

**Registered Number 04263555**

**Applaud Web Solutions Limited**

**Abbreviated Accounts**

**31 December 2010**

**Applaud Web Solutions Limited**

**Registered Number 04263555**

**Company Information**

**Registered Office:**

South Tees Business Centre  
Puddlers Road  
Middlesbrough  
Cleveland  
TS6 6TL

**Reporting Accountants:**

Pearson & Associates

North Barn  
Broughton Hall  
Skipton  
North Yorkshire  
BD23 3AE

**Applaud Web Solutions Limited**

**Registered Number 04263555**

**Balance Sheet as at 31 December 2010**

	Notes	2010	2009
		£	£
<b>Fixed assets</b>			
Intangible	2	48,872	48,872
Tangible	3	3,111	3,594
		<u>51,983</u>	<u>52,466</u>
<b>Current assets</b>			
Debtors		15,454	24,205
Cash at bank and in hand		23,274	7,563
Total current assets		<u>38,728</u>	<u>31,768</u>
<b>Creditors: amounts falling due within one year</b>		(116,045)	(100,497)
<b>Net current assets (liabilities)</b>		(77,317)	(68,729)
<b>Total assets less current liabilities</b>		<u>(25,334)</u>	<u>(16,263)</u>
<b>Creditors: amounts falling due after more than one year</b>		(6,213)	(9,602)
<b>Total net assets (liabilities)</b>		<u>(31,547)</u>	<u>(25,865)</u>
<b>Capital and reserves</b>			
Called up share capital	4	640	640
Share premium account		182,722	182,722
Other reserves		52	52
Profit and loss account		(214,961)	(209,279)
<b>Shareholders funds</b>		<u>(31,547)</u>	<u>(25,865)</u>

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- a. For the year ending 31 December 2010 the company was entitled to exemption under section 477 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 directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
  - d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 17 May 2011

And signed on their behalf by:

**A J Hughes, Director**

**P Collerton, Director**

**P Sheperia, Director**

**This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1068 of the Companies Act 2006.**

Notes to the Abbreviated Accounts

For the year ending 31 December 2010

1 **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 represents net invoiced sales of goods, excluding value added tax.

**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.

**Depreciation**

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

Fixtures and fittings	15% on reducing balance
Computer equipment	25% on reducing balance

2 **Intangible fixed assets**

<b>Cost or valuation</b>	<b>£</b>
At 01 January 2010	<u>48,872</u>
At 31 December 2010	<u>48,872</u>
<b>Net Book Value</b>	
At 31 December 2010	48,872
At 31 December 2009	<u>48,872</u>

Development costs relate to specific projects utilising technical knowledge to increase the company's range of product. They are capitalised and written off over a period of ten years commencing in the year of commercial production. Development costs are capitalised in accordance with SSAP 13 and hence the amount of unamortised development expenditure is not treated as a realised loss for purposes of calculating distributable profits.

3 **Tangible fixed assets**

<b>Cost</b>	<b>Total</b>
	<b>£</b>
At 01 January 2010	18,266
Additions	4,000

ADDITIONS		1,900
Disposals	-	(12,521)
At 31 December 2010	-	<u>7,650</u>
<b>Depreciation</b>		
At 01 January 2010		14,672
Charge for year		886
On disposals	-	(11,019)
At 31 December 2010	-	<u>4,539</u>
<b>Net Book Value</b>		
At 31 December 2010		3,111
At 31 December 2009	-	<u>3,594</u>

4 **Share capital**

	2010	2009
	£	£
<b>Allotted, called up and fully paid:</b>		
576 Ordinary shares of £1 each	640	640