

ABBREVIATED UNAUDITED ACCOUNTS
FOR THE PERIOD 10 OCTOBER 2014 TO 31 MARCH 2016
FOR
RUPERT BULL & CO LIMITED

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FOR THE PERIOD 10 OCTOBER 2014 TO 31 MARCH 2016**

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RUPERT BULL & CO LIMITED
COMPANY INFORMATION
FOR THE PERIOD 10 OCTOBER 2014 TO 31 MARCH 2016

DIRECTOR: R J A Bull

REGISTERED OFFICE: Bridge House
London Bridge
London
SE1 9QR

REGISTERED NUMBER: 09258357 (England and Wales)

ABBREVIATED BALANCE SHEET
31 MARCH 2016

	Notes	£	£
FIXED ASSETS			
Tangible assets	2		649
Investments	3		94
			743
CURRENT ASSETS			
Debtors		22,234	
Cash at bank		56,965	
		79,199	
CREDITORS			
Amounts falling due within one year		24,126	
NET CURRENT ASSETS			55,073
TOTAL ASSETS LESS CURRENT LIABILITIES			55,816
CAPITAL AND RESERVES			
Called up share capital	4		50
Profit and loss account			55,766
SHAREHOLDERS' FUNDS			55,816

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 director acknowledges his 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)

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 director on 7 July 2016 and were signed by:

R J A Bull - Director

**NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 10 OCTOBER 2014 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 April 2008).

Turnover

Turnover represents net invoiced sales of services, excluding value added tax, and is recognised when the company obtains the right to consideration in exchange for services performed.

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 - 33% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Investments

Investments held as fixed assets are stated at cost less any provisions for impairment. Investments are reviewed for impairment if events or changes in circumstances indicate that the carrying value may not be recoverable.

2. TANGIBLE FIXED ASSETS

	Total £
COST	
Additions	1,169
At 31 March 2016	<u>1,169</u>
DEPRECIATION	
Charge for period	520
At 31 March 2016	<u>520</u>
NET BOOK VALUE	
At 31 March 2016	<u><u>649</u></u>

3. FIXED ASSET INVESTMENTS

	Investments other than loans £
COST	
Additions	94
At 31 March 2016	<u>94</u>
NET BOOK VALUE	
At 31 March 2016	<u><u>94</u></u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 10 OCTOBER 2014 TO 31 MARCH 2016

3. **FIXED ASSET INVESTMENTS - continued**

The company's investments at the Balance Sheet date in the share capital of companies include the following:

Associated companies

The Disruption House Limited

Nature of business: Benchmarking and advisory

Class of shares:	%
Ordinary	holding 50.00

No accounts available for the company

Brand Radar Limited

Nature of business: Software company

Class of shares:	%
Ordinary	holding 43.35

30.9.15
£
10

Aggregate capital and reserves

Finceler8 Limited

Nature of business: Outsourced sales agents

Class of shares:	%
Ordinary	holding 33.33

No accounts available for the company

4. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	£
50	Ordinary	£1	<u>50</u>

50 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.