Registered Number SC296474

Prima Communication and Media Limited

Abbreviated Accounts

28 February 2011

Company Information

Registered Office:
9 Royal Crescent
Glasgow
G3 7SP

Reporting Accountants:
Whitelaw Wells

9 Ainslie Place
Edinburgh
EH3 6AT

Bankers:
Bank of Scotland
600 Gorgie Road
Edinburgh
EH11 3XP

Prima Communication and Media Limited **Registered Number SC296474**

Balance Sheet as at 28 February 2011

	Notes	2011		2010	
		£	£	£	£
Fixed assets					
Tangible	2		1,072		765
			1,072		765
Current assets					
Debtors		16,727		10,097	
Cash at bank and in hand		87,670		80,797	
Total current assets		104,397		90,894	
Creditors: amounts falling due within one year		(44,815)		(33,540)	
Net current assets (liabilities)			59,582		57,354
Total assets less current liabilities			60,654		58,119
Total net assets (liabilities)			60,654		58,119
Capital and reserves					
Called up share capital	3		100		100
Profit and loss account			60,554		58,019
Shareholders funds			60,654		58,119

a. For the year ending 28 February 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 30 May 2011

And signed on their behalf by:
J B Cassidy, 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 28 February 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, except in respect of service contracts where turnover is recognised when the company obtains the right to consideration.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more, tax. Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted. Deferred tax is measured on an undiscounted basis at the rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Depreciation

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

Fixtures and fittings	20% on cost
Computer equipment	33% on cost

2 Tangible fixed assets

	Total
Cost	**£**
At 01 March 2010	4,264
Additions	1,255
At 28 February 2011	5,519
Depreciation	
At 01 March 2010	3,499
Charge for year	948

At 28 February 2011	4,447
Net Book Value	
At 28 February 2011	1,072
At 28 February 2010	765

3 **Share capital**

	2011 £	2010 £
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	100

4 **Related party disclosures**

The company was controlled by Mr J B Cassidy and members of his close family throughout the period. Mr Cassidy, a director, holds 60% of the company's issued share capital and his wife owns the remaining 40%. Dividends of £72,500 (2010: £50,000) were paid to the directors during the year. The breakdown is as follows: Mr J B Cassidy £43,500 Mrs F Cassidy £29,000