

**Registered number: 03797114**

**Alternative Being Limited**

**Unaudited**

**Financial statements**

**Information for filing with the registrar**

**For the Year Ended 30 November 2019**

**Alternative Being Limited**

**Company Information**

<b>Director</b>	Diana Yardley Rhodes
<b>Company secretary</b>	Andrew Rhodes
<b>Registered number</b>	03797114
<b>Registered office</b>	Third Floor 24 Chiswell Street London EC1Y 4YX
<b>Accountants</b>	Kreston Reeves LLP Chartered Accountants Third Floor 24 Chiswell Street London EC1Y 4YX

**Balance sheet**  
**As at 30 November 2019**

	<b>Note</b>	<b>2019</b> <b>£</b>	<b>2018</b> <b>£</b>
<b>Fixed assets</b>			
Tangible assets	4	<u>503</u>	<u>-</u>
		<b>503</b>	<b>-</b>
<b>Current assets</b>			
Cash at bank and in hand	5	<u>10,833</u>	<u>9,165</u>
		<b>10,833</b>	<b>9,165</b>
Creditors: amounts falling due within one year	6	<u>(6,605)</u>	<u>(4,916)</u>
<b>Net current assets</b>		<u><b>4,228</b></u>	<u><b>4,249</b></u>
<b>Total assets less current liabilities</b>		<u><b>4,731</b></u>	<u><b>4,249</b></u>
<b>Net assets</b>		<u><u><b>4,731</b></u></u>	<u><u><b>4,249</b></u></u>
<b>Capital and reserves</b>			
Called up share capital	7	<b>100</b>	<b>100</b>
Profit and loss account		<u><b>4,631</b></u>	<u><b>4,149</b></u>
		<u><u><b>4,731</b></u></u>	<u><u><b>4,249</b></u></u>

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 the 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 30 November 2020.

**Diana Yardley Rhodes**  
Director

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

**Notes to the financial statements  
For the Year Ended 30 November 2019**

**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.

**Notes to the financial statements  
For the Year Ended 30 November 2019**

**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

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 profit or loss.

**2.4 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.

**2.5 Creditors**

Short term creditors are measured at the transaction price.

**3. Employees**

The average monthly number of employees, including directors, during the year was 1 (2018 - 2).

Notes to the financial statements  
For the Year Ended 30 November 2019

4. TANGIBLE FIXED ASSETS

	Office equipment £
<b>Cost or valuation</b>	
At 1 December 2018	2,367
Additions	750
At 30 November 2019	<u>3,117</u>
<b>Depreciation</b>	
At 1 December 2018	2,367
Charge for the year on owned assets	247
At 30 November 2019	<u>2,614</u>
<b>Net book value</b>	
At 30 November 2019	<u>503</u>
At 30 November 2018	<u>-</u>

5. Cash and cash equivalents

	2019 £	2018 £
Cash at bank and in hand	10,833	9,165
	<u>10,833</u>	<u>9,165</u>

6. Creditors: Amounts falling due within one year

	2019 £	2018 £
Other creditors	4,216	3,734
Accruals and deferred income	2,389	1,182
	<u>6,605</u>	<u>4,916</u>

7. Share capital

	2019 £	2018 £
<b>Allotted, called up and fully paid</b>		
100 (2018 - 100) Ordinary shares of £1 each	<u>100</u>	<u>100</u>

**Notes to the financial statements  
For the Year Ended 30 November 2019**

**7. Share capital (continued)**

**8. Related party transactions**

As at 30 November 2019 company owed £4,216 (2018 - £3,734) to the director, D Y Rhodes.

**9. Post balance sheet events**

At the time of signing the accounts the Director is aware of the potential economic effects of the Covid-19 virus outbreak. The full impact of the pandemic on the UK economy is yet to be seen , but the Director will continue to seek to mitigate this risk by following the UK Government's guidelines and adapting/developing its own internal strategy.

**10. Controlling party**

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

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 1072 of the Companies Act 2006.