

REGISTERED NUMBER: 5269423

RED ADVERTISING LIMITED
ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 1 DECEMBER 2009 TO 31 MAY 2011

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COMPANIES HOUSE

RED ADVERTISING LIMITED

CONTENTS OF THE ABBREVIATED ACCOUNTS
for the Period 1 December 2009 to 31 May 2011

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	4

RED ADVERTISING LIMITED

COMPANY INFORMATION

for the Period 1 December 2009 to 31 May 2011

DIRECTOR:

R P Clarke

SECRETARY:

A Clarke

REGISTERED OFFICE:

Unit 5
Morston Court
Kingswood Lakeside
Cannock
Staffordshire
WS11 8JB

REGISTERED NUMBER:

5269423

RED ADVERTISING LIMITED**ABBREVIATED BALANCE SHEET****31 May 2011**

	Notes	31 5 11 £	£	30 11 09 £	£
FIXED ASSETS					
Intangible assets	2		182,809		165,103
Tangible assets	3		66,519		6,601
			<u>249,328</u>		<u>171,704</u>
CURRENT ASSETS					
Debtors		19,376		337	
Cash at bank and in hand		1,214		-	
		<u>20,590</u>		<u>337</u>	
CREDITORS					
Amounts falling due within one year		63,730		153,978	
		<u>63,730</u>		<u>153,978</u>	
NET CURRENT LIABILITIES			<u>(43 140)</u>		<u>(153,641)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			206,188		18,063
CREDITORS					
Amounts falling due after more than one year			101,544		30,729
			<u>101,544</u>		<u>30,729</u>
NET ASSETS/(LIABILITIES)			<u>104,644</u>		<u>(12,666)</u>
CAPITAL AND RESERVES					
Called up share capital	4		2,000		1,200
Share premium			74,000		24,800
Profit and loss account			28,644		(38,666)
			<u>104,644</u>		<u>(12,666)</u>
SHAREHOLDERS' FUNDS			<u>104,644</u>		<u>(12,666)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 May 2011

The members have not required the company to obtain an audit of its financial statements for the period ended 31 May 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

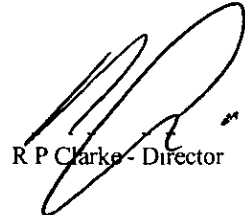
The notes form part of these abbreviated accounts

RED ADVERTISING LIMITED

ABBREVIATED BALANCE SHEET - continued
31 May 2011

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

The financial statements were approved by the director on *1st Sept 2011* and were signed by



R P Clarke - Director

The notes form part of these abbreviated accounts

RED ADVERTISING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS for the Period 1 December 2009 to 31 May 2011

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 net invoiced sales of services, excluding value added tax

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2007, is being amortised evenly over its estimated useful life of three years

Other Intangible Assets

Amortisation is provided on the following assets to write off their cost at the following rates,

Website development & related costs - 33% on cost

Goodwill - 33% on cost

In accordance with SSAP 13, no amortisation is charged with regard to the deferred website development expenditure until the systems and services to which they relate are operational

The website development expenditure has been deferred on the basis that it meets all of the criteria outlined in paragraph 25 of SSAP 13

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Fixtures and fittings - 15% on reducing balance

Computer equipment - at varying rates on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

Going concern

The accounts have been prepared on a going concern basis, which assumes that the directors will not withdraw their loan accounts to the detriment of the other creditors

RED ADVERTISING LIMITED**NOTES TO THE ABBREVIATED ACCOUNTS - continued**
for the Period 1 December 2009 to 31 May 2011**2 INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 December 2009	214,808
Additions	56,467
	<u>271,275</u>
At 31 May 2011	
AMORTISATION	
At 1 December 2009	49,705
Charge for period	38,761
	<u>88,466</u>
At 31 May 2011	
NET BOOK VALUE	
At 31 May 2011	<u>182,809</u>
At 30 November 2009	<u>165,103</u>

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 December 2009	37,119
Additions	73,304
	<u>110,423</u>
At 31 May 2011	
DEPRECIATION	
At 1 December 2009	30,518
Charge for period	13,386
	<u>43,904</u>
At 31 May 2011	
NET BOOK VALUE	
At 31 May 2011	<u>66,519</u>
At 30 November 2009	<u>6,601</u>

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	31 5 11 £	30 11 09 £
1,200	Ordinary		<u>2,000</u>	<u>1,200</u>