

**Service Display Limited**  
**Abbreviated accounts**  
**for the year ended 31 August 2011**

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## **Service Display Limited**

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**Service Display Limited**

**Abbreviated balance sheet  
as at 31 August 2011**

		<b>2011</b>		<b>2010</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Fixed assets</b>					
Tangible assets	<b>2</b>		2,597		3,463
<b>Current assets</b>					
Debtors		756		689	
Cash at bank and in hand		13,966		10,129	
		<u>14,722</u>		<u>10,818</u>	
<b>Creditors' amounts falling due within one year</b>		<u>(7,131)</u>		<u>(6,553)</u>	
<b>Net current assets</b>			<u>7,591</u>		<u>4,265</u>
<b>Total assets less current liabilities</b>			10,188		7,728
<b>Provisions for liabilities</b>			<u>(183)</u>		<u>(286)</u>
<b>Net assets</b>			<u>10,005</u>		<u>7,442</u>
<b>Capital and reserves</b>					
Called up share capital	<b>3</b>		100		100
Profit and loss account			9,905		7,342
<b>Shareholders' funds</b>			<u>10,005</u>		<u>7,442</u>

The directors' statements required by Sections 475(2) and (3) are shown on the following page which forms part of this Balance Sheet

**The notes on pages 3 to 4 form an integral part of these financial statements.**

**Service Display Limited**

**Abbreviated balance sheet (continued)**

**Directors' statements required by Sections 475(2) and (3)  
for the year ended 31 August 2011**

In approving these abbreviated accounts as directors of the company we hereby confirm

- (a) that for the year stated above the company was entitled to the exemption conferred by Section 477 of the Companies Act 2006 ,
- (b) that no notice has been deposited at the registered office of the company pursuant to Section 476 requesting that an audit be conducted for the year ended 31 August 2011 , and
- (c) that we acknowledge our responsibilities for
  - (1) ensuring that the company keeps accounting records which comply with Section 386 , and
  - (2) 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 year then ended in accordance with the requirements of Section 393 and which otherwise comply with the provisions of the Companies Act 2006 relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The abbreviated accounts were approved by the Board on 10 May 2012 and signed on its behalf by



**K Mitchell**  
**Director**

**Registration number 02907701 ( England & Wales )**

**The notes on pages 3 to 4 form an integral part of these financial statements.**

## **Service Display Limited**

### **Notes to the abbreviated financial statements for the year ended 31 August 2011**

#### **1 Accounting policies**

##### **1.1. Accounting convention**

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

##### **1.2. Turnover**

Turnover represents the total invoice value of services supplied during the year and derives from the provision of services falling within the company's ordinary activities

##### **1.3. Tangible fixed assets and depreciation**

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows

Office equipment	-	25% reducing balance basis
Fixtures & fittings	-	25% straight line
Motor vehicle	-	25% reducing balance

##### **1.4. Leasing**

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 constant periodic rates of charge on the net obligations outstanding in each period.

##### **1.5. Pensions**

The pension costs charged in the financial statements represent the contribution payable by the company during the year.

##### **1.6. Deferred taxation**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax, with the following exceptions:

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

**Service Display Limited**

**Notes to the abbreviated financial statements  
for the year ended 31 August 2011**

continued

<b>2 Fixed assets</b>	<b>Tangible fixed assets £</b>
<b>Cost</b>	
At 1 September 2010	13,120
At 31 August 2011	<u>13,120</u>
<b>Depreciation</b>	
At 1 September 2010	9,657
Charge for year	866
At 31 August 2011	<u>10,523</u>
<b>Net book values</b>	
At 31 August 2011	<u>2,597</u>
At 31 August 2010	<u>3,463</u>

Included above are assets held under finance leases or hire purchase contracts as follows

<b>Asset description</b>	<b>2011</b>		<b>2010</b>	
	<b>Net book value £</b>	<b>Depreciation charge £</b>	<b>Net book value £</b>	<b>Depreciation charge £</b>
Motor vehicle	<u>-</u>	<u>-</u>	<u>3,460</u>	<u>1,153</u>

<b>3. Share capital</b>	<b>2011 £</b>	<b>2010 £</b>
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
<b>Equity Shares</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>