Registered Number 05226721

Baseline Promotions Limited

Abbreviated Accounts

30 September 2011

Company Information

Registered Office:
Wren House
68 London Road
St Albans
Hertfordshire
AL1 1NG

Reporting Accountants:
Roy Pinnock & Co LLP
Chartered Accountants
Wren House
68 London Road
St Albans
Hertfordshire
AL1 1NG

Baseline Promotions Limited **Registered Number 05226721**

Balance Sheet as at 30 September 2011

	Notes	2011		2010	
		£	£	£	£
Fixed assets					
Intangible	2		1		1
Tangible	3		399		143
			400		144
Current assets					
Cash at bank and in hand		1,273		162	
Total current assets		1,273		162	
Creditors: amounts falling due within one year		(8,860)		(16,611)	
Net current assets (liabilities)			(7,587)		(16,449)
Total assets less current liabilities			(7,187)		(16,305)
Provisions for liabilities			(68)		(45)
Total net assets (liabilities)			(7,255)		(16,350)
Capital and reserves					
Called up share capital	4		1		1
Profit and loss account			(7,256)		(16,351)
Shareholders funds			(7,255)		(16,350)

a. For the year ending 30 September 2011 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
c. The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 26 June 2012

And signed on their behalf by:
Mrs S Freeman, Director

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 1068 of the Companies Act 2006.

Notes to the Abbreviated Accounts

For the year ending 30 September 2011

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 services, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of zero years.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Computer equipment	33% on cost

2 **Intangible fixed assets**

Cost or valuation	**£**
At 01 October 2010	10,000
At 30 September 2011	10,000
Amortisation	
At 01 October 2010	9,999
At 30 September 2011	9,999
Net Book Value	
At 30 September 2011	1
At 30 September 2010	1

3 **Tangible fixed assets**

	Total
Cost	**£**
At 01 October 2010	1,830

Additions		382
At 30 September 2011		2,212
Depreciation		
At 01 October 2010		1,687
Charge for year		126
At 30 September 2011		1,813
Net Book Value		
At 30 September 2011		399
At 30 September 2010		143

4 **Share capital**

	2011	2010
	£	£
Allotted, called up and fully paid:		
1000 Ordinary œ1 shares of £1 each	1	1