

Company Registration No. SC138292 (Scotland)

**EFFECTIVE VISUAL MARKETING LTD**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2007**



**FRENCH DUNCAN LLP**

Chartered Accountants  
375 West George Street  
Glasgow  
G2 4LW

# EFFECTIVE VISUAL MARKETING LTD

## ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2007

	Notes	2007 £	£	2006 £	£
<b>Fixed assets</b>					
Intangible assets	2	9,000		12,000	
Tangible assets	2	324,567		354,717	
		<u>333,567</u>		<u>366,717</u>	
<b>Current assets</b>					
Stocks		24,378		44,328	
Debtors		209,208		209,258	
Investments		101		141	
Cash at bank and in hand		232		501	
		<u>233,919</u>		<u>254,228</u>	
<b>Creditors amounts falling due within one year</b>		<u>(271,790)</u>		<u>(307,199)</u>	
<b>Net current liabilities</b>		<u>(37,871)</u>		<u>(52,971)</u>	
<b>Total assets less current liabilities</b>		295,696		313,746	
<b>Creditors amounts falling due after more than one year</b>	3	(236,914)		(207,534)	
<b>Provisions for liabilities</b>		<u>(9,698)</u>		<u>(9,679)</u>	
		<u>49,084</u>		<u>96,533</u>	
<b>Capital and reserves</b>					
Called up share capital	4	108		108	
Share premium account		41,600		41,600	
Other reserves		58		58	
Profit and loss account		7,318		54,767	
<b>Shareholders' funds</b>		<u>49,084</u>		<u>96,533</u>	

# **EFFECTIVE VISUAL MARKETING LTD**

## **ABBREVIATED BALANCE SHEET (CONTINUED)**

**AS AT 31 MARCH 2007**

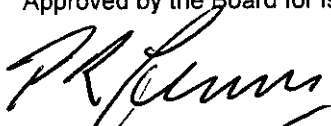
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In preparing these abbreviated accounts

- (a) The directors are of the opinion that the company is entitled to the exemption from audit conferred by Section 249A(1) of the Companies Act 1985,
- (b) No notice has been deposited under Section 249B(2) of the Companies Act 1985, and
- (c) The directors acknowledge their responsibilities for
  - (i) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985, and
  - (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of Section 226, and which otherwise comply with the requirements of this Act relating to accounts, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies

Approved by the Board for issue on 1 October 2007



Mr P R Fennon  
**Director**

# EFFECTIVE VISUAL MARKETING LTD

## NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2007

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### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective June 2005)

#### 1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

#### 1.3 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life of five years

#### 1.4 Tangible fixed assets and depreciation

Tangible fixed assets other than freehold land are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Land and buildings Freehold	2% straight line
Plant and machinery	25% reducing balance
Computer equipment	25% reducing balance
Fixtures, fittings & equipment	25% reducing balance
Motor vehicles	25% reducing balance

#### 1.5 Leasing and hire purchase commitments

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible assets and depreciated over the shorter of the lease term and their useful lives. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

#### 1.6 Investments

Current asset investments are stated at the current market value.

#### 1.7 Stock and work in progress

Stock and work in progress are valued at the lower of cost and net realisable value.

#### 1.8 Pensions

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

#### 1.9 Deferred taxation

Deferred taxation is provided at appropriate rates on all timing differences using the liability method only to the extent that, in the opinion of the directors, there is a reasonable probability that a liability or asset will crystallise in the foreseeable future.

# EFFECTIVE VISUAL MARKETING LTD

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2007

### 1 Accounting policies (continued)

#### 1.10 Government grants

Grants are credited to deferred revenue. Grants towards capital expenditure are released to the profit and loss account over the expected useful life of the assets. Grants towards revenue expenditure are released to the profit and loss account as the related expenditure is incurred.

### 2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
<b>Cost</b>			
At 1 April 2006	15,000	624,930	639,930
Additions		6,101	6,101
At 31 March 2007	15,000	631,031	646,031
<b>Depreciation</b>			
At 1 April 2006	3,000	270,213	273,213
Charge for the year	3,000	36,251	39,251
At 31 March 2007	6,000	306,464	312,464
<b>Net book value</b>			
At 31 March 2007	9,000	324,567	333,567
At 31 March 2006	12,000	354,717	366,717

### 3 Creditors amounts falling due after more than one year

#### Analysis of loans repayable in more than five years

Total amounts repayable by instalments which are due in more than five years

2007 £	2006 £
118,142	113,677

The aggregate amount of creditors for which security has been given amounted to £223,038 (2006 £231,289)

# EFFECTIVE VISUAL MARKETING LTD

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2007

4	Share capital	2007 £	2006 £
	<b>Authorised</b>		
	200 Ordinary of £1 each	200	200
		<u>          </u>	<u>          </u>
	<b>Allotted, called up and fully paid</b>		
	108 Ordinary of £1 each	108	108
		<u>          </u>	<u>          </u>

## 5 Transactions with directors

Interest of 5% has been charged on overdrawn directors loan account balances during the year. At the balance sheet date, there are no amounts due to the company by the directors.

	Amount outstanding		Maximum
	2007	2006	in year
	£	£	£
Paul Fennon		9,768	9,768
	<u>          </u>	<u>          </u>	<u>          </u>