

ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JANUARY 2011
FOR
POPPYSEED MEDIA LIMITED

THURSDAY



AU43EVTD

A35

14/07/2011

76

COMPANIES HOUSE

POPPYSEED MEDIA LIMITED

CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JANUARY 2011

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

POPPYSEED MEDIA LIMITED

COMPANY INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2011

DIRECTOR:	Miss A C Seed
SECRETARY	Mrs J C Campbell
REGISTERED OFFICE:	c/o The Old Council Chambers Halford Street Tamworth Staffordshire B79 7RB
REGISTERED NUMBER	6072989 (England and Wales)
ACCOUNTANTS:	Philip Barnes & Co Limited The Old Council Chambers Halford Street Tamworth Staffordshire B79 7RB

POPPYSEED MEDIA LIMITED**ABBREVIATED BALANCE SHEET****31 JANUARY 2011**

	Notes	2011 £	2010 £
FIXED ASSETS			
Intangible assets	2	6,720	7,040
Tangible assets	3	5,502	3,198
		<u>12,222</u>	<u>10,238</u>
CURRENT ASSETS			
Debtors		16,749	13,102
Cash at bank		6,766	1,083
		<u>23,515</u>	<u>14,185</u>
CREDITORS			
Amounts falling due within one year		25,778	16,595
		<u></u>	<u></u>
NET CURRENT LIABILITIES		<u>(2,263)</u>	<u>(2,410)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		9,959	7,828
PROVISIONS FOR LIABILITIES		844	316
		<u></u>	<u></u>
NET ASSETS		<u>9,115</u>	<u>7,512</u>
CAPITAL AND RESERVES			
Called up share capital	4	1	1
Profit and loss account		9,114	7,511
		<u></u>	<u></u>
SHAREHOLDERS' FUNDS		<u>9,115</u>	<u>7,512</u>

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

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

The director acknowledges her 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

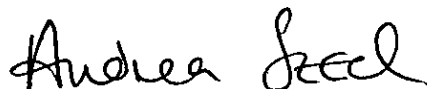
POPPYSEED MEDIA LIMITED

ABBREVIATED BALANCE SHEET - continued

31 JANUARY 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 30 June 2011 and were signed by

A handwritten signature in black ink that reads "Andrea Seed". The signature is written in a cursive, flowing style.

Miss A C Seed - Director

The notes form part of these abbreviated accounts

POPPYSEED MEDIA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS **FOR THE YEAR ENDED 31 JANUARY 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 goods, 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 twenty five years

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% reducing balance
Computer equipment	- 33% reducing balance

Deferred tax

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

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 February 2010 and 31 January 2011	8,000
AMORTISATION	
At 1 February 2010	960
Charge for year	320
At 31 January 2011	1,280
NET BOOK VALUE	
At 31 January 2011	6,720
At 31 January 2010	7,040

POPPYSEED MEDIA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 JANUARY 2011

3 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 February 2010	5,071
Additions	3,103
	<hr/>
At 31 January 2011	8,174
	<hr/>
DEPRECIATION	
At 1 February 2010	1,873
Charge for year	799
	<hr/>
At 31 January 2011	2,672
	<hr/>
NET BOOK VALUE	
At 31 January 2011	5,502
	<hr/>
At 31 January 2010	3,198
	<hr/>

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value	2011 £	2010 £
1	Ordinary	1	<hr/>	<hr/>