REGISTERED NUMBER: SC254784 (Scotland)

ABBREVIATED UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 JULY 2012

FOR

EXPERIENTIAL PLAY LTD

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FOR THE YEAR ENDED 31 JULY 2012

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EXPERIENTIAL PLAY LTD

COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2012

DIRECTOR:	Mrs A Sharp
REGISTERED OFFICE:	6th Floor, Gordon Chambers 90 Mitchell Street Glasgow G1 3NQ
REGISTERED NUMBER:	SC254784 (Scotland)
ACCOUNTANTS:	Henderson Loggie 90 Mitchell Street Glasgow G1 3NQ
BANKERS:	Royal Bank of Scotland plc Cambuslang Branch 90 Main Street Cambuslang G72 7NW

ABBREVIATED BALANCE SHEET
31 JULY 2012

	Notes	2012 £	£	2011 £	£
FIXED ASSETS					
Tangible assets	2		**17,447**		7,790
CURRENT ASSETS					
Debtors		**28,238**		42,039	
Cash at bank and in hand		**7,839**		580	
		36,077		42,619	
CREDITORS					
Amounts falling due within one year		**36,781**		42,406	
NET CURRENT (LIABILITIES)/ASSETS			**(704)**		213
TOTAL ASSETS LESS CURRENT LIABILITIES			**16,743**		8,003
CREDITORS					
Amounts falling due after more than one year			**(9,819)**		-
PROVISIONS FOR LIABILITIES			**(3,206)**		(1,123)
NET ASSETS			**3,718**		6,880
CAPITAL AND RESERVES					
Called up share capital	3		**102**		102
Profit and loss account			**3,616**		6,778
SHAREHOLDERS' FUNDS			**3,718**		6,880

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2012.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2012 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each 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 financial statements, so far as applicable to the company.

The notes form part of these abbreviated accounts

continued...

ABBREVIATED BALANCE SHEET - continued
31 JULY 2012

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the director on 10 January 2013 and were signed by:

Mrs A Sharp - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 JULY 2012

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.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 10% on a straight line basis
Motor vehicles	- 25% on a reducing balance basis
Computer equipment	- 33% on a straight line basis

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

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

2. TANGIBLE FIXED ASSETS

	Total
	£
COST	
At 1 August 2011	**15,679**
Additions	**15,228**
At 31 July 2012	**30,907**
DEPRECIATION	
At 1 August 2011	**7,889**
Charge for year	**5,571**
At 31 July 2012	**13,460**
NET BOOK VALUE	
At 31 July 2012	**17,447**
At 31 July 2011	7,790

3. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	**2012** **£**	2011 £
100	Ordinary	£1.00	**100**	100
2	A to J Ordinary	£1	**2**	2
			102	102

REPORT OF THE ACCOUNTANTS TO THE DIRECTOR OF EXPERIENTIAL PLAY LTD

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to four) have been prepared.

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31 July 2012 set out on pages nil to nil and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Henderson Loggie
90 Mitchell Street
Glasgow
G1 3NQ

Date: .....

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.