANAGEMENT LIMITED**

## **ABBREVIATED BALANCE SHEET (CONTINUED)**

**AS AT 31 OCTOBER 2011**

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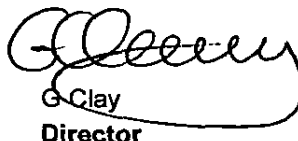
For the financial year ended 31 October 2011 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities 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 the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board and authorised for issue on 16 January 2012

C Powell  
Director



G Clay  
Director

Company Registration No. 04805888

# **IMPRESS BRAND MANAGEMENT LIMITED**

## **NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 OCTOBER 2011**

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### **1 Accounting policies**

#### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention

#### **1.2 Turnover**

Turnover represents amounts receivable for goods and services net of VAT 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 less estimated residual value of each asset over its expected useful life, as follows

Fixtures, fittings & equipment	25% Reducing balance and 20% Straight line
Motor vehicles	25% Reducing balance

#### **1.4 Leasing**

Rentals payable under operating leases are charged against income on a straight line basis over the lease term

#### **1.5 Long term contracts**

Amounts recoverable on long term contracts, which are included in debtors, are stated at the net sales value of the work done after provision for contingencies and anticipated future losses on contracts, less amounts received as progress payments on account. Excess progress payments are included in creditors as payments on account.

#### **1.6 Deferred taxation**

Deferred tax is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

# IMPRESS BRAND MANAGEMENT LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2011

### 2 Fixed assets

	<b>Tangible assets £</b>
<b>Cost</b>	
At 1 November 2010	47,533
Additions	638
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At 31 October 2011	48,171
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<b>Depreciation</b>	
At 1 November 2010	23,479
Charge for the year	6,210
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At 31 October 2011	29,689
	<hr/>
<b>Net book value</b>	
At 31 October 2011	18,482
	<hr/>
At 31 October 2010	24,054
	<hr/>

<b>3 Share capital</b>	<b>2011 £</b>	<b>2010 £</b>
<b>Allotted, called up and fully paid</b>		
2,000 Ordinary shares of £1 each	2,000	2,000
	<hr/>	<hr/>

### 4 Ultimate parent company

The ultimate parent company is Event Infrastructure and Branding Limited, a company registered in England and Wales

# IMPRESS BRAND MANAGEMENT LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 OCTOBER 2011

### 5 Related party relationships and transactions

#### Loans to directors

Transactions in relation to loans with directors during the year are outlined in the table below

Description	% Rate	Opening Balance £	Amounts Advanced £	Interest Charged £	Amounts Repaid £	Closing Balance £
G Clay - Directors loan account	-	17,392	-	-	(17,392)	-
		<u>17,392</u>	<u>-</u>	<u>-</u>	<u>(17,392)</u>	<u>-</u>