

REGISTERED NUMBER: OC315377 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2015

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 2015

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ACB ACTUAL CUSTOMER BEHAVIOUR LLP

GENERAL INFORMATION
FOR THE YEAR ENDED 31 MARCH 2015

DESIGNATED MEMBERS:

Mrs S Pearson
Mr 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 2015

	Notes	2015 £	2014 £
FIXED ASSETS			
Tangible assets	2	20,726	27,155
CURRENT ASSETS			
Debtors		427	30,000
Cash at bank		38	1,910
		<u>465</u>	<u>31,910</u>
CREDITORS			
Amounts falling due within one year		(5,734)	(10,626)
NET CURRENT (LIABILITIES)/ASSETS		<u>(5,269)</u>	<u>21,284</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		15,457	48,439
CREDITORS			
Amounts falling due after more than one year		(8,703)	(13,260)
NET ASSETS ATTRIBUTABLE TO MEMBERS		<u>6,754</u>	<u>35,179</u>
LOANS AND OTHER DEBTS DUE TO MEMBERS		<u>6,754</u>	<u>35,179</u>
TOTAL MEMBERS' INTERESTS			
Loans and other debts due to members		<u>6,754</u>	<u>35,179</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 2015.

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.

The notes form part of these abbreviated accounts

ABBREVIATED BALANCE SHEET - continued
31 MARCH 2015

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 21 December 2015 and were signed by:

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

Mrs S Pearson - Designated member

ACB ACTUAL CUSTOMER BEHAVIOUR LLP

NOTES TO THE ABBREVIATED ACCOUNTS **FOR THE YEAR ENDED 31 MARCH 2015**

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

	Total £
COST	
At 1 April 2014	89,976
Additions	583
Disposals	(500)
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At 31 March 2015	90,059
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DEPRECIATION	
At 1 April 2014	62,821
Charge for year	6,662
Eliminated on disposal	(150)
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At 31 March 2015	69,333
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NET BOOK VALUE	
At 31 March 2015	20,726
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At 31 March 2014	27,155
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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 2015 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

21 December 2015