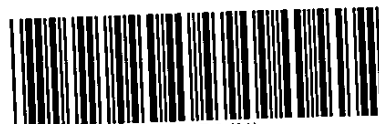


REGISTERED NUMBER 06939540 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 1 JULY 2010 TO 31 DECEMBER 2011
FOR
BITEBACK PUBLISHING LTD

FRIDAY



A1IFB9JN

A51

28/09/2012

#355

COMPANIES HOUSE

BITEBACK PUBLISHING LTD (REGISTERED NUMBER 06939540)

**CONTENTS OF THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 1 JULY 2010 TO 31 DECEMBER 2011**

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

BITEBACK PUBLISHING LTD

**COMPANY INFORMATION
FOR THE PERIOD 1 JULY 2010 TO 31 DECEMBER 2011**

DIRECTORS.

I C Dale
J Simmons
S A Banks-Cooper

SECRETARY.

J Simmons

REGISTERED OFFICE.

21 Marina Court
Castle Street
Hull
HU1 1TJ

REGISTERED NUMBER.

06939540 (England and Wales)

ACCOUNTANTS.

Banks Cooper Associates Limited
21 Marina Court
Hull
HU1 1TJ

BITEBACK PUBLISHING LTD (REGISTERED NUMBER 06939540)

**ABBREVIATED BALANCE SHEET
31 DECEMBER 2011**

	Notes	31 12 11 £	£	30 6 10 £	£
FIXED ASSETS					
Tangible assets	2		1,295		2,244
CURRENT ASSETS					
Stocks		119,120		-	
Debtors		351,461		128,950	
Cash at bank		153,665		97,586	
		<u>624,246</u>		<u>226,536</u>	
CREDITORS					
Amounts falling due within one year	3	<u>1,287,381</u>		<u>117,600</u>	
NET CURRENT (LIABILITIES)/ASSETS			<u>(663,135)</u>		<u>108,936</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(661,840)</u>		<u>111,180</u>
CREDITORS					
Amounts falling due after more than one year	3		-		184,712
NET LIABILITIES			<u>(661,840)</u>		<u>(73,532)</u>
CAPITAL AND RESERVES					
Called up share capital	4		100		100
Share premium			14,985		14,985
Profit and loss account			<u>(676,925)</u>		<u>(88,617)</u>
SHAREHOLDERS' FUNDS			<u>(661,840)</u>		<u>(73,532)</u>

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

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2011 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

BITEBACK PUBLISHING LTD (REGISTERED NUMBER. 06939540)

ABBREVIATED BALANCE SHEET - continued
31 DECEMBER 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 Board of Directors on 27 September 2012 and were signed on its behalf by

A handwritten signature in black ink, appearing to read 'S A Banks-Cooper', written over a horizontal line.

S A Banks-Cooper - Director

The notes form part of these abbreviated accounts

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 1 JULY 2010 TO 31 DECEMBER 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

Tangible fixed assets

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

Plant and machinery etc - 50% 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 where transactions or events that will result in an obligation to pay more tax in future or a right to pay less tax in future have occurred at that date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements

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

Where such differences result in deferred tax assets, they are recognised to the extent that they are regarded as recoverable where, on the basis of available evidence, it is more likely than not that there will be suitable taxable profits from which the reversal of the timing differences can be deducted

Going Concern

These accounts have been prepared under the going concern principle although the liabilities of the company exceed its assets. The company is reliant on the continued support of Political Holdings Limited. The directors are confident that such support will continue to be provided, and that additional funding will be available to the company. The directors consider that the going concern concept continues to be appropriate and this has therefore been applied. In making this assessment, the directors have also considered projections of the future performance of the business, as well as the trading performance after the balance sheet date. If the going concern basis proves not to be appropriate, adjustments would have to be made to reduce the balance sheet value of assets to their recoverable amounts and to provide for any further liabilities that might arise

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 1 JULY 2010 TO 31 DECEMBER 2011

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 July 2010	3,000
Additions	1,376
At 31 December 2011	<u>4,376</u>
DEPRECIATION	
At 1 July 2010	756
Charge for period	2,325
At 31 December 2011	<u>3,081</u>
NET BOOK VALUE	
At 31 December 2011	<u>1,295</u>
At 30 June 2010	<u>2,244</u>

3 CREDITORS

Creditors include an amount of £743,610 (30 6 10 - £184,712) for which security has been given

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class.	Nominal value	31 12 11 £	30 6 10 £
85	Ordinary A	£1	85	85
15	Ordinary B	£1	15	15
			<u>100</u>	<u>100</u>

5 ULTIMATE PARENT COMPANY

Political Holdings Limited is regarded by the directors as being the company's ultimate parent company