

Registration number 06457638

Aim Direct Creative Services Limited

**Unaudited abbreviated financial statements
for**

31st December 2014

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Abbreviated financial statements
for the year ended 31st December 2014

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Abbreviated balance sheet
as at 31st December 2014

	Note	2014 £	2013 £
Fixed assets	2		
Tangible assets		27,530	7,002
Current assets			
Debtors		123,730	67,716
Cash at bank and in hand		92,354	8
		<u>216,084</u>	<u>67,724</u>
Creditors: Amounts falling due within one year	3	<u>104,026</u>	<u>73,649</u>
Net current assets/(liabilities)		<u>112,058</u>	<u>(5,925)</u>
Total assets less current liabilities		<u>139,588</u>	<u>1,077</u>
Creditors: Amounts falling due after more than one year	4	<u>15,646</u>	<u>889</u>
		<u>123,942</u>	<u>188</u>
Capital and reserves			
Called-up equity share capital	5	100	100
Profit and loss account		123,842	88
Shareholders' funds		<u>123,942</u>	<u>188</u>

For the year ended 31st December 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated financial statements have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

These abbreviated financial statements were approved and signed by the director and authorised for issue on ...01/04/15


 Mr D A Pitts

Company Registration Number: 06457638

The notes on pages 2 to 3 form part of these abbreviated accounts.

Notes to the abbreviated financial statements

for the year ended 31st December 2014

1. Accounting policies

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Fixtures & Fittings	-	20% straight line
Motor Vehicles	-	25% reducing balance
Equipment	-	33.33% straight line

Hire purchase agreements

Assets held under hire purchase agreements are capitalised and disclosed under tangible fixed assets at their fair value. The capital element of the future payments is treated as a liability and the interest is charged to the profit and loss account on a straight line basis.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Notes to the abbreviated financial statements
for the year ended 31st December 2014

2. Fixed assets

	Tangible Assets £
Cost	
At 1st January 2014	45,867
Additions	34,293
Disposals	<u>(8,889)</u>
At 31st December 2014	<u>71,271</u>
Depreciation	
At 1st January 2014	38,865
Charge for year	8,765
On disposals	<u>(3,889)</u>
At 31st December 2014	<u>43,741</u>
Net book value	
At 31st December 2014	<u>27,530</u>
At 31st December 2013	<u>7,002</u>

3. Creditors: Amounts falling due within one year

The following liabilities disclosed under creditors falling due within one year are secured by the company:

	2014 £	2013 £
Hire purchase agreements	<u>4,153</u>	<u>2,667</u>

Net obligation under hire purchase agreement is secured on the asset acquired.

4. Creditors: Amounts falling due after more than one year

The following liabilities disclosed under creditors falling due after more than one year are secured by the company:

	2014 £	2013 £
Hire purchase agreements	<u>15,646</u>	<u>889</u>

5. Share capital

Allotted, called up and fully paid:

	2014 No	£	2013 No	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>