

COMPANY REGISTRATION NUMBER 05780844

**ACTIVE BRANDING LIMITED**

**UNAUDITED ABBREVIATED ACCOUNTS**

**30 June 2016**

**ACTIVE BRANDING LIMITED**  
**ABBREVIATED BALANCE SHEET**  
**30 June 2016**

		2016	2015
	Note	£	£
<b>FIXED ASSETS</b>	<b>2</b>		
Tangible assets		<b>675,577</b>	675,577
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<b>CURRENT ASSETS</b>			
Debtors		-	570
Cash at bank and in hand		<b>2,009</b>	1,043
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		<b>2,009</b>	1,613
<b>CREDITORS: Amounts falling due within one year</b>	<b>3</b>	<b>173,296</b>	165,690
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<b>NET CURRENT LIABILITIES</b>		<b>( 171,287)</b>	( 164,077)
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<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>504,290</b>	511,500
<b>CREDITORS: Amounts falling due after more than one year</b>	<b>4</b>		368,028
			408,245
<b>PROVISIONS FOR LIABILITIES</b>		<b>9,363</b>	-
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		<b>126,899</b>	103,255
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<b>CAPITAL AND RESERVES</b>			
Called up equity share capital	<b>5</b>	<b>2</b>	2
Profit and loss account		<b>126,897</b>	103,253
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<b>SHAREHOLDERS' FUNDS</b>		<b>126,899</b>	103,255
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For the year ended 30 June 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These abbreviated accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime.

These abbreviated accounts were approved by the directors and authorised for issue on 21 June 2017 , and are signed on their behalf by:

Mr A C Armitage

Company Registration Number: 05780844

# **ACTIVE BRANDING LIMITED**

## **NOTES TO THE ABBREVIATED ACCOUNTS**

### **YEAR ENDED 30 JUNE 2016**

#### **1. ACCOUNTING POLICIES**

##### **Basis of accounting**

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). The accounts are prepared on the going concern basis. In view of the net current liabilities, the directors consider this to be wholly appropriate given their continuing support, and the future prospects of the company.

##### **Turnover**

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax. In respect of long-term contracts and contracts for on-going services, turnover represents the value of work done in the year, including estimates of amounts not invoiced. Turnover in respect of long-term contracts and contracts for on-going services is recognised by reference to the stage of completion.

##### **Fixed assets**

All fixed assets are initially recorded at cost.

##### **Investment properties**

Investment properties are shown at their open market value. The surplus or deficit arising from the annual revaluation is transferred to the investment revaluation reserve unless a deficit, or its reversal, on an individual investment property is expected to be permanent, in which case it is recognised in the profit and loss account for the year.

This is in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015) which, unlike the Companies Act 2006, does not require depreciation of investment properties. Investment properties are held for their investment potential and not for use by the company and so their current value is of prime importance. The departure from the provisions of the Act is required in order to give a true and fair view.

##### **Operating lease agreements**

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

##### **Deferred taxation**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

### **Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

## **2. FIXED ASSETS**

	<b>Tangible Assets</b>
	<b>£</b>
<b>COST</b>	
<b>At 1 July 2015 and 30 June 2016</b>	<b>675,577</b>
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<b>DEPRECIATION</b>	<b>—</b>
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<b>NET BOOK VALUE</b>	
<b>At 30 June 2016</b>	<b>675,577</b>
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At 30 June 2015	675,577
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## **3. CREDITORS: Amounts falling due within one year**

The following liabilities disclosed under creditors falling due within one year are secured by the company:

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	<b>38,632</b>	37,047
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## **4. CREDITORS: Amounts falling due after more than one year**

The following liabilities disclosed under creditors falling due after more than one year are secured by the company:

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	<b>37,047</b>	408,245
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## 5. SHARE CAPITAL

### Allotted, called up and fully paid:

	2016		2015	
	No.	£	No.	£
Ordinary shares of £ 1 each	2	2	2	2
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