

Company Registration No. SC138292 (Scotland)

**EFFECTIVE VISUAL MARKETING LTD**  
**ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2010**

TUESDAY



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SCT 14/12/2010 432  
COMPANIES HOUSE

**FRENCH DUNCAN LLP**

Chartered Accountants  
375 West George Street  
Glasgow  
G2 4LW

# EFFECTIVE VISUAL MARKETING LTD

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# EFFECTIVE VISUAL MARKETING LTD

## ABBREVIATED BALANCE SHEET

AS AT 31 MARCH 2010

	Notes	2010 £	£	2009 £	£
<b>Fixed assets</b>					
Intangible assets	2	-		3,000	
Tangible assets	2	310,949		329,995	
		310,949		332,995	
<b>Current assets</b>					
Stocks		38,400		49,032	
Debtors		71,430		105,316	
Investments		74		101	
Cash at bank and in hand		52		595	
		109,956		155,044	
<b>Creditors: amounts falling due within one year</b>	3	(157,757)		(220,816)	
<b>Net current liabilities</b>			(47,801)		(65,772)
<b>Total assets less current liabilities</b>			263,148		267,223
<b>Creditors: amounts falling due after more than one year</b>	4		(222,895)		(189,001)
<b>Provisions for liabilities</b>			(13,472)		(27,036)
			26,781		51,186
<b>Capital and reserves</b>					
Called up share capital	5	108		108	
Share premium account		41,600		41,600	
Revaluation reserve		3,093		-	
Other reserves		58		58	
Profit and loss account		(18,078)		9,420	
<b>Shareholders' funds</b>			26,781		51,186

# **EFFECTIVE VISUAL MARKETING LTD**

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

**AS AT 31 MARCH 2010**

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For the financial year ended 31 March 2010 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements 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 sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved by the Board for issue on 24 September 2010



Mr P R Fennon  
Director

Company Registration No. SC138292

# **EFFECTIVE VISUAL MARKETING LTD**

## **NOTES TO THE ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2010**

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### **1 Accounting policies**

#### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention modified to include the revaluation of freehold land and buildings and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

#### **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 or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation 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/10% straight line
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 2010

### 2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
<b>Cost or valuation</b>			
At 1 April 2009	15,000	699,333	714,333
Additions	-	7,549	7,549
Revaluation	-	(25,890)	(25,890)
At 31 March 2010	15,000	680,992	695,992
<b>Depreciation</b>			
At 1 April 2009	12,000	369,338	381,338
Revaluation	-	(28,983)	(28,983)
Charge for the year	3,000	29,688	32,688
At 31 March 2010	15,000	370,043	385,043
<b>Net book value</b>			
At 31 March 2010	-	310,949	310,949
At 31 March 2009	3,000	329,995	332,995

### 3 Creditors: amounts falling due within one year

The aggregate amount of creditors for which security has been given amounted to £39,575 (2009 - £64,980).

### 4 Creditors: amounts falling due after more than one year

	2010 £	2009 £
<b>Analysis of loans repayable in more than five years</b>		
Total amounts repayable by instalments which are due in more than five years	51,106	69,267

The aggregate amount of creditors for which security has been given amounted to £147,149 (2009 - £124,733).

# EFFECTIVE VISUAL MARKETING LTD

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

*FOR THE YEAR ENDED 31 MARCH 2010*

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<b>5</b>	<b>Share capital</b>	<b>2010</b>	<b>2009</b>
		<b>£</b>	<b>£</b>
	<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>