

Registered Number 04977524

STRAND LOYALTY LIMITED

Abbreviated Accounts

31 March 2012

Abbreviated Balance Sheet as at 31 March 2012

	<i>Notes</i>	<i>2012</i>	<i>2011</i>
		<i>£</i>	<i>£</i>
Fixed assets			
Intangible assets	2	22,500	37,500
Tangible assets	3	45,743	49,124
		<u>68,243</u>	<u>86,624</u>
Current assets			
Stocks		1,111	1,851
Debtors		124,863	155,914
Cash at bank and in hand		-	1,545
		<u>125,974</u>	<u>159,310</u>
Creditors: amounts falling due within one year		(85,978)	(66,497)
Net current assets (liabilities)		<u>39,996</u>	<u>92,813</u>
Total assets less current liabilities		<u>108,239</u>	<u>179,437</u>
Total net assets (liabilities)		<u>108,239</u>	<u>179,437</u>
Capital and reserves			
Called up share capital	4	2,850	2,850
Share premium account		200,000	200,000
Other reserves		3,150	3,150
Profit and loss account		(97,761)	(26,563)
Shareholders' funds		<u>108,239</u>	<u>179,437</u>

- For the year ending 31 March 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 28 February 2013

And signed on their behalf by:

B Smillie, Director

Notes to the Abbreviated Accounts for the period ended 31 March 2012

1 Accounting Policies

Basis of measurement and preparation of accounts

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

Turnover policy

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

Tangible assets depreciation policy

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Intangible assets amortisation policy

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the identifiable assets and liabilities. It is amortised to the Profit and loss account over its estimated economic life of 10 years.

2 Intangible fixed assets

	<i>£</i>
Cost	
At 1 April 2011	150,000
Additions	-
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2012	<u>150,000</u>
Amortisation	
At 1 April 2011	112,500
Charge for the year	15,000
On disposals	-
At 31 March 2012	<u>127,500</u>
Net book values	
At 31 March 2012	<u>22,500</u>
At 31 March 2011	<u>37,500</u>

3 Tangible fixed assets

	<i>£</i>
Cost	
At 1 April 2011	147,891
Additions	8,054

	<i>£</i>
Disposals	-
Revaluations	-
Transfers	-
At 31 March 2012	<u>155,945</u>
Depreciation	
At 1 April 2011	98,767
Charge for the year	11,435
On disposals	-
At 31 March 2012	<u>110,202</u>
Net book values	
At 31 March 2012	<u>45,743</u>
At 31 March 2011	<u>49,124</u>

4 **Called Up Share Capital**

Allotted, called up and fully paid:

	<i>2012</i>	<i>2011</i>
	<i>£</i>	<i>£</i>
285,000 Ordinary shares of £0.01 each	2,850	2,850