

The Traffic Bureau Limited

Report and Financial Statements

Year Ended

30 June 2015

Company number: 02775513

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The Traffic Bureau Limited

Report and financial statements for the year ended 30 June 2015

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Directors

L K Lavender
D C Mark
G W Sutton

Secretary and registered office

D C Mark, 7th Floor, Berkshire House, 168-173 High Holborn, London, WC1V 7AA

Company number

02775513

Auditors

Ernst & Young LLP, 400 Capability Green, Luton, Bedfordshire, LU1 3LU

The Traffic Bureau Limited

Strategic report of the directors for the year ended 30 June 2015

The directors present their strategic report and the financial statements for the year ended 30 June 2015.

Principal activities

The principal activities of the company during the year were those of television advertising and administration.

Principal risks and uncertainties

The main financial risks arising from the company's operating activities are credit risk and liquidity risk. The directors do not consider interest rate risk to be a significant risk to the company given the size and nature of the company's borrowings. All of the risks are monitored by the board of directors and the senior management team and none of the risks were considered to be significant at the year end.

The company manages its credit risk through its credit control and customer service teams, the enforcement of credit limits, timely reviews of outstanding debtor balances and regular communication with customers. Based on the diverse range of customers and the lack of concentration of credit with any one customer the directors do not believe that credit checks for new customers provide sufficient benefit for the costs arising.

The company manages liquidity risk through a combination of an invoice discounting facility and funding from other group entities to ensure the company has sufficient funds for operations. The cash deposits are held in a mixture of short term deposits and current accounts that earn interest at a floating rate. The interest rate on the invoice discounting facility is at a floating rate.

Approved by the Board on 25 April 2016 and signed on its behalf by:



D. Mark
Director

The Traffic Bureau Limited

Report of the directors for the year ended 30 June 2015

Results

The profit and loss account is set out on page 6 and shows the profit for the year.

Directors

The directors of the company during the year were as follows:

L K Lavender
D C Mark
G W Sutton

Going concern

The accounts have been prepared on the going concern basis as a result of the profit for the year of £22,786 (2014 - £245,789), a net current asset position of £1,650,176 (2014 - £1,626,101) and a net asset position of £1,654,837 (2014: £1,632,051).

Directors' responsibilities

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

Company law requires the Directors to prepare the financial statements for each financial year. Under that 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 UK accounting standards have been followed, subject to any material departure disclosed and explained in the financial statements;

The Directors are responsible for keeping adequate 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 to 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.

The Traffic Bureau Limited

Report of the directors for the year ended 30 June 2015 (*continued*)

Auditors

All of the current directors have taken all the steps that they ought to have taken to make themselves aware of any information needed by the company's auditors for the purposes of their audit and to establish that the auditors are aware of that information. The directors are not aware of any relevant audit information of which the auditors are unaware.

Ernst & Young LLP have expressed their willingness to continue in office and a resolution to re-appoint them will be proposed at the annual general meeting.

This directors' report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

On behalf of the Board



D. Mark
Director
25 April 2016

Independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE TRAFFIC BUREAU (UK) LIMITED

We have audited the financial statements of The Traffic Bureau Limited for the year ended 30 June 2015 which comprise the Profit and Loss Account, the Balance Sheet and the related notes 1 to 12. The financial reporting framework that has been applied in their preparation is applicable law United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

As explained more fully in the Directors' Responsibilities Statement (set out on page 2), the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the report and financial statements to identify material inconsistencies with the audited financial statements and to identify any information that is apparently, materially incorrect based on or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 30 June 2015 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Strategic Report and Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent auditor's report (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the directors were not entitled to prepare the financial statements, the Strategic Report and the directors' report in accordance with the small companies regime.



Andy Clewer (Senior statutory auditor)
for and on behalf of Ernst & Young LLP, Statutory Auditor
Luton

25/4/16

The Traffic Bureau Limited

Profit and loss account for the year ended 30 June 2015

	Notes	2015 £	2014 £
Turnover	2	1,013,228	1,118,018
Cost of sales		(252,193)	(220,922)
		<hr/>	<hr/>
Gross profit		761,035	897,096
Administrative expenses		(720,506)	(592,022)
		<hr/>	<hr/>
Operating profit	3	40,529	305,074
Interest receivable		-	-
Interest payable		(8,943)	(10,805)
		<hr/>	<hr/>
Profit on ordinary activities before taxation		31,586	294,269
Taxation	5	(8,800)	(48,480)
		<hr/>	<hr/>
Profit on ordinary activities after taxation	10	22,786	245,789
		<hr/>	<hr/>

All amounts relate to continuing activities.

All recognised gains and losses in the current and prior year are included in the profit and loss account.

The notes on pages 8 to 14 form part of these financial statements.

The Traffic Bureau Limited

Balance sheet at 30 June 2015

Company number: 02775513	Notes	2015 £	2015 £	2014 £	2014 £
Fixed assets					
Tangible assets	6		4,661		5,950
			<hr/>		<hr/>
Current assets					
Debtors	7	2,910,972		1,994,940	
Cash at bank and in hand		14,539		3,189	
		<hr/>		<hr/>	
		2,925,511		1,998,129	
Creditors: amounts falling due within one year	8	(1,275,335)		(372,028)	
		<hr/>		<hr/>	
Net current assets			1,650,176		1,626,101
			<hr/>		<hr/>
Total assets less current liabilities			1,654,837		1,632,051
			<hr/>		<hr/>
Net assets			1,654,837		1,632,051
			<hr/>		<hr/>
Capital and reserves					
Called up share capital	9		782		782
Profit and loss account	10		1,654,055		1,631,269
			<hr/>		<hr/>
Shareholders' funds	11		1,654,837		1,632,051
			<hr/>		<hr/>

These financial statements have been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

The financial statements were approved by the Board of Directors and authorised for issue on 25 April 2016.



D. Mark
Director

The notes on pages 8 to 14 form part of these financial statements.

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2015

1 Accounting policies

The financial statements have been prepared under the historical cost convention and are in accordance with applicable accounting standards. The following principal accounting policies have been applied:

Cash flow statement

The company has taken advantage of the exemption conferred by Financial Reporting Standard 1 'Cash Flow Statements (Revised 1996)' not to prepare a cash flow statement on the grounds that it is a 'small' company under the Companies Act 2006.

Turnover

Turnover represents sales to external customers at invoiced amounts less value added tax. Turnover is recognised when the service has been provided.

Depreciation

Depreciation is provided to write off the cost, less estimated residual values, of all tangible fixed assets, evenly over their expected useful lives. It is calculated at the following annual rates:

Plant and machinery	-	25%
Computer equipment	-	25%
Software	-	25%

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable.

Taxation

The charge for taxation is based on the profit for the year and takes into account deferred taxation.

Current tax is measured at amounts expected to be paid using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date except that:

- the recognition of deferred tax assets is limited to the extent that the company anticipates making sufficient taxable profits in the future to absorb the reversal of the underlying timing differences.

Deferred tax balances are not discounted.

Related party disclosure

The company has taken advantage of the exemption conferred by Financial Reporting Standard 8, 'Related party disclosures', not to disclose transactions with members or investees of the group headed by Adstream Holdings Limited on the grounds that at least 100% of the voting rights in the company are controlled within that group and the company is included in consolidated financial statements.

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2015 (*continued*)

1 Accounting policies (continued)

Foreign currency

Foreign currency transactions are translated into sterling at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

2 Turnover

Turnover is wholly attributable to the principal activity of the company and arises solely within the United Kingdom.

3 Operating profit

	2015 £	2014 £
The operating profit is stated after charging:		
Depreciation – owned assets	1,973	4,992
Directors' remuneration and other benefits	-	100,353
Auditor's remuneration	7,500	12,000
	<hr/>	<hr/>

In the current financial year the remuneration of the Directors' has been borne by other group companies.

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2015 (*continued*)

4 Wages and salaries

Staff costs (including directors) consist of

	2015 £	2014 £
Wages and salaries	337,836	427,567
Social security costs	32,651	45,617
Other pension costs	5,760	350
	<u>376,247</u>	<u>473,534</u>

The monthly average number of employees (including directors) during the year was 12 (2014 – 14):

	2015	2014
Sales & Marketing	7	8
Operations	2	3
Directors	3	3
	<u>12</u>	<u>14</u>

5 Taxation

	2015 £	2014 £
<i>Current tax</i>		
UK corporation tax on profit for the year	8,285	69,042
Adjustment in respect of prior year	(53)	(21,083)
	<u>8,232</u>	<u>47,959</u>
<i>Deferred tax</i>		
Origination and reversal of timing differences	568	521
	<u>8,800</u>	<u>48,480</u>

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2015 (*continued*)

5 Taxation (continued)

The tax assessed for the year is higher (2014 – lower) than the standard rate of corporation tax in the UK. The differences are explained below:

	2015 £	2014 £
Profit on ordinary activities before tax	31,586	294,269
Tax on profit on ordinary activities at the standard rate of corporation tax in the UK of 20.75% (2014 – 22.5%)	6,554	66,211
Effects of:		
Capital allowances in excess of depreciation	(590)	(10)
Expenses not deductible for taxation purposes	2,326	2,841
Marginal relief	(5)	-
Over provision in respect of previous years	(53)	(21,083)
Tax charge for the year	8,232	47,959

Deferred tax asset

	2015 £	2014 £
At 1 July	3,400	3,921
Deferred tax charge in profit and loss account	(568)	(521)
At 30 June	2,832	3,400

The Traffic Bureau Limited

Notes forming part of the financial statements
for the year ended 30 June 2015 (*continued*)

6 Tangible fixed assets

	Plant and machinery £	Computer equipment £	Software £	Total £
<i>Cost or valuation</i>				
At 1 July 2014	46,564	89,114	2,957	138,635
Additions	-	684	-	684
	<hr/>	<hr/>	<hr/>	<hr/>
At 30 June 2015	46,564	89,798	2,957	139,319
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Depreciation</i>				
At 1 July 2014	46,081	83,647	2,957	132,685
Provided for the year	(744)	2,717	-	1,973
	<hr/>	<hr/>	<hr/>	<hr/>
At 30 June 2015	45,337	86,364	2,957	134,658
	<hr/>	<hr/>	<hr/>	<hr/>
<i>Net book value</i>				
At 30 June 2015	1,227	3,434	-	4,661
	<hr/>	<hr/>	<hr/>	<hr/>
At 1 July 2014	483	5,467	-	5,950
	<hr/>	<hr/>	<hr/>	<hr/>

7 Debtors: amounts falling due within one year

	2015 £	2014 £
Trade debtors	111,501	151,133
Amounts due from group undertakings	2,793,085	1,810,848
Other taxation and social security	-	23,520
Deferred tax	2,832	3,400
Other debtors	3,554	6,039
	<hr/>	<hr/>
	2,910,972	1,994,940
	<hr/>	<hr/>

The Traffic Bureau Limited

Notes forming part of the financial statements for the year ended 30 June 2015 (continued)

8 Creditors: amounts falling due within one year

	2015 £	2014 £
Invoice discounting facility	56,071	102,514
Trade creditors	25,913	8,301
Amounts due to group companies	1,087,404	180,090
Taxation and social security	8,394	-
Other creditors	19,790	9,224
Corporation tax	77,763	71,899
	<u>1,275,335</u>	<u>372,028</u>

9 Called up share capital

Allotted, called up and fully paid

	2015 Number	2014 Number	2015 £	2014 £
A Ordinary shares of £1 each	282	282	282	282
B Ordinary shares of £1 each	500	500	500	500
	<u>782</u>	<u>782</u>	<u>782</u>	<u>782</u>

On a return of capital on a winding up or otherwise the assets of the Company available for distribution to the holders of the A Ordinary shares and B Ordinary shares shall be applied equally between the two classes of shares.

10 Reserves

	Profit and loss account £
At 1 July 2014	1,631,269
Profit for the period	22,786
	<u>1,654,055</u>
At 30 June 2015	

The Traffic Bureau Limited

Notes forming part of the financial statements
for the year ended 30 June 2015 (*continued*)

11 Reconciliation of shareholder's funds

	2015 £	2014 £
Profit for the year	22,786	245,789
Opening shareholder's funds	1,632,051	1,386,262
Closing shareholder's funds	1,654,837	1,632,051

12 Ultimate parent company and controlling party

The immediate parent company is Adstream (UK) Limited. The controlling party is Adstream Holdings Pty Limited and the smallest company for which group accounts are drawn up is Adstream Holdings Pty Limited. The ultimate parent company and the largest group of undertakings for which group accounts are drawn up is Paul Ramsay Holdings Pty Limited. Both Companies are incorporated in Australia and group accounts for Adstream Holdings Pty Limited are available from Level 5, Tower B, 207 Pacific Highway, St Leonards, NSW 2065 Australia.