

Registered number: 08019977

ALDER HEY PROMOTIONS LTD

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2018



ALDER HEY PROMOTIONS LTD

COMPANY INFORMATION

DIRECTORS	Nicola Collins Eileen Jones Lynn Hitchen
COMPANY SECRETARY	DWF Secretarial Services
REGISTERED NUMBER	08019977
REGISTERED OFFICE	Alder Hey Children's Hospital Eaton Road Liverpool L12 2AP
AUDITORS	Bennett Brooks & Co Limited Winnington Avenue Northwich Cheshire CW8 4EE
BANKERS	Nat West Liverpool City Office 2-4 Church Street Liverpool L1 2AP

ALDER HEY PROMOTIONS LTD

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ALDER HEY PROMOTIONS LTD

DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2018

The directors present their report and the financial statements for the year ended 31 March 2018.

PRINCIPAL ACTIVITIES

The principal activity of the company during the year was that of fundraising and sale of promotional goods on behalf of the Alder Hey Children's Charity.

DIRECTORS

The directors who served during the year were:

Professor Michael Brown CBE DL (Resigned 2 January 2018)
Sir Malcolm Thornton (Appointed 2 January 2018, resigned 4 October 2018)
Nicola Collins
Helen Dearden (Resigned 29 October 2018)
Eileen Jones (Appointed 29 October 2018)
Lynn Hitchen (Appointed 29 October 2018)

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

ALDER HEY PROMOTIONS LTD

**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 MARCH 2018**

AUDITORS

The auditors, Bennett Brooks and Co Limited, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

This report was approved by the board on 11th December 2018 and signed on its behalf.



Nicola Collins
Director

ALDER HEY PROMOTIONS LTD

Report of the Independent Auditors to the Members of Alder Hey Promotions Limited

Opinion

We have audited the financial statements of Alder Hey Promotions Limited (the 'company') for the year ended 31 March 2018 which comprise the Income Statement, Balance Sheet and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2018 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information in the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Directors has been prepared in accordance with applicable legal requirements.

ALDER HEY PROMOTIONS LTD

Report of the Independent Auditors to the Members of Alder Hey Promotions Limited

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Report of the Directors.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page two, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Jason Leach FCA
Bennett Brooks & Co Limited
Chartered Accountants
& Statutory Auditors
St George's Court
Winnington Avenue
Northwich
Cheshire
CW8 4EE

Date: 11/12/2018

ALDER HEY PROMOTIONS LTD

**PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 MARCH 2018**

	Note	2018 £	2017 £
Turnover		462,630	522,675
Cost of goods sold		(28,390)	(32,941)
GROSS PROFIT		434,240	489,734
Administrative expenses		(7,006)	(23,942)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		427,234	465,792
Tax on profit on ordinary activities	3	-	-
PROFIT FOR THE FINANCIAL YEAR		427,234	465,792

The notes on pages 8 to 10 form part of these financial statements.

ALDER HEY PROMOTIONS LTD

**BALANCE SHEET
AS AT 31 MARCH 2018**

	Note	2018 £	2017 £
Fixed Assets			
Investments	6	490	490
 CURRENT ASSETS			
Stock	7	11,985	11,985
Debtors	8	343,578	417,903
Cash at bank		90,142	53,416
		445,705	483,304
CREDITORS: amounts falling due within one year	9	(18,522)	(17,563)
NET CURRENT ASSETS		427,183	465,741
NET ASSETS		427,673	466,231
 CAPITAL AND RESERVES			
Called up share capital	10	2	2
Profit and loss account		427,671	466,229
SHAREHOLDERS' FUNDS		427,673	466,231

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 11th December 2018.

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



Nicola Collins
Director

The notes on pages 8 to 10 form part of these financial statements.

ALDER HEY PROMOTIONS LTD

**STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 MARCH 2018**

	Called up share Capital	Profit and loss account	Total
	£	£	£
At 1 April 2016	2	686,980	686,982
Profit for the financial year	-	465,792	465,792
Gift Aid donation to parent Charity in respect of 2016	-	(686,543)	(686,543)
At 1 April 2017	2	466,229	466,231
Profit for the financial year	-	427,234	427,234
Gift Aid donation to parent Charity in respect of 2017	-	(465,792)	(465,792)
At 31 March 2018	2	427,671	427,673

The notes on pages 8 to 10 form part of these financial statements.

ALDER HEY PROMOTIONS LTD

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2018**

1. ACCOUNTING POLICIES

1.1 Statutory Information

Alder Hey Promotions Limited is a private company limited by shares, registered in England and Wales. The company's registered number and registered office can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

1.2 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards, including FRS 102 Section 1A (small entities), the Financial Reporting Standards applicable in the UK and Republic of Ireland and the Companies Act 2006.

1.3 Turnover

Turnover represents cash and invoiced amounts of goods sold and services provided which are recognised at the point of sale or completion of the service which is stated net of discounts and VAT.

1.4 Cash flow

The financial statements do not include a Cash Flow Statement because the company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the provisions of FRS102 Section 1A.

1.5 Going concern

The directors have reviewed budgets and forecasts and have a reasonable expectation that the company will continue in operational existence for the foreseeable future. The financial statements have therefore been prepared on the going concern basis.

1.6 Significant judgements and estimates

No significant judgements or estimates have been required in the preparation of the financial statements.

1.7 Joint venture

Entities in which the company holds an interest and which are jointly controlled by the company and one or more other venturers under a contractual arrangement are treated as joint ventures. In the company financial statements, joint ventures are accounted for using the cost model.

1.8 Stocks

Stocks are stated at the lower of cost and net realisable value and consist of finished goods purchased for resale. Where necessary, provision is made for obsolete, slow moving or defective stocks.

ALDER HEY PROMOTIONS LTD

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2018**

2. PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION

The profit on ordinary activities is stated after charging:

	2018	2017
	£	£
Auditor's remuneration for audit	2,500	3,250
Fees payable to auditors for non-audit services	-	750
	<u>2,500</u>	<u>4,000</u>

3. TAXATION

There is not considered to be any liability to Corporation Tax on the profit for the period (2017:nil). The profits of the company are gifted to Alder Hey Children's Charity within the timescale required to be deductible for corporation tax purposes.

4. EMPLOYEES

The company had no employees during the year (2017: None).

5. DIRECTORS REMUNERATION

No directors were paid remuneration by the company during the year (2017: None).

6. INVESTMENTS

	2018	2017
	£	£
490 A Ordinary shares in The Hardleeyes Limited	<u>490</u>	<u>490</u>

The investment represents a holding of 490 A Ordinary Shares in The Hardleeyes Limited, a company incorporated in England, company number 9856586. This represents a 49% shareholding in the company. The Hardleeyes Limited was incorporated on 4th November 2015 and has been dormant since incorporation. The aggregate of the share capital and reserves of The Hardleeyes Limited at 31 March 2018 was £1,000 and the profit for the period ending on that date was £Nil.

7. STOCK

Stock comprises merchandise for resale. The value of stock held at the year end was £11,985 (2017:£11,985)

ALDER HEY PROMOTIONS LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

8. DEBTORS

	2018	2017
	£	£
Other debtors	2	2
VAT	765	-
Trade debtors	342,811	417,901
	<u>343,578</u>	<u>417,903</u>

9. CREDITORS

Amounts falling due within one year

	2018	2017
	£	£
Taxation & social security	-	895
Other creditors	2,990	3,740
Amount owed to parent undertaking.	15,532	12,928
	<u>18,522</u>	<u>17,563</u>

10. SHARE CAPITAL

	2,018	2,017
	£	£
Allotted and called up		
2 Ordinary Shares shares of £1 each	2	2
	<u>2</u>	<u>2</u>

11. RELATED PARTY TRANSACTIONS

During the year, the company paid supplier invoices with a value of £504,000 on behalf of Alder Hey Living Hospital Limited, a company which is 50% owned and controlled by Alder Hey Children's Charity. The full amount was repaid in December 2017.

The company has taken advantage of the exemptions under FRS102 which permits subsidiaries not to disclose transactions with other group entities where 100% of the voting rights are controlled within the group.

12. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY

The company is controlled by Alder Hey Children's Charity, an incorporated charity registered in England and Wales, company number 09389239, registered charity no. 1160661. Consolidated accounts for the Alder Hey Children's Charity group can be obtained from the Charity Commission, www.charitycommission.gov.uk.