

COMPANY REGISTRATION NUMBER 6547517

POPPYVIEW LIMITED
ABBREVIATED ACCOUNTS
31 MARCH 2011

SATURDAY



A98F8XXMX

A12

17/09/2011

178

COMPANIES HOUSE

NABARRO

Chartered Accountants & Statutory Auditor
3/4 Great Marlborough Street
London
W1F 7HH

POPPYVIEW LIMITED
INDEPENDENT AUDITOR'S REPORT TO POPPYVIEW LIMITED
UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts, together with the financial statements of Poppyview Limited for the year ended 31 March 2011 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company for our work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTOR AND AUDITOR

The director is responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

BASIS OF OPINION

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

OPINION

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made under that section.

OTHER INFORMATION

On 25 August 2011 we reported, as auditor of the company, to the shareholders on the financial statements prepared under Section 396 of the Companies Act 2006 for the year ended 31 March 2011, and the full text of the company audit report is reproduced on pages 2 to 3 of these financial statements.

3/4 Great Marlborough Street
London
W1F 7HH

25 August 2011

M F GIBBONS (Senior Statutory
Auditor)
For and on behalf of
NABARRO
Chartered Accountants
& Statutory Auditor

POPPYVIEW LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF POPPYVIEW LIMITED

YEAR ENDED 31 MARCH 2011

We have audited the financial statements of Poppyview Limited for the year ended 31 March 2011. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's shareholders, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's shareholders as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTOR AND AUDITOR

As explained more fully in the Director's Responsibilities Statement set out on page 1, the director is responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of, whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 March 2011 and of its result for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

OPINION ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion the information given in the Director's Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

POPPYVIEW LIMITED

INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF POPPYVIEW LIMITED *(continued)*

YEAR ENDED 31 MARCH 2011

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of director's remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the director was not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the director's report

3/4 Great Marlborough Street
London
W1F 7HH

25 August 2011

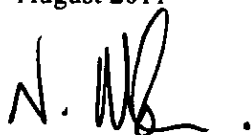
M F GIBBONS (Senior Statutory
Auditor)
For and on behalf of
NABARRO
Chartered Accountants
& Statutory Auditor

POPPYVIEW LIMITED
ABBREVIATED BALANCE SHEET
31 MARCH 2011

	Note	2011 £	2010 £
FIXED ASSETS			
Investments	2	<u>1,000,000</u>	<u>1,000,000</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,000,000</u>	<u>1,000,000</u>
CREDITORS: Amounts falling due after more than one year		<u>790,796</u>	<u>790,796</u>
		<u>209,204</u>	<u>209,204</u>
CAPITAL AND RESERVES			
Called-up equity share capital	3	<u>209,204</u>	<u>209,204</u>
SHAREHOLDERS' FUNDS		<u>209,204</u>	<u>209,204</u>

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved and signed by the director and authorised for issue on 25 August 2011



N Mustoe
Director

Company Registration Number 6547517

The notes on pages 5 to 6 form part of these abbreviated accounts.

POPPYVIEW LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2011

1. ACCOUNTING POLICIES

Basis of accounting

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).

Consolidation

In the opinion of the director, the company and its subsidiary undertakings comprise a small group. The company has therefore taken advantage of the exemption provided by Section 398 of the Companies Act 2006 not to prepare group accounts.

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

2. FIXED ASSETS

	Investments £
COST	
At 1 April 2010 and 31 March 2011	<u>2,506,750</u>
AMOUNTS WRITTEN OFF	
At 1 April 2010	<u>1,506,750</u>
At 31 March 2011	<u>1,506,750</u>
NET BOOK VALUE	
At 31 March 2011	<u>1,000,000</u>
At 31 March 2010	<u>1,000,000</u>

POPPYVIEW LIMITED
NOTES TO THE ABBREVIATED ACCOUNTS
YEAR ENDED 31 MARCH 2011

2. FIXED ASSETS *(continued)*

The adjustment shown in additions represents an adjustment to the cost price

The company owns 100% of the issued share capital of the following

Aggregate capital and reserves		
Box 4 (Holdings) Limited	2,368,458	2,259,224
Profit and (loss) for the year		
Box 4 (Holdings) Limited	152,387	(467,970)

Under the provision of section 248 of the Companies Act 1985 the company is exempt from preparing consolidated accounts and has not done so, therefore the accounts show information about the company as an individual entity

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2011		2010	
	No	£	No	£
209,204 Ordinary shares of £1 each	209,204	209,204	209,204	209,204
790,796 Redeemable Preference shares of £1 each	790,796	790,796	790,796	790,796
	<u>1,000,000</u>	<u>1,000,000</u>	<u>1,000,000</u>	<u>1,000,000</u>

	2011	2010
	£	£
Amounts presented in equity:		
209,204 Ordinary shares of £1 each	<u>209,204</u>	<u>209,204</u>

Amounts presented in liabilities:		
790,796 Redeemable Preference shares of £1 each	<u>790,796</u>	<u>790,796</u>

The Redeemable Preference Shares accrue dividends at 5%pa. No dividends are payable for 6 years after the shares are issued