

**MILNER STRATEGIC MARKETING LTD
ABBREVIATED UNAUDITED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2016**

MILNER STRATEGIC MARKETING LTD
ABBREVIATED BALANCE SHEET
AS AT 31 MARCH 2016

	Notes	2016 £	2015 £
Fixed assets			
Intangible assets	<u>2</u>	143,320	168,615
Tangible assets	3	951	2,189
		<hr/> 144,271	<hr/> 170,804
Current assets			
Debtors		37,252	53,898
Cash at bank and in hand		78,665	74,369
		<hr/> 115,917	<hr/> 128,267
Creditors: amounts falling due within one year		(83,700)	(123,506)
		<hr/> 32,217	<hr/> 4,761
Net current assets			
		<hr/> 176,488	<hr/> 175,565
Total assets less current liabilities			
Provisions for liabilities		(438)	(438)
		<hr/> 176,050	<hr/> 175,127
Net assets			
		<hr/> <hr/>	<hr/> <hr/>
Capital and reserves			
Called up share capital	<u>4</u>	100	100
Profit and loss account		175,950	175,027
		<hr/> 176,050	<hr/> 175,127
Total shareholders' funds		<hr/> <hr/>	<hr/> <hr/>

For the year ending 31 March 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Approved by the board on 18 October 2016

Mrs Sarah Milner
Director

Company Registration No. 05782669

MILNER STRATEGIC MARKETING LTD
NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2016

1 Accounting policies

Basis of preparation

The accounts 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 the value, net of VAT and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Tangible fixed assets policy

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives:

Plant & machinery	3 Years straight line
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Intangible fixed assets

Intangible fixed assets (including purchased goodwill and patents) are amortised at rates calculated to write off the assets on a straight basis over their estimated useful economic lives. Impairment of intangible fixed assets is only reviewed where circumstances indicate that the carrying value of an asset may not be fully recoverable.

2 Intangible fixed assets

Goodwill
£

Cost

At 1 April 2015	252,950
At 31 March 2016	252,950

Amortisation

At 1 April 2015	84,335
Charge for the year	25,295
At 31 March 2016	109,630

Net book value

At 31 March 2016	143,320
At 31 March 2015	168,615

MILNER STRATEGIC MARKETING LTD
NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2016

3 Tangible fixed assets

	Plant & machinery £
Cost	
At 1 April 2015	9,202
At 31 March 2016	9,202
Depreciation	
At 1 April 2015	7,013
Charge for the year	1,238
At 31 March 2016	8,251
Net book value	
At 31 March 2016	951
At 31 March 2015	2,189

4 Share capital

	2016 £	2015 £
Allotted, called up and fully paid:		
100 Ordinary shares of £1 each	100	100

