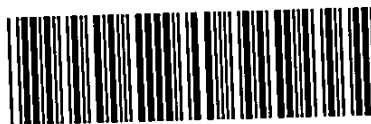


**REGISTERED NUMBER: 05308613 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010  
FOR  
ABSORBENT MINDS LTD**

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**ABSORBENT MINDS LTD (REGISTERED NUMBER: 05308613)**

**CONTENTS OF THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31ST DECEMBER 2010**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>3 to 4</b>
<b>Chartered Accountants' Report</b>	<b>5</b>

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**ABSORBENT MINDS LTD**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31ST DECEMBER 2010**

<b>DIRECTORS:</b>	Mrs A F Iliffe-Moon Mr L Iliffe-Moon
<b>SECRETARY:</b>	Mr L Iliffe-Moon
<b>REGISTERED OFFICE:</b>	Brook End Luckington Chippenham Wiltshire SN14 6PJ
<b>REGISTERED NUMBER:</b>	05308613 (England and Wales)
<b>ACCOUNTANTS:</b>	Ormerod Rutter Limited Chartered Accountants The Oakley Kidderminster Road Droitwich Worcestershire WR9 9AY
<b>BANKERS:</b>	Santander UK plc

**ABSORBENT MINDS LTD (REGISTERED NUMBER: 05308613)**

**ABBREVIATED BALANCE SHEET  
31ST DECEMBER 2010**

	Notes	31 12 10 £	£	31 12 09 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		22,283		26,746
<b>CURRENT ASSETS</b>					
Stocks		128,551		123,711	
Debtors		73,482		3,137	
Cash at bank		67,158		50,031	
		269,191		176,879	
<b>CREDITORS</b>					
Amounts falling due within one year		38,844		37,496	
<b>NET CURRENT ASSETS</b>			230,347		139,383
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			252,630		166,129
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		2		2
Profit and loss account			252,628		166,127
<b>SHAREHOLDERS' FUNDS</b>			252,630		166,129

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:

- 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 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 9th September 2011 and were signed on its behalf by



Mrs A F Iliffe-Moon - 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 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 goods, excluding value added tax

**Tangible fixed assets**

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

Improvements to property	- 10% on cost
Fixtures and fittings	- 25% on cost
Computer equipment	- 33% on cost

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

**Deferred tax**

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

**2 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1st January 2010	
and 31st December 2010	38,748
<b>DEPRECIATION</b>	
At 1st January 2010	12,002
Charge for year	4,463
At 31st December 2010	16,465
<b>NET BOOK VALUE</b>	
At 31st December 2010	22,283
At 31st December 2009	26,746

**3 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid				
Number	Class	Nominal value	31 12 10	31.12 09
			£	£
2	Ordinary	£1	2	2

**ABSORBENT MINDS LTD (REGISTERED NUMBER: 05308613)**

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

**4 TRANSACTIONS WITH DIRECTORS**

The following loan to directors subsisted during the years ended 31st December 2010 and 31st December 2009-

	31.12.10	31.12.09
	£	£
<b>Mr L Iliffe-Moon and Mrs A F Iliffe-Moon</b>		
Balance outstanding at start of year	3,127	-
Amounts advanced	73,466	3,127
Amounts repaid	(3,127)	-
Balance outstanding at end of year	<u>73,466</u>	<u>3,127</u>

The directors' current accounts were fully repaid within 9 months of the year end

Interest was charged on the outstanding balance at a rate of 4.75%.

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS  
ON THE UNAUDITED FINANCIAL STATEMENTS OF  
ABSORBENT MINDS LTD**

**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Absorbent Minds Ltd for the year ended 31st December 2010 which comprise the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at [icaew.com/membershandbook](http://icaew.com/membershandbook)

This report is made solely to the Board of Directors of Absorbent Minds Ltd, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Absorbent Minds Ltd and state those matters that we have agreed to state to the Board of Directors of Absorbent Minds Ltd, as a body, in this report in accordance with AAF 2/10 as detailed at [icaew.com/compilation](http://icaew.com/compilation). To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that Absorbent Minds Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Absorbent Minds Ltd. You consider that Absorbent Minds Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Absorbent Minds Ltd. 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 financial statements.

Ormerod Rutter Limited  
Chartered Accountants  
The Oakley  
Kidderminster Road  
Droitwich  
Worcestershire  
WR9 9AY

9th September 2011

This page does not form part of the abbreviated accounts