

Abbreviated Unaudited Accounts

for the Period 1 September 2015 to 31 March 2016

for

Aquira Customer Insight Limited

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for the Period 1 September 2015 to 31 March 2016

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DIRECTORS:

M A Barnes
M Walton

SECRETARY:

REGISTERED OFFICE:

The White House
Kennedy Road
Shrewsbury
Shropshire
SY3 7AB

REGISTERED NUMBER:

09755574 (England and Wales)

ACCOUNTANTS:

Piper Hulse Limited
14b High Street
Eccleshall
Stafford
Staffordshire
ST21 6BZ

Abbreviated Balance Sheet
31 March 2016

	Notes	£	£
FIXED ASSETS			
Intangible assets	2		15,733
Tangible assets	3		<u>3,755</u>
			19,488
CURRENT ASSETS			
Debtors		76,774	
Cash at bank		<u>89,210</u>	
		165,984	
CREDITORS			
Amounts falling due within one year		<u>93,410</u>	
NET CURRENT ASSETS			<u>72,574</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			92,062
CREDITORS			
Amounts falling due after more than one year			<u>199,900</u>
NET LIABILITIES			<u>(107,838)</u>
CAPITAL AND RESERVES			
Called up share capital	4		100
Profit and loss account			<u>(107,938)</u>
SHAREHOLDERS' FUNDS			<u>(107,838)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 March 2016.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

Aquira Customer Insight Limited (Registered number: 09755574)

Abbreviated Balance Sheet - continued

31 March 2016

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 1 June 2016 and were signed on its behalf by:

M Walton - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts
for the Period 1 September 2015 to 31 March 2016

1. **ACCOUNTING POLICIES**

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2016, is being amortised evenly over its estimated useful life of five years.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - Straight line over 3 years

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. **INTANGIBLE FIXED ASSETS**

	Total £
COST	
Additions	16,000
At 31 March 2016	<u>16,000</u>
AMORTISATION	
Amortisation for period	267
At 31 March 2016	<u>267</u>
NET BOOK VALUE	
At 31 March 2016	<u>15,733</u>

3. **TANGIBLE FIXED ASSETS**

	Total £
COST	
Additions	4,000
At 31 March 2016	<u>4,000</u>
DEPRECIATION	
Charge for period	245
At 31 March 2016	<u>245</u>
NET BOOK VALUE	
At 31 March 2016	<u>3,755</u>

Notes to the Abbreviated Accounts - continued
for the Period 1 September 2015 to 31 March 2016

4. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	£
100	Ordinary	£1	<u>100</u>

100 Ordinary shares of £1 each were allotted and fully paid for cash at par during the period.

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.