

Registered number: 03797114

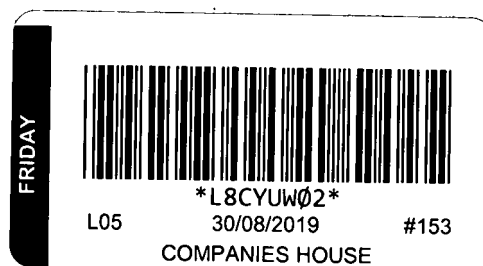
Alternative Being Limited

Unaudited

Financial statements

Information for filing with the registrar

For the Year Ended 30 November 2018



Alternative Being Limited

Company Information

Director Diana Yardley Rhodes

Company secretary Andrew Rhodes

Registered number 03797114

Registered office Third Floor
24 Chiswell Street
London
EC1Y 4YX

Accountants Kreston Reeves LLP
Chartered Accountants
Third Floor
24 Chiswell Street
London
EC1Y 4YX

Alternative Being Limited
Registered number: 03797114

Balance sheet
As at 30 November 2018

	Note	2018 £	2017 £
Fixed assets			
Tangible assets	4	-	454
		-	454
Current assets			
Debtors: amounts falling due within one year	5	266	
Cash at bank and in hand	6	9,165	10,047
		9,165	10,313
Creditors: amounts falling due within one year	7	(4,916)	(4,134)
Net current assets		4,249	6,179
Total assets less current liabilities		4,249	6,633
Net assets		4,249	6,633
Capital and reserves			
Called up share capital	8	100	100
Profit and loss account		4,149	6,533
		4,249	6,633

The director considers that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

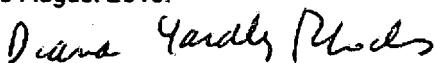
The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the profit and loss account in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 29 August 2019.


Diana Yardley Rhodes
 Director

The notes on pages 2 to 5 form part of these financial statements.

Alternative Being Limited

Notes to the financial statements For the Year Ended 30 November 2018

1. General information

The company is registered as a private company limited by shares, incorporated and domiciled in England & Wales. The company's registered office is at Third Floor, 24 Chiswell Street, London, EC1Y 4YX.

The company's principal activity during the year was that of response marketing science consultancy.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The members have agreed to the preparation of abridged accounts for this accounting period in accordance with Section 444(2A) of the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Alternative Being Limited

Notes to the financial statements For the Year Ended 30 November 2018

2. Accounting policies (continued)

2.3 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Office equipment	- 33% straight line
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The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Profit and loss account.

2.4 Debtors

Short term debtors are measured at transaction price, less any impairment.

2.5 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.6 Creditors

Short term creditors are measured at the transaction price.

3. Employees

The average monthly number of employees, including directors, during the year was 2 (2017 - 2).

Alternative Being Limited

**Notes to the financial statements
For the Year Ended 30 November 2018**

4. TANGIBLE FIXED ASSETS

	Office equipment £
Cost or valuation	
At 1 December 2017	2,367
At 30 November 2018	<u>2,367</u>
Depreciation	
At 1 December 2017	1,913
Charge for the year on owned assets	454
At 30 November 2018	<u>2,367</u>
Net book value	
At 30 November 2018	<u>-</u>
At 30 November 2017	<u>454</u>

5. Debtors

	2018 £	2017 £
Other debtors	-	266
	<u>-</u>	<u>266</u>

6. Cash and cash equivalents

	2018 £	2017 £
Cash at bank and in hand	9,165	10,047
	<u>9,165</u>	<u>10,047</u>

Alternative Being Limited

**Notes to the financial statements
For the Year Ended 30 November 2018**

7. Creditors: Amounts falling due within one year

	2018	2017
	£	£
Other creditors	3,734	2,980
Accruals and deferred income	1,182	1,154
	<u>4,916</u>	<u>4,134</u>

8. Share capital

	2018	2017
	£	£
Allotted, called up and fully paid		
100 (2017 - 100) Ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>

9. Related party transactions

As at 30 November 2018 company owed £3,734 (2017 - £2,980) to the director, D Y Rhodes.

10. Controlling party

The ultimate controlling party is D Y Rhodes, the director, who owns 100% of the issued share capital.