

ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010  
FOR  
ANSON REED LIMITED

SATURDAY



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04/06/2011

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COMPANIES HOUSE

A M ACCOUNTANTS LIMITED  
CHARTERED CERTIFIED ACCOUNTANTS  
63 HIGHGATE HIGH STREET  
HIGHGATE  
LONDON N6 5LN

REPORT TO THE DIRECTORS ON THE PREPARATION OF  
THE UNAUDITED STATUTORY ACCOUNTS OF  
ANSON REED LIMITED  
FOR THE YEAR ENDED 31ST DECEMBER 2010

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the abbreviated accounts of Anson Reed Limited for the year ended 31st December 2010 as set out on pages 2 to 5 from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at [http://rulebook accaglobal.com/](http://rulebook.accaglobal.com/)

Our work has been undertaken in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at [http://www accaglobal com/factsheet163](http://www.accaglobal.com/factsheet163) To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Anson Reed Limited and its Board of Directors as a body for our work or for this report

It is your duty to ensure that Anson Reed Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit or loss of Anson Reed Limited You consider that Anson Reed Limited is exempt from the statutory audit requirement for the year ended 31st December 2010

We have not been instructed to carry out an audit or a review of the accounts of Anson Reed Limited For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts

*A. M. Accountants* *W. J. J.*

A M ACCOUNTANTS LIMITED  
CHARTERED CERTIFIED ACCOUNTANTS

63 Highgate High Street  
Highgate  
London N6 5JX

1<sup>st</sup> June 2011

ANSON REED LIMITED

BALANCE SHEET  
AT 31ST DECEMBER 2010

	Notes	2010		<u>Restated</u> 2009	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible assets	2		1		183
Intangible assets	2		<u>6 662</u>		<u>12,740</u>
			6 663		12 923
<b>CURRENT ASSETS</b>					
Debtors		7,209		4 015	
Cash at bank		<u>26 291</u>		<u>35 584</u>	
		33 500		39 599	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>(13 279)</u>		<u>(5 738)</u>	
<b>NET CURRENT ASSETS</b>			<u>20 221</u>		<u>33,861</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			26 884		46 784
<b>CREDITORS</b>					
Amounts falling due after more than one year	3		<u>(-)</u>		<u>(31,206)</u>
<b>NET ASSETS</b>			<u>26,884</u>		<u>15,578</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		1 000		1 000
Profit and loss account			<u>25 884</u>		<u>14,578</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>26,884</u>		<u>15,578</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2010

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2010 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Section 386 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Section 396 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to companies subject to the small companies regime

The financial statements were approved by the Board of Directors on 31-05-2011 and were signed on its behalf by



Mr J C McDermott FCCA – Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010

**1 ACCOUNTING POLICIES**

**Accounting convention**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

**Exemption from preparing a cash flow statement**

Exemption has been taken from preparing a cash flow statement on the grounds that the company qualifies as a small company

**Turnover**

Turnover shown in the profit and loss account represents amounts earned during the year/period exclusive of Value Added Tax

**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

Computer 33.33% per annum straight line basis

**Intangible fixed assets and amortisation**

Expenditure on development is written off in the period/year it is incurred except that development expenditure incurred on an individual project is carried forward as permitted by SSAP13 when its future recoverability can reasonably be regarded as assured. The expenditure carried forward is treated as an intangible asset and amortised over its estimated economic life of five years so as to match the expenditure with the anticipated sales from the related project. Amortisation is provided at a rate calculated to write off the cost of development costs less their estimated residual value over their expected useful lives on the following bases

Development cost 20% per annum straight line basis

Trademark is stated at cost less amortisation. Amortisation is provided over the period of registration on the following bases

Trademark 10% per annum straight line basis

**Stocks and work in progress**

Stocks and work in progress are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads

**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

**Deferred taxation**

The charge for taxation takes into account taxation deferred as a result of timing differences between the treatment of certain items for taxation and accounting purposes. In general, deferred taxation is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. However, deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred taxation is measured on a non-discounted basis at the average tax rates that would apply when the timing differences are expected to reverse based on tax rates and laws that have been enacted by the balance sheet date

**Hosting Costs**

Expenditure on hosting costs is written off in the year/period it is incurred

ANSON REED LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010

**2 TANGIBLE FIXED ASSETS**

	Total
	£
<b>Cost/Introduced</b>	
At 1st January 2010	1 318
At 31st December 2010	<u>1,318</u>
<b>Depreciation</b>	
At 1st January 2010	1 135
Charge for the year	<u>182</u>
At 31st December 2010	<u>1 317</u>
<b>Net book value</b>	
At 31st December 2010	<u>1</u>
At 31st December 2009	<u>183</u>

**INTANGIBLE FIXED ASSETS**

	Total
	£
<b>Cost/Introduced</b>	
At 1st January 2010	30 974
At 31st December 2010	<u>30 974</u>
<b>Depreciation</b>	
At 1st January 2010	18 234
Charge for the year	<u>6 078</u>
At 31st December 2010	<u>24 312</u>
<b>Net book value</b>	
At 31st December 2010	<u>6,662</u>
At 31st December 2009	<u>12,740</u>

**3 CREDITORS: AMOUNT FALLING DUE AFTER MORE THAN ONE YEAR**

	2010	2009
	£	£
Director's current account	-	31 206
	<u>-</u>	<u>31 206</u>

**4 CALLED UP SHARE CAPITAL**

	2010	2009
	£	£
<b>Allotted, called up and fully paid</b>		
Ordinary shares of £1 each	<u>1,000</u>	<u>1,000</u>

The notes form part of these abbreviated accounts

ANSON REED LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010

**5 TRANSACTIONS WITH DIRECTORS**

Mr J C McDermott a director has a director's loan account of £3 815 outstanding to the company at the year end

Mr A J Reed a director has a director's loan account of £612 outstanding to the company at the year end

**6 PRIOR YEAR ADJUSTMENT**

The comparison figures have been restated in order to re-categorise the current assets