

Registered No. 1970545

Loyalty & Conquest Communications Limited

Annual Report and Financial Statements

31 December 2013



Loyalty & Conquest Communications Limited

Registered No. 1970545

DIRECTORS

B G McCarthy
A D Jeakings
J O Ellison

REGISTERED OFFICE

Prospect House
Rouen Road
Norwich
NR1 1RE

DIRECTORS' REPORT

The directors present their annual report and the financial statements for the year ended 31 December 2013.

PRINCIPAL ACTIVITY, REVIEW OF BUSINESS, RESULTS AND DIVIDENDS

The company did not trade in the year.

DIRECTORS

The directors who held office during the year were as follows :

A D Jeakings
B G McCarthy
J O Ellison

STATEMENT OF DIRECTORS' RESPONSIBILITIES IN RESPECT OF THE FINANCIAL STATEMENTS

The directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under the law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs 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;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue in business.

The directors are responsible for keeping proper accounting records that are sufficient to show and explain the company's transactions and 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 2006. 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.

By order of the board



J O Ellison
Director
17 June 2014

Loyalty & Conquest Communications Limited

BALANCE SHEET AT 31 DECEMBER 2013

	Notes	2013 £	2012 £
CURRENT ASSETS			
Debtors - amounts due from fellow subsidiary in more than one year		343	343
CURRENT LIABILITIES			
Creditors - amounts due to fellow subsidiary in more than one year		(93)	(93)
NET ASSETS		<u>250</u>	<u>250</u>
CAPITAL AND RESERVES			
Called up share capital	3	250	250
Profit and loss account	2	-	-
SHAREHOLDERS' FUNDS		<u>250</u>	<u>250</u>

For the year ended 31 December 2013 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

No members have required the company to obtain an audit of its financial statements for the period in question in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for :

- Ensuring the company keeps accounting records which comply with section 386;
- Preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of its financial year, and of its profit and loss for the financial year in accordance with section 393, and which otherwise comply with the requirements of the Companies Act relating to financial statements, so far as applicable to the company.

These financial statements were approved by the Board of Directors on 17 June 2014 and signed on their behalf by:


B G McCarthy
Director

Loyalty & Conquest Communications Limited

NOTES TO THE FINANCIAL STATEMENTS AT 31 DECEMBER 2013

1 ACCOUNTING POLICIES

Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards.

2 PROFIT AND LOSS ACCOUNT

The company has not traded during the year and accordingly it has made neither a profit nor a loss. No profit and loss account has therefore been prepared.

3 SHARE CAPITAL

	2013 number	2012 number
Allotted		
"A" ordinary shares of £1 each	50	50
"B" ordinary shares of £1 each	50	50
Non voting £1 shares	150	150
	250	250
	2013 £	2012 £
Called up and fully paid		
"A" ordinary shares of £1 each	50	50
"B" ordinary shares of £1 each	50	50
Non voting £1 shares	150	150
	250	250

4 HOLDING COMPANY

At 31 December 2013, the parent undertaking for which group financial statements were drawn up and of which the company was a member was Archant Limited, registered in England and Wales. Copies of that company's financial statements can be obtained from The Registrar, Companies House, Crown Way, Maindy, Cardiff.

5 RELATED PARTY TRANSACTIONS

The company has taken advantage of exemptions in respect of FRS 8 on the grounds that it is a wholly owned subsidiary.