

Company Registration No. 06656021 (England and Wales)

IDEA AND IDEA LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 JULY 2011

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IDEA AND IDEA LIMITED

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IDEA AND IDEA LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 JULY 2011

	Notes	2011		2010	
		£	£	£	£
Current assets					
Debtors		1,000		1,000	
Cash at bank and in hand		67,227		-	
		<u>68,227</u>		<u>1,000</u>	
Creditors: amounts falling due within one year		<u>(15,014)</u>		<u>-</u>	
Total assets less current liabilities		<u>53,213</u>		<u>1,000</u>	
Capital and reserves					
Called up share capital	2	1,000		1,000	
Profit and loss account		52,213		-	
Shareholders' funds		<u>53,213</u>		<u>1,000</u>	

For the financial year ended 31 July 2011 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 26 April 2012

Mr Jonathan Liebenau
Director



Company Registration No. 06656021

IDEA AND IDEA LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 JULY 2011

1 Accounting policies

1.1 Accounting convention

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

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

1.3 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

2 Share capital	2011	2010
	£	£
Allotted, called up and fully paid		
1,000 of £1 each	1,000	1,000