

**ABBREVIATED UNAUDITED ACCOUNTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2012**  
**FOR**  
**BITEBACK PUBLISHING LTD**

SATURDAY



A07 \*A2HUYCXD\* 28/09/2013 #279  
COMPANIES HOUSE

**BITEBACK PUBLISHING LTD (REGISTERED NUMBER 06939540)**

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FOR THE YEAR ENDED 31 DECEMBER 2012**

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**BITEBACK PUBLISHING LTD**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 DECEMBER 2012**

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**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

**ABBREVIATED BALANCE SHEET**  
**31 DECEMBER 2012**

	Notes	31 12 12 £	£	31 12 11 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		4,500		-
Tangible assets	3		230		1,295
			<u>4,730</u>		<u>1,295</u>
<b>CURRENT ASSETS</b>					
Stocks		242,715		119,120	
Debtors		562,701		351,461	
Cash at bank		206,030		153,665	
		<u>1,011,446</u>		<u>624,246</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	4	2,261,341		1,287,381	
		<u>2,261,341</u>		<u>1,287,381</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(1,249,895)</u>		<u>(663,135)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(1,245,165)</u>		<u>(661,840)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	5		100		100
Share premium			14,985		14,985
Profit and loss account			<u>(1,260,250)</u>		<u>(676,925)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(1,245,165)</u>		<u>(661,840)</u>

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

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2012 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

**ABBREVIATED BALANCE SHEET - continued**  
**31 DECEMBER 2012**

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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 2013 and were signed on its behalf by

A handwritten signature in black ink, appearing to read 'S A Banks-Cooper', with a large, stylized initial 'S' and a long horizontal stroke extending to the right.

S A Banks-Cooper - Director

The notes form part of these abbreviated accounts

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**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2012**

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**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

**Intangible assets**

Intangible assets represent trading names, trade marks and other intellectual property

Amortisation is provided at an annual rate of 20% of cost

**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 YEAR ENDED 31 DECEMBER 2012**

**2 INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
Additions	5,000
At 31 December 2012	5,000
<b>AMORTISATION</b>	
Amortisation for year	500
At 31 December 2012	500
<b>NET BOOK VALUE</b>	
At 31 December 2012	4,500

**3 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2012 and 31 December 2012	4,376
<b>DEPRECIATION</b>	
At 1 January 2012	3,081
Charge for year	1,065
At 31 December 2012	4,146
<b>NET BOOK VALUE</b>	
At 31 December 2012	230
At 31 December 2011	1,295

**4 CREDITORS**

Creditors include an amount of £1,366,227 (31 12 11 - £743,610) for which security has been given

**5 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid Number	Class	Nominal value	31 12 12 £	31 12 11 £
85	Ordinary A	£1	85	85
15	Ordinary B	£1	15	15
			100	100

**6      ULTIMATE PARENT COMPANY**

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