

Registered Number SC451813

ITY MARKETING LIMITED

Abbreviated Accounts

30 June 2016

Abbreviated Balance Sheet as at 30 June 2016

	Notes	2016 £	2015 £
Fixed assets			
Tangible assets	2	1,328	437
		<u>1,328</u>	<u>437</u>
Current assets			
Debtors		18,608	4,589
Cash at bank and in hand		77,857	46,638
		<u>96,465</u>	<u>51,227</u>
Creditors: amounts falling due within one year		<u>(31,367)</u>	<u>(25,928)</u>
Net current assets (liabilities)		<u>65,098</u>	<u>25,299</u>
Total assets less current liabilities		<u>66,426</u>	<u>25,736</u>
Total net assets (liabilities)		<u>66,426</u>	<u>25,736</u>
Capital and reserves			
Called up share capital	3	2	2
Profit and loss account		66,424	25,734
Shareholders' funds		<u>66,426</u>	<u>25,736</u>

- For the year ending 30 June 2016 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 26 September 2016

And signed on their behalf by:

Chrystal Webster, Director

Notes to the Abbreviated Accounts for the period ended 30 June 2016

1 Accounting Policies

Basis of measurement and preparation of accounts

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

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).

Turnover policy

Turnover

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

Tangible assets depreciation policy

Depreciation of tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Motor Vehicles 25% on straight line

Equipment, fixtures and fittings 20% on straight line

Computer equipment: 33% on straight line

Plant and machinery 25% on straight line

Land and buildings leasehold: over the period of the lease

Intangible assets amortisation policy

Depreciation of intangible fixed assets

Intangible assets are amortised on a straight-line basis over the estimated economic life. The estimated economic life are as follows:

Goodwill – 5 years

OR

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life.

2 Tangible fixed assets

	£
Cost	
At 1 July 2015	772
Additions	1,676
Disposals	-
Revaluations	-
Transfers	-
At 30 June 2016	<u>2,448</u>
Depreciation	

At 1 July 2015	335
Charge for the year	785
On disposals	-
At 30 June 2016	<u>1,120</u>
Net book values	
At 30 June 2016	<u>1,328</u>
At 30 June 2015	<u>437</u>

3 **Called Up Share Capital**

Allotted, called up and fully paid:

	<i>2016</i>	<i>2015</i>
	£	£
2 Ordinary shares of £1 each	2	2

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