

**Choose Wisely Limited****Registered number:** 07580462**Balance Sheet****as at 30 April 2017**

	Notes	2017 £	2016 £
<b>Fixed assets</b>			
Intangible assets	3	2,631	36,522
<b>Current assets</b>			
Stocks		4,241	2,554
Debtors	4	598,759	358,478
Cash at bank and in hand		56,896	11,219
		<u>659,896</u>	<u>372,251</u>
<b>Creditors: amounts falling due within one year</b>	5	(252,084)	(214,851)
<b>Net current assets</b>		<u>407,812</u>	<u>157,400</u>
<b>Net assets</b>		<u>410,443</u>	<u>193,922</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		410,343	193,822
<b>Shareholders' funds</b>		<u>410,443</u>	<u>193,922</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

M J Biles

Director

Approved by the board on 22 September 2017

**Choose Wisely Limited**  
**Notes to the Accounts**  
**for the year ended 30 April 2017**

**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

***Turnover***

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

***Intangible fixed assets***

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

***Investments***

Investments in subsidiaries, associates and joint ventures are measured at cost less any accumulated impairment losses. Listed investments are measured at fair value. Unlisted investments are measured at fair value unless the value cannot be measured reliably, in which case they are measured at cost less any accumulated impairment losses. Changes in fair value are included in the profit and loss account.

***Stocks***

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first in first out method. The carrying amount of stock sold is recognised as an expense in the period in which the related revenue is recognised.

***Debtors***

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

***Creditors***

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

***Taxation***

A current tax liability is recognised for the tax payable on the taxable profit of the current and

past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

### **Provisions**

Provisions (ie liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

### **Leased assets**

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

2 Employees	2017 Number	2016 Number
Average number of persons employed by the company	-	15
3 Intangible fixed assets		£
Goodwill:		
<b>Cost</b>		
At 1 May 2016		220,491
At 30 April 2017		220,491
<b>Amortisation</b>		
At 1 May 2016		183,969
Provided during the year		33,891
At 30 April 2017		217,860
<b>Net book value</b>		
At 30 April 2017		2,631
At 30 April 2016		36,522

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Goodwill is being written off in equal annual instalments over its estimated economic life of 2 years.

<b>4 Debtors</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Trade debtors	294,873	75,791
Amounts owed by group undertakings and undertakings in which the company has a participating interest	300,412	211,836
Other debtors	3,474	70,851
	<u>598,759</u>	<u>358,478</u>
Amounts due after more than one year included above	<u>300,412</u>	<u>211,836</u>
<b>5 Creditors: amounts falling due within one year</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Trade creditors	197,111	31,186
Corporation tax	52,502	-
Other taxes and social security costs	758	222
Other creditors	1,713	183,443
	<u>252,084</u>	<u>214,851</u>
<b>6 Other financial commitments</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Total future minimum payments under non-cancellable operating leases	<u>-</u>	<u>17,200</u>

## 7 Other information

Choose Wisely Limited is a private company limited by shares and incorporated in England. Its registered office is:

Telephone House  
18 Christchurch Road  
Bournemouth  
Dorset  
BH1 3NE

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