

Registration number 04561357

Eat the Elephant Ltd

Unaudited Abbreviated Accounts

for the Year Ended 31 October 2012

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COMPANIES HOUSE

Ms Tania K V Oxley
26 York Street
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Eat the Elephant Ltd
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The following reproduces the text of the accountant's report in respect of the company's annual financial statements, from which the abbreviated accounts (set out on pages 2 to 4) have been prepared

**Chartered Accountant's Report to the Board of Directors on the Preparation of the
Unaudited Statutory Accounts of
Eat the Elephant Ltd
for the Year Ended 31 October 2012**

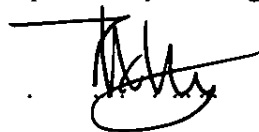
In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Eat the Elephant Ltd for the year ended 31 October 2012 set out on pages from the company's accounting records and from information and explanations you have given us

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at icaew.com/membershandbook

This report is made solely to the Board of Directors of Eat the Elephant Ltd, as a body, in accordance with the terms of our engagement letter dated 30 October 2007. Our work has been undertaken solely to prepare for your approval the accounts of Eat the Elephant Ltd and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Eat the Elephant Ltd and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Eat the Elephant Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Eat the Elephant Ltd. You consider that Eat the Elephant Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Eat the Elephant Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.



Ms Tania K V Oxley
26 York Street
Harborne
Birmingham
B17 0HG

14 January 2013

Eat the Elephant Ltd
(Registration number: 04561357)
Abbreviated Balance Sheet at 31 October 2012

	Note	2012 £	2011 £
Fixed assets			
Tangible fixed assets		<u>1,121</u>	<u>1,422</u>
Current assets			
Debtors	3	43,026	36,987
Cash at bank and in hand		<u>190,252</u>	<u>118,612</u>
		233,278	155,599
Creditors Amounts falling due within one year		<u>(204,115)</u>	<u>(153,743)</u>
Net current assets		<u>29,163</u>	<u>1,856</u>
Net assets		<u>30,284</u>	<u>3,278</u>
Capital and reserves			
Called up share capital	4	2	2
Profit and loss account		<u>30,282</u>	<u>3,276</u>
Shareholders' funds		<u>30,284</u>	<u>3,278</u>

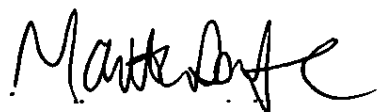
For the year ending 31 October 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies

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 14 January 2013 and signed on its behalf by



Mr Martin Spencer Rafe
Director

Eat the Elephant Ltd

Notes to the Abbreviated Accounts for the Year Ended 31 October 2012

1 Accounting policies

Basis of preparation

The full financial statements, from which these abbreviated accounts have been extracted, 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 amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows

Asset class	Depreciation method and rate
Fixtures & fittings	15% reducing balance basis
Office equipment	33% straight line basis

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Pensions

The company operates a defined contribution pension scheme. Contributions are recognised in the profit and loss account in the period in which they become payable in accordance with the rules of the scheme.

2 Fixed assets

	Tangible assets £	Total £
Cost		
At 1 November 2011	4,596	4,596
Additions	425	425
At 31 October 2012	5,021	5,021

Eat the Elephant Ltd

Notes to the Abbreviated Accounts for the Year Ended 31 October 2012

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Depreciation

At 1 November 2011	3,174	3,174
Charge for the year	<u>726</u>	<u>726</u>
At 31 October 2012	<u>3,900</u>	<u>3,900</u>
Net book value		
At 31 October 2012	<u>1,121</u>	<u>1,121</u>
At 31 October 2011	<u>1,422</u>	<u>1,422</u>

3 Debtors

Debtors includes £nil (2011 - £nil) receivable after more than one year

4 Share capital

Allotted, called up and fully paid shares

	2012		2011	
	No.	£	No.	£
Ordinary shares of £1 each	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>