

**REGISTERED NUMBER: 07849415 (England and Wales)**

**Abbreviated Accounts**  
**for the Year Ended 31 March 2014**  
**for**  
**POSITIVE BRANDING LIMITED**

**Contents of the Abbreviated Accounts  
for the Year Ended 31 March 2014**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>

# **POSITIVE BRANDING LIMITED**

## **Company Information for the Year Ended 31 March 2014**

### **DIRECTORS:**

Mr J Wilton  
Mrs D Wilton

### **REGISTERED OFFICE:**

42 Lytton Road  
Barnet  
Hertfordshire  
EN5 5BY

### **REGISTERED NUMBER:**

07849415 (England and Wales)

### **ACCOUNTANTS:**

Conroy & Lerner  
Chartered Accountants  
42 Lytton Road  
BARNET  
EN5 5BY

**POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)****Abbreviated Balance Sheet  
31 March 2014**

	Notes	<b>31.3.14</b>		31.3.13	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets	2		<b>10,000</b>		-
Tangible assets	3		<b>1,907</b>		<u>2,837</u>
			<b>11,907</b>		<u>2,837</u>
<b>CURRENT ASSETS</b>					
Debtors		<b>10,755</b>		9,847	
Cash at bank		<b>42,495</b>		<u>25,881</u>	
		<b>53,250</b>		<u>35,728</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<b>49,748</b>		<u>32,000</u>	
<b>NET CURRENT ASSETS</b>			<b>3,502</b>		<u>3,728</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>15,409</b>		<u>6,565</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		<b>100</b>		100
Profit and loss account			<b>15,309</b>		<u>6,465</u>
<b>SHAREHOLDERS' FUNDS</b>			<b>15,409</b>		<u>6,565</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2014 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) 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.
- (b)

The notes form part of these abbreviated accounts

**POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)**

**Abbreviated Balance Sheet - continued**  
**31 March 2014**

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 17 December 2014 and were signed on its behalf by:

Mr J Wilton - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts  
for the Year Ended 31 March 2014**

**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.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2014, is being amortised evenly over its estimated useful life of three 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                      - 33% on cost and 20% on reducing balance

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

**2. INTANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
Additions	<b><u>15,000</u></b>
At 31 March 2014	<b><u>15,000</u></b>
<b>AMORTISATION</b>	
Amortisation for year	<b><u>5,000</u></b>
At 31 March 2014	<b><u>5,000</u></b>
<b>NET BOOK VALUE</b>	
At 31 March 2014	<b><u>10,000</u></b>

**POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)**

**Notes to the Abbreviated Accounts - continued  
for the Year Ended 31 March 2014**

**3. TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 April 2013	<b>3,819</b>
Additions	<b><u>63</u></b>
At 31 March 2014	<b><u>3,882</u></b>
<b>DEPRECIATION</b>	
At 1 April 2013	<b>982</b>
Charge for year	<b><u>993</u></b>
At 31 March 2014	<b><u>1,975</u></b>
<b>NET BOOK VALUE</b>	
At 31 March 2014	<b><u>1,907</u></b>
At 31 March 2013	<b><u>2,837</u></b>

**4. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	<b>31.3.14</b>	31.3.13
			<b>£</b>	<b>£</b>
95	A Class Ordinary	£1	<b>95</b>	95
5	B Class Ordinary	£1	<b><u>5</u></b>	<u>5</u>
			<b><u>100</u></b>	<u>100</u>

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

At the balance sheet date the company owed the director, Mr J Wilton, £11,816 (2013: £1,690).

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.