

Company registration number: 04430447

**Data Alive Limited**

**Unaudited filleted financial statements**

**30 April 2017**

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## **Data Alive Limited**

### **Contents**

	<b>Page</b>
Directors and other information	<b>1</b>
Accountants report	<b>2</b>
Statement of financial position	<b>3 - 4</b>
Notes to the financial statements	<b>5 - 8</b>

**Data Alive Limited**

**Directors and other information**

<b>Director</b>	R M Ingham
<b>Secretary</b>	R M Ingham S F Ingham
<b>Company number</b>	04430447
<b>Registered office</b>	55 Crosslands Caddington Luton Bedfordshire LU1 4EP
<b>Accountants</b>	Hicks and Company Chartered Accountants Vaughan Chambers Vaughan Road Harpenden Hertfordshire AL5 4EE

**Data Alive Limited**

**Chartered accountants report to the director on the preparation of the  
unaudited statutory financial statements of Data Alive Limited  
Year ended 30 April 2017**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Data Alive Limited for the year ended 30 April 2017 which comprise the statement of financial position and related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales, we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the director of Data Alive Limited, as a body, in accordance with the terms of our engagement letter dated 9 September 2016. Our work has been undertaken solely to prepare for your approval the financial statements of Data Alive Limited and state those matters that we have agreed to state to them, as a body, in this report in accordance with the ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Data Alive Limited and its director as a body for our work or for this report.

It is your duty to ensure that Data Alive Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Data Alive Limited. You consider that Data Alive Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Data Alive Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.



Hicks and Company  
Chartered Accountants

Vaughan Chambers  
Vaughan Road  
Harpenden  
Hertfordshire  
AL5 4EE

18 October 2017

**Data Alive Limited**

**Statement of financial position  
30 April 2017**

	Note	2017 £	£	2016 £	£
<b>Fixed assets</b>					
Tangible assets	5	142		190	
			142		190
<b>Current assets</b>					
Debtors	6	27,090		13,180	
Cash at bank and in hand		161,059		171,349	
		188,149		184,529	
<b>Creditors: amounts falling due within one year</b>	7	(170,941)		(156,004)	
<b>Net current assets</b>			17,208		28,525
<b>Total assets less current liabilities</b>			17,350		28,715
<b>Provisions for liabilities</b>			(200)		(40)
<b>Net assets</b>			17,150		28,675
<b>Capital and reserves</b>					
Called up share capital			1		1
Profit and loss account			17,149		28,674
<b>Shareholders funds</b>			17,150		28,675

For the year ending 30 April 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Director's responsibilities:**

- The shareholders have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges 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 and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

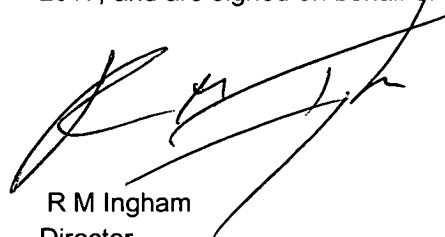
In accordance with section 444 of the Companies Act 2006, the statement of income and retained earnings has not been delivered.

**The notes on pages 5 to 8 form part of these financial statements.**

**Data Alive Limited**

**Statement of financial position (continued)**  
**30 April 2017**

These financial statements were approved by the board of directors and authorised for issue on 18 October 2017, and are signed on behalf of the board by:

A handwritten signature in black ink, appearing to be 'R M Ingham', written over a horizontal line.

R M Ingham  
Director

Company registration number: 04430447

**The notes on pages 5 to 8 form part of these financial statements.**

## **Data Alive Limited**

### **Notes to the financial statements Year ended 30 April 2017**

#### **1. General information**

The company is a private company limited by shares, registered in England. The address of the registered office is 55 Crosslands, Caddington, Luton, Bedfordshire, LU1 4EP.

#### **2. Statement of compliance**

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

#### **3. Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

##### **Transition to FRS 102**

The entity transitioned from previous UK GAAP to FRS 102 as at 1 May 2015. Details of how FRS 102 has affected the reported financial position and financial performance is given in note 9.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

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

##### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

## **Data Alive Limited**

### **Notes to the financial statements (continued) Year ended 30 April 2017**

#### **Tangible assets**

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

#### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures, fittings and equipment	- 25%	reducing balance
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If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

#### **Impairment**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

#### **Provisions**

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event; it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised in finance costs in profit or loss in the period it arises.



**Data Alive Limited**

**Notes to the financial statements (continued)**  
**Year ended 30 April 2017**

**Financial instruments**

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

**4. Staff costs**

The average number of persons employed by the company during the year amounted to 1 (2016: 1).

**5. Tangible assets**

	Fixtures, fittings and equipment £	Total £
<b>Cost</b>		
<b>At 1 May 2016 and 30 April 2017</b>	4,587	4,587
<b>Depreciation</b>		
At 1 May 2016	4,397	4,397
Charge for the year	48	48
<b>At 30 April 2017</b>	4,445	4,445
<b>Carrying amount</b>		
<b>At 30 April 2017</b>	142	142
At 30 April 2016	190	190

**6. Debtors**

	2017 £	2016 £
Trade debtors	26,711	12,801
Other debtors	379	379
	27,090	13,180

**Data Alive Limited**

**Notes to the financial statements (continued)**  
**Year ended 30 April 2017**

**7. Creditors: amounts falling due within one year**

	<b>2017</b>	2016
	<b>£</b>	<b>£</b>
Trade creditors	-	120
Corporation tax	5,634	4,543
Social security and other taxes	4,648	5,188
Other creditors	160,659	146,153
	<u>170,941</u>	<u>156,004</u>

**8. Directors advances, credits and guarantees**

During the year the director entered into the following advances and credits with the company:

	<b>2017</b>		
	Balance brought forward	Advances /(credits) to the director	Balance o/standing
	<b>£</b>	<b>£</b>	<b>£</b>
R M Ingham	<u>(146,153)</u>	<u>(14,506)</u>	<u>(160,659)</u>

	<b>2016</b>		
	Balance brought forward	Advances /(credits) to the director	Balance o/standing
	<b>£</b>	<b>£</b>	<b>£</b>
R M Ingham	<u>(119,794)</u>	<u>(26,359)</u>	<u>(146,153)</u>

**9. Transition to FRS 102**

These are the first financial statements that comply with FRS 102. The company transitioned to FRS 102 on 1 May 2015.

**Reconciliation of equity**

No transitional adjustments were required.

**Reconciliation of profit or loss for the year**

No transitional adjustments were required.