

**Abbreviated Unaudited Accounts**  
**for the Year Ended 31 March 2013**  
**for**  
**Insight Counts Limited**

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for the Year Ended 31 March 2013**

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**Insight Counts Limited**

**Company  
Information**

**for the Year Ended 31 March 2013**

**DIRECTORS:** G D Wilkins  
Mrs H Wilkins  
J D Whittle

**SECRETARY:** J D Whittle

**REGISTERED OFFICE:** 24 Little Park  
SOUTHAM  
Warwickshire  
CV47 0JG

**REGISTERED NUMBER:** 05672272 (England and Wales)

**Abbreviated Balance Sheet**  
**31 March**  
**2013**

	Notes	31.3.13 £	31.3.12 £
<b>CURRENT ASSETS</b>			
Debtors		1,573	4,833
Cash at bank		<u>300</u>	<u>1,340</u>
		1,873	6,173
<b>CREDITORS</b>			
Amounts falling due within one year		<u>625</u>	<u>4,159</u>
<b>NET CURRENT ASSETS</b>		<u>1,248</u>	<u>2,014</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		1,248	2,014
<b>CREDITORS</b>			
Amounts falling due after more than one year		17,029	18,716
<b>NET LIABILITIES</b>		<u>(15,781)</u>	<u>(16,702)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	3	148	148
Profit and loss account		<u>(15,929)</u>	<u>(16,850)</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>(15,781)</u>	<u>(16,702)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2013.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2013 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

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

**Abbreviated Balance Sheet - continued**

**31 March**

**2013**

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 Board of Directors on 20 December 2013 and were signed on its behalf  
by:

G D Wilkins - Director

Mrs H Wilkins - Director

**Notes to the Abbreviated Accounts  
for the Year Ended 31 March 2013**

**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 services, excluding value added tax.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2006, is being amortised evenly over its estimated useful life of three years.

**Deferred tax**

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

**2. INTANGIBLE FIXED ASSETS**

Total  
£

**COST**

At 1 April 2012  
and 31 March 2013

8,000

**AMORTISATION**

At 1 April 2012  
and 31 March 2013

8,000

**NET BOOK VALUE**

At 31 March 2013

-

At 31 March 2012

-

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.13 £	31.3.12 £
148	Ordinary	£1	<u>148</u>	<u>148</u>

**4. CONTROL**

The company is under the control of two of the directors, Mr. G Wilkins and Mrs. H Wilkins, who are the only shareholders.

**5. GOING CONCERN**

Other creditors includes a balance owed to the directors at the year end of £17,029. This loan balance will not be repaid in full within the next year and the directors confirm their continued support of the company.