Registered Number 06413921

Truth Marketing & Advertising Ltd

Abbreviated Accounts

30 October 2011

Company Information

Registered Office:
105 Sixth Avenue
Edwinstowe
Mansfield
Nottinghamshire
NG21 9PW

Reporting Accountants:
A & Z Accounting Services Ltd

Unit 9 Evans Business Centre
Millennium Business Park
Enterprise Close
Mansfield
Nottinghamshire
NG19 7JY

Truth Marketing & Advertising Ltd **Registered Number 06413921**

Balance Sheet as at 30 October 2011

	Notes	2011		2010	
		£	£	£	£
Fixed assets					
Intangible	2		13,773		15,740
Tangible	3		910		1,238
			14,683		16,978
Current assets					
Debtors		15,930		3,916	
Cash at bank and in hand		1,972		1,208	
Total current assets		17,902		5,124	
Creditors: amounts falling due within one year		(49,633)		(31,777)	
Net current assets (liabilities)			(31,731)		(26,653)
Total assets less current liabilities			(17,048)		(9,675)
Total net assets (liabilities)			(17,048)		(9,675)
Capital and reserves					
Called up share capital	4		1		1
Profit and loss account			(17,049)		(9,676)
Shareholders funds			(17,048)		(9,675)

a. For the year ending 30 October 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 25 July 2012

And signed on their behalf by:
C Siddall, 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 October 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 goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2008, is being amortised evenly over its estimated useful life of ten years.

Deferred tax

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

Depreciation

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

Plant and machinery	15% on cost

2 **Intangible fixed assets**

Cost or valuation	**£**
At 31 October 2010	19,674
At 30 October 2011	19,674
Amortisation	
At 31 October 2010	3,934
Charge for year	1,967
At 30 October 2011	5,901
Net Book Value	
At 30 October 2011	13,773
At 30 October 2010	15,740

3 **Tangible fixed assets**

	Total
Cost	**£**
At 31 October 2010	2,189
At 30 October 2011	2,189

Depreciation

Depreciation		
At 31 October 2010		951
Charge for year		328
At 30 October 2011		1,279
Net Book Value		
At 30 October 2011		910
At 30 October 2010		1,238

4 **Share capital**

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

5 **Going concern**

The Director, as the sole shareholder will continue to support the company for the foreseeable future.