

Registered number
3968749

PURE INTERACTIVE LIMITED

Abbreviated Accounts

30 April 2010

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PURE INTERACTIVE LIMITED
Registered number 3968749
Abbreviated Balance Sheet
as at 30 April 2010

	Notes	2010 £	2009 £
Fixed assets			
Tangible assets	2	2,278	4,088
Current assets			
Debtors		215	441
Investments held as current assets		-	72,000
Cash at bank and in hand		261,003	208,135
		<u>261,218</u>	<u>280,576</u>
Creditors' amounts falling due within one year		(4,400)	(820)
Net current assets		<u>256,818</u>	<u>279,756</u>
Total assets less current liabilities		<u>259,096</u>	<u>283,844</u>
Provisions for liabilities		-	(20)
Net assets		<u>259,096</u>	<u>283,824</u>
Capital and reserves			
Called up share capital	3	45	45
Profit and loss account		259,051	283,779
Shareholders' funds		<u>259,096</u>	<u>283,824</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime



D M Packer
Director

Approved by the board on 16th November 2010

PURE INTERACTIVE LIMITED
Notes to the Abbreviated Accounts
for the year ended 30 April 2010

1 Accounting policies

Basis of preparation

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

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives

Fixtures and fittings	33% to 50% reducing balance
Improvements to property	25% straight line

Deferred taxation

Full provision is made for deferred taxation resulting from timing differences between the recognition of gains and losses in the accounts and their recognition for tax purposes. Deferred taxation is calculated on an un-discounted basis at the tax rates which are expected to apply in the periods when the timing differences will reverse. At the balance sheet date tax values exceeded accounts values. No account has been taken of this asset.

2 Tangible fixed assets

£

Cost

At 1 May 2009 17,039

At 30 April 2010 17,039

Depreciation

At 1 May 2009 12,951

Charge for the year 1,810

At 30 April 2010 14,761

Net book value

At 30 April 2010 2,278

At 30 April 2009 4,088

3 Share capital

	2010 No	2009 No	2010 £	2009 £
Allotted, called up and fully paid				
Ordinary shares of £1 each	45	45	<u>45</u>	<u>45</u>