

# Truly Local Advertising Limited

Unaudited Filleted Financial Statements  
for the Year Ended 30 September 2022

Durston Gibb  
Chartered Accountants  
Lower Ground Floor  
49 Blatchington Road  
Hove  
East Sussex  
BN3 3YJ

# Truly Local Advertising Limited

## Contents

|   |                      |
|---|----------------------|
| Company Information                         | <u>1</u>             |
| Balance Sheet                               | <u>2</u> to <u>3</u> |
| Notes to the Unaudited Financial Statements | <u>4</u> to <u>7</u> |

# Truly Local Advertising Limited

## Company Information

|                          |   |
|--------------------------|---|
| <b>Director</b>          | Ms JM Evans   |
| <b>Registered office</b> | 18 Empire Way<br>Slaithwaite<br>Huddersfield<br>Yorkshire<br>HD7 5FD  |
| <b>Accountants</b>       | Durston Gibb<br>Chartered Accountants<br>Lower Ground Floor<br>49 Blatchington Road<br>Hove<br>East Sussex<br>BN3 3YJ |

**Truly Local Advertising Limited**  
**(Registration number: 06630685)**  
**Balance Sheet as at 30 September 2022**

|   | Note     | 2022<br>£            | 2021<br>£            |
|---|----------|----------------------|----------------------|
| <b>Fixed assets</b>                                   |          |                      |                      |
| Tangible assets                                       | <u>4</u> | 194                  | 42                   |
| <b>Current assets</b>                                 |          |                      |                      |
| Debtors   | <u>5</u> | 23,270               | 12,821               |
| Cash at bank and in hand                              |          | <u>148,423</u>       | <u>150,594</u>       |
|   |          | 171,693              | 163,415              |
| <b>Creditors:</b> Amounts falling due within one year | <u>6</u> | <u>(77,229)</u>      | <u>(72,545)</u>      |
| <b>Net current assets</b>                             |          | <u>94,464</u>        | <u>90,870</u>        |
| <b>Net assets</b>                                     |          | <u><u>94,658</u></u> | <u><u>90,912</u></u> |
| <b>Capital and reserves</b>                           |          |                      |                      |
| Called up share capital                               | <u>7</u> | 100                  | 100                  |
| Retained earnings                                     |          | <u>94,558</u>        | <u>90,812</u>        |
| Shareholders' funds                                   |          | <u><u>94,658</u></u> | <u><u>90,912</u></u> |

For the financial year ending 30 September 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime. As permitted by section 444 (5A) of the Companies Act 2006, the director has not delivered to the registrar a copy of the Profit and Loss Account.

Approved and authorised by the director on 29 June 2023

**Truly Local Advertising Limited**  
**(Registration number: 06630685)**  
**Balance Sheet as at 30 September 2022**

.....  
Ms JM Evans  
Director

# **Truly Local Advertising Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 30 September 2022**

### **1 General information**

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

18 Empire Way  
Slaithwaite  
Huddersfield  
Yorkshire  
HD7 5FD

These financial statements were authorised for issue by the director on 29 June 2023.

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Going concern**

The financial statements have been prepared on a going concern basis.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of value added tax. The company recognises revenue when the amount of revenue can be reliably measured and it is probable that future economic benefits will flow to the entity.

#### **Tax**

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

## Truly Local Advertising Limited

### Notes to the Unaudited Financial Statements for the Year Ended 30 September 2022

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date.

#### Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

| Asset class      | Depreciation method and rate |
|------------------|------------------------------|
| Office equipment | 25% reducing balance         |

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits.

#### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

#### Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments.

#### Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

# Truly Local Advertising Limited

## Notes to the Unaudited Financial Statements for the Year Ended 30 September 2022

### 3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 1 (2021 - 1).

### 4 Tangible assets

|                          | Office<br>equipment<br>£ | Total<br>£ |
|--------------------------|--------------------------|------------|
| <b>Cost or valuation</b> |                          |            |
| At 1 October 2021        | 2,686                    | 2,686      |
| Additions                | 199                      | 199        |
| At 30 September 2022     | 2,885                    | 2,885      |
| <b>Depreciation</b>      |                          |            |
| At 1 October 2021        | 2,644                    | 2,644      |
| Charge for the year      | 47                       | 47         |
| At 30 September 2022     | 2,691                    | 2,691      |
| <b>Carrying amount</b>   |                          |            |
| At 30 September 2022     | 194                      | 194        |
| At 30 September 2021     | 42                       | 42         |

### 5 Debtors

|                | 2022<br>£ | 2021<br>£ |
|----------------|-----------|-----------|
| <b>Current</b> |           |           |
| Trade debtors  | 23,270    | 12,821    |



# Truly Local Advertising Limited

## Notes to the Unaudited Financial Statements for the Year Ended 30 September 2022

### 6 Creditors

Creditors: amounts falling due within one year

|                              | 2022<br>£     | 2021<br>£     |
|------------------------------|---------------|---------------|
| <b>Due within one year</b>   |               |               |
| Trade creditors              | 3,991         | 4,354         |
| Taxation and social security | 13,694        | 15,016        |
| Accruals and deferred income | 3,873         | 6,246         |
| Other creditors              | 55,671        | 46,929        |
|                              | <u>77,229</u> | <u>72,545</u> |

### 7 Share capital

Allotted, called up and fully paid shares

|                           | 2022       |            | 2021       |            |
|---------------------------|------------|------------|------------|------------|
|                           | No.        | £          | No.        | £          |
| Ordinary share of £1 each | 100        | 100        | 100        | 100        |
|                           | <u>100</u> | <u>100</u> | <u>100</u> | <u>100</u> |

### 8 Dividends

|   | 2022<br>£     | 2021<br>£     |
|---|---------------|---------------|
| Interim dividend of £200.00 (2021 - £200.00) per ordinary share | 20,000        | 20,000        |
|   | <u>20,000</u> | <u>20,000</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.