

**Abbreviated Unaudited Accounts**  
**for the Year Ended 31st December 2013**  
**for**  
**First Call Helpdesk Limited**



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**First Call Helpdesk Limited**

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for the Year Ended 31st December 2013**

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**First Call Helpdesk Limited**  
**Company Information**  
**for the Year Ended 31st December 2013**

**DIRECTORS:**

C M Midwood  
Mrs J Midwood

**REGISTERED OFFICE:**

22 Base Point  
Folkestone  
Kent  
CT19 4RH

**REGISTERED NUMBER:**

07832711 (England and Wales)

**ACCOUNTANTS:**

Ashton Trimmer  
18 Arrowsmith Way  
Thatcham  
Berkshire  
RG19 4GU

**Abbreviated Balance Sheet**  
**31st December 2013**

|  | Notes | 2013<br>£     | 2012<br>£     |
|--|-------|---------------|---------------|
| <b>FIXED ASSETS</b>                          |       |               |               |
| Intangible assets                            | 2     | -             | -             |
| Tangible assets                              | 3     | 2,667         | 3,845         |
|  |       | <u>2,667</u>  | <u>3,845</u>  |
| <b>CURRENT ASSETS</b>                        |       |               |               |
| Debtors                                      |       | 41,929        | 28,868        |
| Cash at bank                                 |       | 40,361        | 52,565        |
|  |       | <u>82,290</u> | <u>81,433</u> |
| <b>CREDITORS</b>                             |       |               |               |
| Amounts falling due within one year          |       | 49,907        | 47,174        |
|  |       | <u>49,907</u> | <u>47,174</u> |
| <b>NET CURRENT ASSETS</b>                    |       | <u>32,383</u> | <u>34,259</u> |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       | <u>35,050</u> | <u>38,104</u> |
| <b>CAPITAL AND RESERVES</b>                  |       |               |               |
| Called up share capital                      | 4     | 100           | 100           |
| Profit and loss account                      |       | 34,950        | 38,004        |
|  |       | <u>35,050</u> | <u>38,104</u> |
| <b>SHAREHOLDERS' FUNDS</b>                   |       | <u>35,050</u> | <u>38,104</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2013 in accordance with Section 476 of the Companies Act 2006.

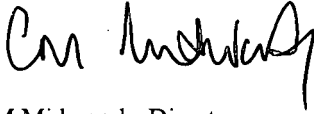
The directors acknowledge their responsibilities for:

- 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.

**Abbreviated Balance Sheet - continued**  
**31st December 2013**

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 21st July 2014 and were signed on its behalf by:



C M Midwood - Director



Mrs J Midwood - Director

**First Call Helpdesk Limited**

**Notes to the Abbreviated Accounts**  
**for the Year Ended 31st December 2013**

**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

**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.

**2. INTANGIBLE FIXED ASSETS**

|                        | Total<br>£ |
|------------------------|------------|
| <b>COST</b>            |            |
| At 1st January 2013    |            |
| and 31st December 2013 | 2,250      |
| <b>AMORTISATION</b>    |            |
| At 1st January 2013    |            |
| and 31st December 2013 | 2,250      |
| <b>NET BOOK VALUE</b>  |            |
| At 31st December 2013  | -          |
| At 31st December 2012  | -          |

**First Call Helpdesk Limited**

**Notes to the Abbreviated Accounts - continued**  
**for the Year Ended 31st December 2013**

**3. TANGIBLE FIXED ASSETS**

|                       | Total<br>£ |
|-----------------------|------------|
| <b>COST</b>           |            |
| At 1st January 2013   | 5,960      |
| Additions             | 2,815      |
|                       | <hr/>      |
| At 31st December 2013 | 8,775      |
|                       | <hr/>      |
| <b>DEPRECIATION</b>   |            |
| At 1st January 2013   | 2,115      |
| Charge for year       | 3,993      |
|                       | <hr/>      |
| At 31st December 2013 | 6,108      |
|                       | <hr/>      |
| <b>NET BOOK VALUE</b> |            |
| At 31st December 2013 | 2,667      |
|                       | <hr/>      |
| At 31st December 2012 | 3,845      |
|                       | <hr/>      |

**4. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

| Number: | Class:   | Nominal<br>value: | 2013<br>£ | 2012<br>£ |
|---------|----------|-------------------|-----------|-----------|
| 100     | Ordinary | 1.00              | 100       | 100       |
|         |          |                   | <hr/>     | <hr/>     |

**5. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES**

The following advances and credits to directors subsisted during the year ended 31st December 2013 and the period ended 31st December 2012:

|                                      | 2013<br>£ | 2012<br>£ |
|--------------------------------------|-----------|-----------|
| <b>C M Midwood</b>                   |           |           |
| Balance outstanding at start of year | 100       | -         |
| Amounts advanced                     | 17,039    | 12,270    |
| Amounts repaid                       | (100)     | (12,170)  |
| Balance outstanding at end of year   | 17,039    | 100       |
|                                      | <hr/>     | <hr/>     |
| <b>Mrs J Midwood</b>                 |           |           |
| Balance outstanding at start of year | 3,000     | -         |
| Amounts advanced                     | 39        | 3,000     |
| Amounts repaid                       | (3,000)   | -         |
| Balance outstanding at end of year   | 39        | 3,000     |
|                                      | <hr/>     | <hr/>     |

**First Call Helpdesk Limited**

**Notes to the Abbreviated Accounts - continued**  
**for the Year Ended 31st December 2013**

**6. REVIEW OF THE BUSINESS**

The second year of trading has seen the company continue to develop its profile and firmly reinforce its ethos that real people can offer a real solution at a competitive price. A move of premises at the beginning of the year has enabled the company to expand and a number of new client partnerships have been formed.

The directors would like to place on record their gratitude to our staff who throughout the year have demonstrated a professional, dedicated, flexible and determined attitude. Feedback from our clients confirms our belief that our real people do offer real solutions, and do so with a friendly, positive and helpful attitude.

The directors firmly believe that an over reliance on scripts leads to reduced levels of customer service and compromises the quality of personal service. We will continue to make it our priority to learn and understand products and processes so that we always present an intelligent and personal customer experience. We will always uphold the high standards a business would expect of its own staff.

We are proud of the service we provide and in the past year have entered into a number of new partnerships, providing helpdesk solutions across a wide selection of business types. We will be looking to enhance our website and social media communications to ensure that we connect with businesses we feel would benefit from the services we provide.

We must not rest on our laurels and the directors will ensure that they provide the leadership and infrastructure to ensure that our people are always able to provide the high quality of service our clients have a right to expect.

There is no doubt that within business there is a desire to provide a level of customer service which is personal, intelligent and delivered in a professional manner by real people. We will make it our aim to introduce more business to First Call Helpdesk Ltd and to demonstrate the benefits their business can obtain through partnership with the right solutions provider.



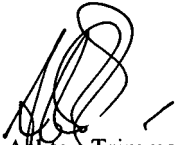
**First Call Helpdesk Limited**

**Report of the Accountants to the Directors of**  
**First Call Helpdesk Limited**

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to six) have been prepared.

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31st December 2013 set out on pages three to nine and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.



Ashton Trimmer  
18 Arrowsmith Way  
Thatcham  
Berkshire  
RG19 4GU

28th July 2014