Registration number: 07798713

White Pebble Media Ltd

Unaudited Abbreviated Accounts

for the Year Ended 31 October 2012

White Pebble Media Ltd
Contents

Accountants' Report	1
Abbreviated Balance Sheet	2 to 3
Notes to the Abbreviated Accounts	4 to 5

The following reproduces the text of the accountants' report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 5) have been prepared.

Accountants' Report to the Board of Directors on the Preparation of the Unaudited Statutory Accounts of White Pebble Media Ltd for the Year Ended 31 October 2012

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of White Pebble Media Ltd for the year ended 31 October 2012 set out on pages from the company's accounting records and from information and explanations you have given us.

We have carried out this engagement in accordance with technical guidance issued by the Association of Accounting Technicians and have complied with the ethical guidance laid down by the Association relating to members undertaking the compilation of financial statements.

This report is made solely to the Board of Directors of White Pebble Media Ltd, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of White Pebble Media Ltd and state those matters that we have agreed to state to them, as a body, in this report and for no other purpose.To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than White Pebble Media Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that White Pebble Media Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of White Pebble Media Ltd. You consider that White Pebble Media Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of White Pebble Media Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



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Birkett & Co. Ltd
Accountancy and Taxation Services
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Dorset
BH18 8DP
3 May 2013

White Pebble Media Ltd
(Registration number: 07798713)
Abbreviated Balance Sheet at 31 October 2012

	Note	2012 £
Fixed assets		
Intangible fixed assets		8,334
Tangible fixed assets		2,950
		11,284
Current assets		
Debtors		2,323
Cash at bank and in hand		6,761
		9,084
Creditors: Amounts falling due within one year		(12,255)
Net current liabilities		(3,171)
Total assets less current liabilities		8,113
Provisions for liabilities		(167)
Net assets		7,946
Capital and reserves		
Called up share capital	3	200
Profit and loss account		7,746
Shareholders' funds		7,946

For the year ending 31 October 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime .

Approved by the Board on 3 May 2013 and signed on its behalf by:

The notes on pages 4 to 5 form an integral part of these financial statements.

.....
Mr Andy Parfitt
Director

.....
Mrs Laura Parfitt
Director

The notes on pages 4 to 5 form an integral part of these financial statements.

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, 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 amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers.

Goodwill

Positive goodwill is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful economic life. It is reviewed for impairment at the end of the first full financial year following the acquisition and in other periods if events or changes in circumstances indicate that the carrying value may not be recoverable.

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Amortisation method and rate
Goodwill	5 years straight line

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Office equipment	25% reducing balance

Research and development

Research and development expenditure is written off as incurred.

Deferred tax

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE. Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
Additions	10,418	3,933	14,351
At 31 October 2012	10,418	3,933	14,351
Depreciation			
Charge for the year	2,084	983	3,067
At 31 October 2012	2,084	983	3,067
Net book value			
At 31 October 2012	8,334	2,950	11,284

3 Share capital

Allotted, called up and fully paid shares

	2012	
	No.	£
Ordinary A of £1 each	100	100
Ordinary B of £1 each	100	100
	200	200

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 1072 of the Companies Act 2006.