

LIVE AND DIRECT LIMITED
DIRECTOR'S REPORT AND ACCOUNTS
YEAR ENDED 31 MARCH 2010

COMPANY NO 02653883

Index

2	DIRECTORS AND OFFICERS
3	DIRECTORS' REPORT
4	PROFIT & LOSS ACCOUNT
5	BALANCE SHEET
6/7	NOTES

THURSDAY



AU23WQD8

A32

30/12/2010

394

COMPANIES HOUSE

LIVE AND DIRECT LIMITED
YEAR ENDED 31 MARCH 2010
DIRECTORS AND OFFICERS

DIRECTORS

Mr M I Rowland
S J Hillier

REGISTERED OFFICE

5a Riverside Business Park
16 Lyon Road
Merton
Surrey SW19 2RL

BANKERS

The Royal Bank of Scotland plc
216-220 High Street
Sutton
Surrey
SM1 1NU

LIVE AND DIRECT LIMITED
DIRECTORS' REPORT

The Directors present their report and the Financial Statements for the year ended
31 March 2010

Principal Activity

The principal activity of the company during the financial period was that of
providing public relations and promotional services

Directors

The Directors and their interests in the shares of the company are as follows -

	<u>Ordinary Shares of £1 each</u>	
	<u>at 31 03 10</u>	<u>at 31 03 09</u>
Mr M I Rowland	100	50

Statement of Directors Responsibilities

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to -

Select suitable accounting policies and then apply them consistently,

Make judgements and estimates that are reasonable and prudent,

Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report, which has been prepared taking advantage of special exemptions applicable to small companies, was approved by the board on **24 DEC 2010** and is signed on their behalf

Signed on Behalf of the Board



S J Hillier Director

LIVE AND DIRECT LIMITED
PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2010

	<u>Note</u>	<u>2010</u> £	<u>2009</u> £
TURNOVER	1	0	0
COST OF SALES		<u>0</u>	<u>0</u>
GROSS PROFIT		0	0
ADMINISTRATION COSTS	2	<u>103</u>	<u>744</u>
OPERATING PROFIT/(LOSS)	3	<u>(103)</u>	<u>(744)</u>
INTEREST RECEIVABLE		<u>0</u>	<u>1</u>
		(103)	(743)
TAXATION		<u>0</u>	<u>0</u>
		(103)	(743)
DIVIDENDS PAID		<u>0</u>	<u>0</u>
		(103)	(743)
PROFIT & LOSS ACCOUNT BROUGHT FORWARD		(65402)	(64659)
PROFIT & LOSS ACCOUNT CARRIED FORWARD		<u>(65505)</u>	<u>(65402)</u>

Continuing Operations

None of the company's activities were acquired or discontinued during the above financial year

Total Recognised Gains and Losses

The company has no recognised gains or losses other than the profit for the above two financial years

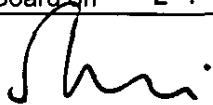
The notes on pages 6 to 7 form part of the financial statements

LIVE AND DIRECT LIMITED
BALANCE SHEET AS AT 31 MARCH 2010

	<u>Note</u>	<u>2010</u>	<u>2009</u>
		£	£
<u>FIXED ASSETS</u>			
Tangible Assets	5	2	2
<u>CURRENT ASSETS</u>			
Debtors	6	0	0
Bank		0	93
		<u>0</u>	<u>93</u>
<u>LESS CREDITORS - amounts</u>			
falling due within 1 year	7	<u>65407</u>	<u>65397</u>
NET CURRENT LIABILITIES		<u>(65407)</u>	<u>(65304)</u>
		(65405)	(65302)
Creditors due after 1 year		0	0
		<u>(65405)</u>	<u>(65302)</u>
<u>CAPITAL RESERVES</u>			
Share Capital	9	100	100
Retained Earnings		(65505)	(65402)
		<u>(65405)</u>	<u>(65302)</u>

- (a) For the year ending 31 march 2010 the company was entitled to exemption from audit under section 477(2) 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 director's acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts

Approved by the Board on 24 DEC 2010



S J Hillier
Director

The notes on pages 6 to 7 form part of the financial statements

LIVE AND DIRECT LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2010

1 STATEMENT OF ACCOUNTING POLICIES

(a) Accounting Convention

These financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards

(b) Fixed Assets & Depreciation

Fixed Assets are stated at Cost

Depreciation has been provided at rates to write off the cost of the assets less residual value over their useful economic lives Depreciation rates used are as follows -

Fixtures and Fittings -	25% reducing balance
Equipment -	25% reducing balance

(c) Cash Flow Statement

The company has omitted to prepare a Source and Application of Funds Statement as it has relied upon Financial Reporting Standard 1 Cash Flow Statements but has claimed exemption from preparation as it is a small Company under Section 248 of the Companies Act 1985

(d) Turnover

Turnover represents net invoiced sales of goods and services, net of Value Added Tax and trade discounts

(e) Stock

Stock is stated at the lower of cost or net realisable value after making due allowance for obsolete and slow moving items

(f) Leasing

Rentals payable under operating leases are charged to income on a straight line basis over the lease term

2 ADMINISTRATION COSTS ARE STATED AFTER CHARGING

	<u>2010</u>	<u>2009</u>
	£	£
Bank Interest	<u>48</u>	<u>276</u>

3 PROFIT/(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION
IS STATED AFTER CHARGING THE FOLLOWING -

Director's Remuneration	0	0
Depreciation of Tangible Fixed Assets	<u>0</u>	<u>0</u>

4 DIRECTORS' PENSION SCHEMES

The number of directors who are accruing benefits under company pension schemes were a follows

	<u>2010</u>	<u>2009</u>
	No	No
Money Purchase Schemes	1	1

LIVE AND DIRECT LIMITED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2010

5	<u>TANGIBLE FIXED ASSETS</u>	Fixtures & Fittings	Office Equipment	Total
		£	£	£
	<u>At Cost</u>			
	Balance brought forward	11740	14748	26488
	Aquisitions	0	0	0
	Disposals	0	0	0
	Balance carried forward	<u>11740</u>	<u>14748</u>	<u>26488</u>
	<u>Depreciation</u>			
	Balance brought forward	11739	14747	26486
	Charge for Period	0	0	0
	Disposals	0	0	0
	Balance carried forward	<u>11739</u>	<u>14747</u>	<u>26486</u>
	<u>Net Book Value</u>			
	31 March 2010	<u>1</u>	<u>1</u>	<u>2</u>
	31 March 2009	<u>1</u>	<u>1</u>	<u>2</u>
6	<u>DEBTORS</u>	<u>2010</u>		<u>2009</u>
		£		£
	Trade and Other debtors	0		0
		<u>0</u>		<u>0</u>
7	<u>CREDITORS - amount falling due within one year -</u>			
	Trade Creditors and Accruals	735		15
	Taxation Creditors	0		0
	Directors Loans	64179		64884
	Bank Overdraft	493		498
		<u>65407</u>		<u>65397</u>
8	<u>RELATED PARTY TRANSACTIONS</u>			
	The company was under the control of Mark Rowland who controls 100% of the company's issued share capital			
9	<u>SHARE CAPITAL</u>			
	Authorised 10,000 Ordinary Shares of £1 each			
	<u>Issued & Fully Paid</u>	<u>2010</u>		<u>2009</u>
		£		£
	100 Ordinary Shares of £1 each	<u>100</u>		<u>100</u>