

**Abbreviated Unaudited Accounts
for the Year Ended 31 July 2012
for
Academy Marketing Limited**

**Contents of the Abbreviated Accounts
for the year ended 31 July 2012**

	Page
Company Information	1
Abbreviated Balance Sheet	2
Notes to the Abbreviated Accounts	3

Academy Marketing Limited

**Company Information
for the year ended 31 July 2012**

DIRECTOR: R P Sice

REGISTERED OFFICE: 10 Shakespeare Terrace
Thornhill
Sunderland
Tyne & Wear
SR2 7JG

REGISTERED NUMBER: 05885441 (England and Wales)

ACCOUNTANTS: TTR Barnes Limited
Chartered Accountants
3-5 Grange Terrace
Stockton Road
Sunderland
Tyne & Wear
SR2 7DG

Abbreviated Balance Sheet
31 July 2012

	Notes	2012 £	2011 £
CURRENT ASSETS			
Debtors		5,055	-
Cash at bank		<u>26,418</u>	<u>57,597</u>
		31,473	57,597
CREDITORS			
Amounts falling due within one year		<u>30,776</u>	<u>35,751</u>
NET CURRENT ASSETS		<u>697</u>	<u>21,846</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>697</u>	<u>21,846</u>
CAPITAL AND RESERVES			
Called up share capital	2	1	1
Profit and loss account		<u>696</u>	<u>21,845</u>
SHAREHOLDERS' FUNDS		<u>697</u>	<u>21,846</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) 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
- (b) 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 director on 25 April 2013 and were signed by:

R P Sice - Director

Notes to the Abbreviated Accounts
for the year ended 31 July 2012

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements have been prepared on the going concern basis which assumes that the company will continue in operational existence for the foreseeable future, which the director consider to be appropriate.

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).

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 represents net invoiced sales of services, excluding value added tax.

Deferred tax

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

A deferred tax asset is regarded as recoverable and therefore recognised only when, on the basis of all available evidence, it can be regarded as more likely than not that there will be suitable tax profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on a non-discounted basis at average tax rates that are expected to apply to periods in which the timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2012 £	2011 £
1	Ordinary	£1	<u>1</u>	<u>1</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.