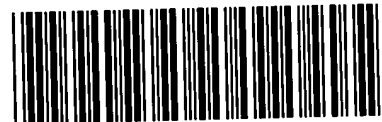


**ALISON BRAND COMMUNICATIONS LTD**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2017**  
**PAGES FOR FILING WITH REGISTRAR**

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# **ALISON BRAND COMMUNICATIONS LTD**

## **COMPANY INFORMATION**

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<b>Director</b>	A Eden
<b>Secretary</b>	Cubious Limited
<b>Company number</b>	04415575
<b>Registered office</b>	30 Upper High Street Thame Oxfordshire OX9 3EZ
<b>Accountants</b>	Richardsons Chartered Accountants 30 Upper High Street Thame Oxfordshire OX9 3EZ

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# **ALISON BRAND COMMUNICATIONS LTD**

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# ALISON BRAND COMMUNICATIONS LTD

## BALANCE SHEET

AS AT 31 MARCH 2017

	Notes	2017 £	£	2016 £	£
<b>Fixed assets</b>					
Tangible assets	3		968		2,504
<b>Current assets</b>					
Debtors	4	17,848		22,608	
<b>Creditors: amounts falling due within one year</b>	5	(18,356)		(24,995)	
<b>Net current liabilities</b>			(508)		(2,387)
<b>Total assets less current liabilities</b>			460		117
<b>Capital and reserves</b>					
Called up share capital	6		100		100
Profit and loss reserves			360		17
<b>Total equity</b>			460		117

The director of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 31 March 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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 and signed by the director and authorised for issue on 23/7/17

*Alison Eden*

A Eden  
Director

Company Registration No. 04415575

# ALISON BRAND COMMUNICATIONS LTD

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 MARCH 2017

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#### 1 Accounting policies

##### Company information

Alison Brand Communications Ltd is a private company limited by shares incorporated in England and Wales. The registered office is 30 Upper High Street, Thame, Oxfordshire, OX9 3EZ.

#### 1.1 Accounting convention

These financial statements have been prepared in accordance with 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 disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

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 £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

#### 1.2 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

#### 1.3 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	33% Straight Line
Computers	33% Straight Line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

# ALISON BRAND COMMUNICATIONS LTD

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2017

#### 1 Accounting policies (Continued)

##### 1.4 Cash and cash equivalents

Cash and cash equivalents 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 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

##### Current tax

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.

#### 2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 1 (2016: 2)

#### 3 Tangible fixed assets

	Fixtures and fittings £	Computers £	Total £
<b>Cost</b>			
At 1 April 2016 and 31 March 2017	2,607	10,979	13,586
<b>Depreciation and impairment</b>			
At 1 April 2016	1,175	9,907	11,082
Depreciation charged in the year	522	1,014	1,536
At 31 March 2017	1,697	10,921	12,618
<b>Carrying amount</b>			
At 31 March 2017	910	58	968
At 31 March 2016	1,431	1,073	2,504

#### 4 Debtors

	2017 £	2016 £
<b>Amounts falling due within one year:</b>		
Trade debtors	-	1,950
Other debtors	17,848	20,658
	17,848	22,608

# ALISON BRAND COMMUNICATIONS LTD

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2017

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### 5 Creditors: amounts falling due within one year

	2017 £	2016 £
Bank loans and overdrafts	9,452	13,434
Trade creditors	-	1,915
Corporation tax	7,654	6,330
Other taxation and social security	-	1,224
Other creditors	1,250	2,092
	<u>18,356</u>	<u>24,995</u>

### 6 Called up share capital

	2017 £	2016 £
Ordinary share capital issued and fully paid 100 Ordinary of £1 each	<u>100</u>	<u>100</u>