

ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE YEAR ENDED 31 OCTOBER 2012  
FOR  
OUTSMART AGENCY LTD

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01/03/2013

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COMPANIES HOUSE

**OUTSMART AGENCY LTD**

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**FOR THE YEAR ENDED 31 OCTOBER 2012**

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**OUTSMART AGENCY LTD**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 OCTOBER 2012**

**DIRECTORS:**

P J Harker  
A P Taylor

**REGISTERED OFFICE:**

Suite Ten  
Dunbar House  
Sheepscar Court  
Leeds  
West Yorkshire  
LS7 2BB

**REGISTERED NUMBER:**

06992765 (England and Wales)

**ACCOUNTANTS**

Bartfields (UK) Limited  
Chartered Accountants  
Burley House  
12 Clarendon Road  
Leeds  
LS2 9NF

**OUTSMART AGENCY LTD**

**ABBREVIATED BALANCE SHEET**  
**31 OCTOBER 2012**

	Notes	2012 £	£	2011 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		6,720		7,497
<b>CURRENT ASSETS</b>					
Debtors		135,023		44,456	
Cash at bank and in hand		44,251		668	
		<u>179,274</u>		<u>45,124</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>131,535</u>		<u>41,626</u>	
<b>NET CURRENT ASSETS</b>			<u>47,739</u>		<u>3,498</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			54,459		10,995
<b>PROVISIONS FOR LIABILITIES</b>			<u>1,344</u>		<u>-</u>
<b>NET ASSETS</b>			<u><u>53,115</u></u>		<u><u>10,995</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		100		100
Profit and loss account			<u>53,015</u>		<u>10,895</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>53,115</u></u>		<u><u>10,995</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2012 in accordance with Section 476 of the Companies Act 2006

The directors acknowledge their responsibilities for

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

The notes form part of these abbreviated accounts

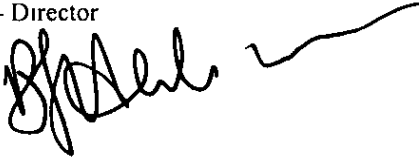
OUTSMART AGENCY LTD

ABBREVIATED BALANCE SHEET - continued  
31 OCTOBER 2012

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 6 February 2013 and were signed on its behalf by

P J Harker - Director

A handwritten signature in black ink, appearing to be 'P J Harker', with a long horizontal flourish extending to the right.

A P Taylor - Director

A handwritten signature in black ink, appearing to be 'A P Taylor', with a large, stylized 'A' and 'T'.

The notes form part of these abbreviated accounts

**OUTSMART AGENCY LTD**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 OCTOBER 2012**

**I 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 shown in the profit and loss account represents amounts invoiced during the period, exclusive of Value Added Tax

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Plant and machinery etc                      -    33% on cost and 15% on reducing balance

**Deferred tax**

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax assets and liabilities are not discounted

**Operating lease agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

**Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the equity after deducting all of its financial liabilities

**OUTSMART AGENCY LTD**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**FOR THE YEAR ENDED 31 OCTOBER 2012**

**2 TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 November 2011	10,546
Additions	2,500
	<hr/>
At 31 October 2012	13,046
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<b>DEPRECIATION</b>	
At 1 November 2011	3,049
Charge for year	3,277
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At 31 October 2012	6,326
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<b>NET BOOK VALUE</b>	
At 31 October 2012	6,720
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At 31 October 2011	7,497
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**3 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid Number	Class	Nominal value	2012 £	2011 £
100	Ordinary	1	100	100
			<hr/>	<hr/>