

REGISTERED NUMBER: 05269423

RED ADVERTISING LIMITED

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MAY 2013

TUESDAY



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COMPANIES HOUSE

RED ADVERTISING LIMITED

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for the Year Ended 31 May 2013

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RED ADVERTISING LIMITED

COMPANY INFORMATION
for the Year Ended 31 May 2013

DIRECTORS

R P Clarke
Miss C Fern

SECRETARY:

A Clarke

REGISTERED OFFICE.

Unit 15
Morston Court
Kingswood Lakeside
Cannock
Staffordshire
WS11 8JB

REGISTERED NUMBER

05269423

RED ADVERTISING LIMITED (REGISTERED NUMBER: 05269423)**ABBREVIATED BALANCE SHEET**
31 May 2013

		31 5 13	31 5 12
	Notes	£	£
FIXED ASSETS			
Intangible assets	2	278,167	239,914
Tangible assets	3	52,114	59,487
		<u>330,281</u>	<u>299,401</u>
CURRENT ASSETS			
Debtors	4	25,103	151,846
Cash at bank and in hand		62,436	518
		<u>87,539</u>	<u>152,364</u>
CREDITORS			
Amounts falling due within one year		<u>247,881</u>	<u>140,553</u>
NET CURRENT (LIABILITIES)/ASSETS		<u>(160,342)</u>	<u>11,811</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>169,939</u>	<u>311,212</u>
CREDITORS			
Amounts falling due after more than one year		(111,480)	(109,623)
PROVISIONS FOR LIABILITIES		<u>(8,765)</u>	<u>(9,876)</u>
NET ASSETS		<u><u>49,694</u></u>	<u><u>191,713</u></u>
CAPITAL AND RESERVES			
Called up share capital	5	502,687	402,250
Share premium		54,910	-
Profit and loss account		<u>(507,903)</u>	<u>(210,537)</u>
SHAREHOLDERS' FUNDS		<u><u>49,694</u></u>	<u><u>191,713</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2013

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2013 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their 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 (REGISTERED NUMBER 05269423)


ABBREVIATED BALANCE SHEET - continued
31 May 2013

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 Board of Directors on
its behalf by

17-2-14

and were signed on



R P Clarke - Director

The notes form part of these abbreviated accounts

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 seven years

Other intangible assets

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

Website development & related costs - 10% and 33% on cost

Goodwill - 15% 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 Year Ended 31 May 2013**2 INTANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 June 2012	353,917
Additions	74,854
At 31 May 2013	428,771
AMORTISATION	
At 1 June 2012	114,003
Amortisation for year	36,601
At 31 May 2013	150,604
NET BOOK VALUE	
At 31 May 2013	278,167
At 31 May 2012	239,914

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 June 2012	117,716
Additions	6,912
At 31 May 2013	124,628
DEPRECIATION	
At 1 June 2012	58,229
Charge for year	14,285
At 31 May 2013	72,514
NET BOOK VALUE	
At 31 May 2013	52,114
At 31 May 2012	59,487

4 DEBTORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

The aggregate total of debtors falling due after more than one year is £0 (31 5 12 - £133,645)

RED ADVERTISING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 31 May 2013

5 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid		Nominal value	31 5 13	31 5 12
Number	Class		£	£
268,714 (31 5 12 - 225,000)	Ordinary	0 01p	2,687	2,250
500 000	preference	£1	500,000	400,000
			<u>502,687</u>	<u>402,250</u>