

Registered number: 04896536

Authentic PR Ltd

ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30/09/2013

Prepared By:
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Authentic PR Ltd

ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 30/09/2013

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~~The company's registered number is 04896536~~

Authentic PR Ltd

Registered Number: 04896536

BALANCE SHEET AT 30/09/2013

	2013	2012
Notes	£	£

FIXED ASSETS

Intangible assets	2	7,500	7,500
Tangible assets	3	3,452	2,143
		<u>10,952</u>	<u>9,643</u>

CURRENT ASSETS

Debtors (amounts falling due within one year)	4	3,555	3,199
Cash at bank and in hand		<u>8,082</u>	<u>10,520</u>
		11,637	13,719

CREDITORS: Amounts falling due within one year		<u>22,643</u>	<u>27,775</u>
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NET CURRENT LIABILITIES		(11,006)	(14,056)
		<u>)</u>	<u>)</u>

TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(54)</u>	<u>(4,413)</u>
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CAPITAL AND RESERVES

Called up share capital	5	1	1
Profit and loss account		<u>(55)</u>	<u>(4,414)</u>
SHAREHOLDERS' FUNDS		<u>(54)</u>	<u>(4,413)</u>

For the year ending 30/09/2013 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 06/11/2013 and signed on their behalf by

Katherine Byles

Director

Authentic PR Ltd

NOTES TO THE ACCOUNTS**FOR THE YEAR ENDED 30/09/2013****1. ACCOUNTING POLICIES****1a. Basis Of Accounting**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1b. Cash Flow Statement

The Company is exempt from including a statement of cash flows in its accounts in accordance with Financial Reporting Standard for Smaller Entities (effective April 2008).

1c. Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Fixtures and Fittings	15%
Equipment	15%

1d. Taxation

Corporation tax payable is provided on taxable profits at the current rates.

Provision is made for deferred taxation in so far as a liability or asset has arisen as a result of transactions that had occurred by the balance sheet date and have given rise to an obligation to pay more tax in the future, or the right to pay less tax in the future. An asset has not been recognised to the extent that the transfer of economic benefits in the future is uncertain. Deferred tax assets and liabilities recognised have not been discounted.

1e. Turnover

Turnover represents the invoiced value of goods and services supplied by the company, net of value added tax and trade discounts.

1f. Goodwill

Goodwill arising in connection with the acquisition of businesses is capitalised and amortised over its estimated economic life to a maximum of 20 years. Goodwill is reviewed annually for impairment if events or changes in circumstances indicate that the carrying value may not be recoverable.

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2. INTANGIBLE FIXED ASSETS

	Purchased Goodwill £	Total £
Cost		
At 01/10/2012	<u>7,500</u>	<u>7,500</u>
At 30/09/2013	<u>7,500</u>	<u>7,500</u>
Depreciation		
At 30/09/2013	<u>-</u>	<u>-</u>
Net Book Amounts		
At 30/09/2013	<u>7,500</u>	<u>7,500</u>
At 30/09/2012	<u>7,500</u>	<u>7,500</u>

3. TANGIBLE FIXED ASSETS

	Fixtures and Fittings £	Equipment £	Total £
Cost			
At 01/10/2012	1,780	4,020	5,800
Additions	<u>-</u>	<u>1,998</u>	<u>1,998</u>
At 30/09/2013	<u>1,780</u>	<u>6,018</u>	<u>7,798</u>
Depreciation			

At 01/10/2012	1,378	2,279	3,657
For the year	<u>82</u>	<u>607</u>	<u>689</u>
At 30/09/2013	<u>1,460</u>	<u>2,886</u>	<u>4,346</u>
Net Book Amounts			
At 30/09/2013	<u>320</u>	<u>3,132</u>	<u>3,452</u>
At 30/09/2012	<u>402</u>	<u>1,741</u>	<u>2,143</u>

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4. DEBTORS	2013	2012
	£	£
Amounts falling due within one year:		
Trade debtors	<u>3,555</u>	<u>3,199</u>
	<u>3,555</u>	<u>3,199</u>
5. SHARE CAPITAL	2013	2012
	£	£
Allotted, issued and fully paid:		
1 Ordinary shares of £1 each	<u>1</u>	<u>1</u>
	<u>1</u>	<u>1</u>

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