

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2014**

**FOR**

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

THURSDAY



\*A3ZL9QJM\*

A22

22/01/2015

#325

COMPANIES HOUSE

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**CONTENTS OF THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2014**

	<b>Page</b>
<b>General Information</b>	<b>1</b>
<b>Abbreviated Balance Sheet</b>	<b>2</b>
<b>Notes to the Abbreviated Accounts</b>	<b>4</b>
<b>Chartered Certified Accountants' Report</b>	<b>5</b>

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**GENERAL INFORMATION**

**FOR THE YEAR ENDED 31 MARCH 2014**

**DESIGNATED MEMBERS:**

Mrs S Pearson  
M Pearson

**REGISTERED OFFICE:**

16 Ferrers Road  
Lewes  
East Sussex  
BN7 1PZ

**REGISTERED NUMBER:**

OC315377 (England and Wales)

**ACCOUNTANTS:**

Peter Jarman LLP  
trading as  
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 2014**

	Notes	2014 £	2013 £
<b>FIXED ASSETS</b>			
Tangible assets	2	23,648	18,689
<b>CURRENT ASSETS</b>			
Debtors		30,000	32,231
Cash at bank		1,910	51,030
		<u>31,910</u>	<u>83,261</u>
<b>CREDITORS</b>			
Amounts falling due within one year		(7,119)	(33,754)
<b>NET CURRENT ASSETS</b>		<u>24,791</u>	<u>49,507</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>48,439</u>	<u>68,196</u>
<b>CREDITORS</b>			
Amounts falling due after more than one year		(13,260)	-
<b>NET ASSETS ATTRIBUTABLE TO MEMBERS</b>		<u><u>35,179</u></u>	<u><u>68,196</u></u>
<b>LOANS AND OTHER DEBTS DUE TO MEMBERS</b>		<u><u>35,179</u></u>	<u><u>68,196</u></u>
<b>TOTAL MEMBERS' INTERESTS</b>			
Loans and other debts due to members		<u><u>35,179</u></u>	<u><u>68,196</u></u>

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 2014.

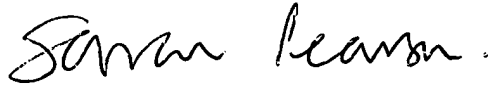
The members acknowledge their responsibilities for:

- 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
- 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 relating to financial statements, so far as applicable to the LLP.

**ABBREVIATED BALANCE SHEET - continued**  
**31 MARCH 2014**

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 relating to small LLPs.

The financial statements were approved by the members of the LLP on 24 December 2014 and were signed by:

A handwritten signature in black ink, appearing to read 'Sarah Pearson'.

Mrs S Pearson - Designated member

**ACB ACTUAL CUSTOMER BEHAVIOUR LLP**

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**FOR THE YEAR ENDED 31 MARCH 2014**

**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

**2. TANGIBLE FIXED ASSETS**

	<b>Total £</b>
<b>COST</b>	
At 1 April 2013	88,881
Additions	17,588
Disposals	(20,000)
	<hr/>
At 31 March 2014	86,469
	<hr/>
<b>DEPRECIATION</b>	
At 1 April 2013	70,192
Charge for year	7,883
Eliminated on disposal	(15,254)
	<hr/>
At 31 March 2014	62,821
	<hr/>
<b>NET BOOK VALUE</b>	
At 31 March 2014	23,648
	<hr/>
At 31 March 2013	18,689
	<hr/>

**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 four) 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 2014 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 loss 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 LLP  
trading as  
Peter Jarman & Company  
1 Harbour House  
Harbour Way  
Shoreham by Sea  
West Sussex  
BN43 5HZ

24 December 2014