

REGISTERED NUMBER: OC315377 (England and Wales)

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2013**

**FOR**

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

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**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

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**FOR THE YEAR ENDED 31 MARCH 2013**

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**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**GENERAL INFORMATION**  
**FOR THE YEAR ENDED 31 MARCH 2013**

<b>DESIGNATED MEMBERS:</b>	Mrs S Pearson M Pearson
<b>REGISTERED OFFICE:</b>	16 Ferrers Road Lewes East Sussex BN7 1PZ
<b>REGISTERED NUMBER:</b>	OC315377 (England and Wales)
<b>ACCOUNTANTS:</b>	Peter Jarman & Company 1 Harbour House Harbour Way Shoreham by Sea West Sussex BN43 5HZ

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP (REGISTERED NUMBER: OC315377)****ABBREVIATED BALANCE SHEET  
31 MARCH 2013**

	Notes	2013 £	2012 £
<b>FIXED ASSETS</b>			
Tangible assets	2	18,689	26,966
<b>CURRENT ASSETS</b>			
Debtors		32,231	86,249
Cash at bank		51,030	38,066
		<u>83,261</u>	<u>124,315</u>
<b>CREDITORS</b>			
Amounts falling due within one year		<u>33,754</u>	<u>72,426</u>
<b>NET CURRENT ASSETS</b>		<u>49,507</u>	<u>51,889</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
and			
<b>NET ASSETS ATTRIBUTABLE TO MEMBERS</b>		<u>68,196</u>	<u>78,855</u>
<b>LOANS AND OTHER DEBTS DUE TO MEMBERS</b>		<u>68,196</u>	<u>78,855</u>
<b>TOTAL MEMBERS' INTERESTS</b>		<u>68,196</u>	<u>78,855</u>
Loans and other debts due to members			

The LLP is entitled to exemption from audit under Section 477 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 for the year ended 31 March 2013.

The members acknowledge their responsibilities for

- (a) ensuring that the LLP keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the LLP 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 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008.

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008.

The financial statements were approved by the members of the LLP on 2/12/2013 and were signed by



MEMBER OF THE LLP

## **ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

### **NOTES TO THE ABBREVIATED ACCOUNTS** **FOR THE YEAR ENDED 31 MARCH 2013**

#### **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 April 2008) and the requirements of the Statement of Recommended Practice, Accounting by Limited Liability Partnerships.

##### **Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax, except in respect of service contracts where turnover is recognised when the LLP obtains the right to consideration.

##### **Tangible fixed assets**

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

Plant and machinery etc                      - 25% on reducing balance

##### **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 TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 April 2012	97,484
Additions	2,736
Disposals	(11,339)
At 31 March 2013	<u>88,881</u>
<b>DEPRECIATION</b>	
At 1 April 2012	70,518
Charge for year	7,425
Eliminated on disposal	(7,751)
At 31 March 2013	<u>70,192</u>
<b>NET BOOK VALUE</b>	
At 31 March 2013	<u><u>18,689</u></u>
At 31 March 2012	<u><u>26,966</u></u>

**CHARTERED CERTIFIED ACCOUNTANTS' REPORT TO THE MEMBERS**  
**ON THE UNAUDITED FINANCIAL STATEMENTS OF**  
**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

The following reproduces the text of the report prepared for the members in respect of the LLP's annual unaudited financial statements, from which the unaudited abbreviated accounts (set out on pages two to three) have been prepared.

In order to assist you to fulfil your duties under the Companies Act 2006 as applied to LLPs by the Limited Liability Partnerships (Accounts and Audit) (Application of Companies Act 2006) Regulations 2008, we have prepared for your approval the financial statements of ACB Actual Customer Behaviour LLP for the year ended 31 March 2013 which comprise the Profit and Loss Account, the Balance Sheet, and the related notes from the LLP's accounting records and from information and explanations you have given us

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://rulebook.accaglobal.com>

This report is made solely to the members of ACB Actual Customer Behaviour LLP, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of ACB Actual Customer Behaviour LLP and state those matters that we have agreed to state to the members of ACB Actual Customer Behaviour LLP, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at <http://www.accaglobal.com/factsheet163>. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the LLP and its members, as a body, for our work or for this report.

It is your duty to ensure that ACB Actual Customer Behaviour LLP has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of ACB Actual Customer Behaviour LLP. You consider that ACB Actual Customer Behaviour LLP is exempt from the statutory audit requirement for the year

We have not been instructed to carry out an audit or a review of the financial statements of ACB Actual Customer Behaviour LLP. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements

Peter Jarman & Company  
1 Harbour House  
Harbour Way  
Shoreham by Sea  
West Sussex  
BN43 5HZ

Date