

REGISTERED NUMBER 07120604 (England and Wales)

**Abbreviated Unaudited Accounts
for the Year Ended 31 January 2011
for
HOOPS MEDIA LIMITED**

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HOOPS MEDIA LIMITED

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for the Year Ended 31 January 2011**

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HOOPS MEDIA LIMITED

**Company Information
for the Year Ended 31 January 2011**

DIRECTOR

Mr N D Gandy

REGISTERED OFFICE:

5 Park Court
Pyrford Road
West Byfleet
Surrey
KT14 6SD

REGISTERED NUMBER

07120604 (England and Wales)

ACCOUNTANTS:

Gibson Hewitt Outsourcing Limited
5 Park Court
Pyrford Road
West Byfleet
Surrey
KT14 6SD

HOOPS MEDIA LIMITED

Abbreviated Balance Sheet 31 January 2011

	Notes	£	£
FIXED ASSETS			
Intangible assets	2		254,891
Tangible assets	3		507
			<u>255,398</u>
CURRENT ASSETS			
Debtors		172	
Prepayments and accrued income		39	
Cash at bank		28,421	
		<u>28,632</u>	
CREDITORS			
Amounts falling due within one year		283,891	
		<u></u>	
NET CURRENT LIABILITIES			<u>(255,259)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>139</u>
CAPITAL AND RESERVES			
Called up share capital	4		100
Profit and loss account			39
			<u>139</u>
SHAREHOLDERS' FUNDS			<u>139</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 his responsibilities for

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 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

6/10/2011

and were signed by


Mr N D Gandy - Director

The notes form part of these abbreviated accounts

HOOPS 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 is the value of goods, net of VAT, provided to customers during the year, plus the value of work, net of VAT, performed during the year with respect to services

Revenue is recognised on the sale of goods when the goods are despatched Revenue is recognised on the provision of services on a percentage degree of completion basis calculated by reference to the time expended compared to the anticipated time

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2010, is being amortised evenly over its estimated useful life of ten years

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 - 25% on cost and 20% on cost

Deferred tax

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

2 INTANGIBLE FIXED ASSETS

	Total £
COST	
Additions	318,614
At 31 January 2011	318,614
AMORTISATION	
Charge for year	63,723
At 31 January 2011	63,723
NET BOOK VALUE	
At 31 January 2011	254,891

HOOPS MEDIA LIMITED

Notes to the Abbreviated Accounts - continued for the Year Ended 31 January 2011

3 TANGIBLE FIXED ASSETS

	Total £
COST	
Additions	646
At 31 January 2011	646
DEPRECIATION	
Charge for year	139
At 31 January 2011	139
NET BOOK VALUE	
At 31 January 2011	507

4 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value £1	£
100	Ordinary		100