

REGISTERED NUMBER: 03950329 (England and Wales)

Financial Statements for the Year Ended 31 March 2017

for

Ashworth Cannon Advertising Ltd

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for the Year Ended 31 March 2017**

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**Company Information
for the Year Ended 31 March 2017**

DIRECTOR:	D A Cannon
SECRETARY:	Streatham Secretarial Limited
REGISTERED OFFICE:	Foresters Hall 25-27 Westow Street Upper Norwood London SE19 3RY
REGISTERED NUMBER:	03950329 (England and Wales)
ACCOUNTANTS:	Gibsons Financial Limited Chartered Accountants Foresters Hall 25/27 Westow Street Upper Norwood London SE19 3RY

Balance Sheet
31 March 2017

	Notes	31/3/17 £	31/3/16 £
FIXED ASSETS			
Intangible assets	4	1	1
Tangible assets	5	<u>-</u>	<u>272</u>
		<u>1</u>	<u>273</u>
CURRENT ASSETS			
Debtors	6	4,896	32,631
Cash at bank		<u>42,484</u>	<u>60,710</u>
		47,380	93,341
CREDITORS			
Amounts falling due within one year	7	<u>(42,427)</u>	<u>(64,556)</u>
NET CURRENT ASSETS		<u>4,953</u>	<u>28,785</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>4,954</u>	<u>29,058</u>
CAPITAL AND RESERVES			
Called up share capital		100	100
Retained earnings		<u>4,854</u>	<u>28,958</u>
SHAREHOLDERS' FUNDS		<u>4,954</u>	<u>29,058</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

Balance Sheet - continued
31 March 2017

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 8 November 2017 and were signed by:

D A Cannon - Director

**Notes to the Financial Statements
for the Year Ended 31 March 2017**

1. STATUTORY INFORMATION

Ashworth Cannon Advertising Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures, fittings & equipment	- 25% on reducing balance
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Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Notes to the Financial Statements - continued
for the Year Ended 31 March 2017**

2. ACCOUNTING POLICIES - continued

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 .

4. INTANGIBLE FIXED ASSETS

COST

At 1 April 2016
and 31 March 2017

NET BOOK VALUE

At 31 March 2017
At 31 March 2016

Goodwill
£

1

1

1

Notes to the Financial Statements - continued
for the Year Ended 31 March 2017

5. TANGIBLE FIXED ASSETS

	Fixtures, fittings & equipment £
COST	
At 1 April 2016	6,194
Disposals	(6,194)
At 31 March 2017	-
DEPRECIATION	
At 1 April 2016	5,922
Eliminated on disposal	(5,922)
At 31 March 2017	-
NET BOOK VALUE	
At 31 March 2017	-
At 31 March 2016	272

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31/3/17 £	31/3/16 £
Trade debtors	-	31,801
Taxation	4,649	-
VAT	247	830
	<u>4,896</u>	<u>32,631</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31/3/17 £	31/3/16 £
Trade creditors	1,198	28,548
Taxation	-	2,203
Other creditors	-	3,366
Accruals	4,250	9,931
Director's current account	36,979	20,508
	<u>42,427</u>	<u>64,556</u>

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.