

COMPANY REGISTRATION NUMBER 02288361

**INTERACTION MARKETING & PUBLIC
RELATIONS LIMITED**
UNAUDITED ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED
30 SEPTEMBER 2015

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INTERACTION MARKETING AND PUBLIC RELATIONS LTD

ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

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INTERACTION MARKETING AND PUBLIC RELATIONS LTD

ABBREVIATED BALANCE SHEET

30 SEPTEMBER 2015

	Note	2015 £	£	2014 £	£
FIXED ASSETS	2				
Intangible assets			103,200		116,100
Tangible assets			<u>81,897</u>		<u>41,647</u>
			185,097		157,747
CURRENT ASSETS					
Debtors		89,326		144,949	
Cash at bank and in hand		<u>7</u>		<u>7</u>	
		89,333		144,956	
CREDITORS: Amounts falling due within one year	3	183,366		119,479	
NET CURRENT (LIABILITIES)/ASSETS			(94,033)		25,477
TOTAL ASSETS LESS CURRENT LIABILITIES			91,064		183,224
CREDITORS: Amounts falling due after more than one year	4		36,667		11,744
			<u>54,397</u>		<u>171,480</u>
CAPITAL AND RESERVES					
Called up equity share capital	5		100		100
Profit and loss account			<u>54,297</u>		<u>171,380</u>
SHAREHOLDERS' FUNDS			<u>54,397</u>		<u>171,480</u>

The Balance sheet continues on the following page.
The notes on pages 3 to 5 form part of these abbreviated accounts.

INTERACTION MARKETING AND PUBLIC RELATIONS LTD

ABBREVIATED BALANCE SHEET *(continued)*

30 SEPTEMBER 2015

For the year ended 30 September 2015 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

These abbreviated accounts were approved and signed by the director and authorised for issue on ...22/4/2016

Ms K Rowe
Director



Company Registration Number: 02288361

The notes on pages 3 to 5 form part of these abbreviated accounts.

INTERACTION MARKETING AND PUBLIC RELATIONS LTD

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

1. ACCOUNTING POLICIES

Basis of accounting

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

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Goodwill	-	10% straight line
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Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Fixtures & Fittings	-	25% reducing balance
Motor Vehicles	-	25% reducing balance
Office Equipment	-	25% reducing balance

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.

Deferred taxation

Deferred taxation is provided in full on timing differences which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law.

Deferred tax assets are only recognised to the extent that is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

INTERACTION MARKETING AND PUBLIC RELATIONS LTD

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

1. ACCOUNTING POLICIES *(continued)*

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 entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

2. FIXED ASSETS

	Intangible Assets £	Tangible Assets £	Total £
COST			
At 1 October 2014	129,000	55,529	184,529
Additions	–	69,660	69,660
Disposals	–	(2,814)	(2,814)
At 30 September 2015	<u>129,000</u>	<u>122,375</u>	<u>251,375</u>
DEPRECIATION			
At 1 October 2014	12,900	13,882	26,782
Charge for year	12,900	27,299	40,199
On disposals	–	(703)	(703)
At 30 September 2015	<u>25,800</u>	<u>40,478</u>	<u>66,278</u>
NET BOOK VALUE			
At 30 September 2015	<u>103,200</u>	<u>81,897</u>	<u>185,097</u>
At 30 September 2014	<u>116,100</u>	<u>41,647</u>	<u>157,747</u>

INTERACTION MARKETING AND PUBLIC RELATIONS LTD

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30 SEPTEMBER 2015

3. CREDITORS: Amounts falling due within one year

The following liabilities disclosed under creditors falling due within one year are secured by the company:

	2015 £	2014 £
Bank loans and overdrafts	<u>11,757</u>	<u>13,500</u>

4. CREDITORS: Amounts falling due after more than one year

The following liabilities disclosed under creditors falling due after more than one year are secured by the company:

	2015 £	2014 £
Bank loans and overdrafts	<u>-</u>	<u>11,744</u>

5. SHARE CAPITAL

Allotted, called up and fully paid:

	2015		2014	
	No	£	No	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
