

Advertising Education Forum Limited

A Company Limited by Guarantee

Annual Report and Unaudited Financial Statements

For the year ended 31 December 2018

PAGES FOR FILING WITH REGISTRAR



Company Registration No. 03807549 (England and Wales)

Advertising Education Forum Limited

Company Information

Directors	A Cagli C Van Reeth
Secretary	C Perret
Company number	03807549
Registered office	12 Henrietta Street Covent Garden London WC2E 8LH
Accountants	Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL

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Balance Sheet

As at 31 December 2018

	Notes	2018 £	£	2017 £	£
Current assets					
Cash at bank and in hand		-		23,814	
Creditors: amounts falling due within one year	2	-		(5,362)	
Net current assets			-		18,452
Reserves					
Income and expenditure account			-		18,452

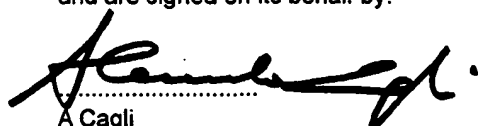
The directors of the company have elected not to include a copy of the income and expenditure account within the financial statements.

For the financial year ended 31 December 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 26/6/2019 and are signed on its behalf by:



A Cagli
Director

Company Registration No. 03807549

Advertising Education Forum Limited

Notes to the Financial Statements

For the year ended 31 December 2018

1 Accounting policies

Company information

Advertising Education Forum Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is 12 Henrietta Street, Covent Garden, London, WC2E 8LH.

1.1 Accounting convention

These financial statements have been prepared in accordance with Section 1A of FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

Shortly after filing the account to 31 December 2018, Advertising Education Forum Limited will cease to trade due to the members voluntarily winding up the company.

The accounts have therefore been prepared on a basis other than on that of a going concern basis.

1.3 Income and expenditure

Income and expenses are included in the financial statements as they become receivable or due.

Income primarily represents membership subscriptions for the year receivable from members. These subscriptions are credited to the income and expenditure account on the basis of the financial year to which they relate.

1.4 Cash and cash equivalents

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.5 Financial instruments

The company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

1.6 Taxation

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

1.7 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

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Notes to the Financial Statements (Continued)

For the year ended 31 December 2018

2 Creditors: amounts falling due within one year

	2018 £	2017 £
Corporation tax	-	38
Accruals and deferred income	-	5,324
	<u>-</u>	<u>5,362</u>

3 Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.