Abbreviated Unaudited Accounts

for the Period 1 September 2015 to 31 March 2016

for

Aquira Customer Insight Limited

Aquira Customer Insight Limited (Registered number: 09755574)

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Aquira Customer Insight Limited

Company Information for the Period 1 September 2015 to 31 March 2016

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

Aquira Customer Insight Limited (Registered number: 09755574)

Abbreviated Balance Sheet

31 March 2016

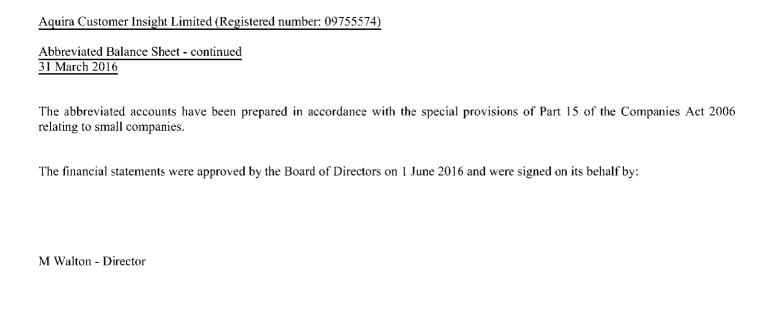
	Notes	£	£
FIXED ASSETS			
Intangible assets	2		15,733
Tangible assets	3		3,755
_			19,488
CUDDENIE A CCETE			
CURRENT ASSETS		76.774	
Debtors		76,774	
Cash at bank		89,210	
		165,984	
CREDITORS			
Amounts falling due within one year		<u>93,410</u>	
NET CURRENT ASSETS			72,574
TOTAL ASSETS LESS CURRENT			
LIABILITIES			92,062
CREDITORS			
Amounts falling due after more than one			
year			<u> 199,900</u>
NET LIABILITIES			(107,838)
CADITAL AND DECEDVES			
CAPITAL AND RESERVES	4		100
Called up share capital	4		100
Profit and loss account			(107,938)
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
- (b) 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.



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

۷.	INTANGIBLE FIAED ASSETS	$Total_{\mathbf{\mathfrak{t}}}$
	COST	
	Additions	16,000
	At 31 March 2016	16,000
	AMORTISATION	
	Amortisation for period	267
	At 31 March 2016	267
	NET BOOK VALUE	
	At 31 March 2016	15,733
3.	TANGIBLE FIXED ASSETS	
		Total
	COST	£
	Additions	4,000
	At 31 March 2016	4,000
	DEPRECIATION	
	Charge for period	245
	At 31 March 2016	245
	NET BOOK VALUE	
	At 31 March 2016	3,755

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Aquira Customer Insight Limited (Registered number: 09755574)

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

4. CALLED UP SHARE CAPITAL

Allotted, issue	d and fully paid:		
Number:	Class:	Nominal	
		value:	£
100	Ordinary	£l	100

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.