

Web Advertising Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 31 August 2021

Web Advertising Limited

Contents

Company Information	<u>1</u>
Accountants' Report	<u>2</u>
Balance Sheet	<u>3</u>
Notes to the Financial Statements	<u>4</u> to <u>7</u>

Web Advertising Limited

Company Information

Directors	Andrew Robert Adamson
Registered office	10 Constitution Street Leith Edinburgh EH6 7BT
Bankers	Royal Bank of Scotland plc 2 Bernard Street Edinburgh EH6 6PU
Accountants	Roderick Gunkel & Associates Ltd Orchardlea Callander FK17 8BG

**Chartered Accountants' Report to the Director on the Preparation of the Unaudited Statutory
Accounts of
Web Advertising Limited
for the Year Ended 31 August 2021**


In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Web Advertising Limited for the year ended 31 August 2021 as set out on pages 3 to 7 from the company's accounting records and from information and explanations you have given us.

As a member of the Association of 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 Board of Directors of Web Advertising Limited, as a body, in accordance with the terms of our engagement. Our work has been undertaken solely to prepare for your approval the accounts of Web Advertising Limited and state those matters that we have agreed to state to the Board of Directors of Web Advertising Limited, as a body, in this report. This is in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at http://www.accaglobal.com/content/dam/ACCA_Global/Technical/fact/technical-factsheet-163.doc. And, to the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Web Advertising Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Web Advertising Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Web Advertising Limited. You consider that Web Advertising Limited 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 accounts of Web Advertising Limited. 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 accounts.

.....
Roderick Gunkel & Associates Ltd
Orchardlea 
Callander
FK17 8BG

10 November 2021

Web Advertising Limited
(Registration number: SC159911)
Balance Sheet as at 31 August 2021

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	<u>4</u>	275	375
Current assets			
Debtors	<u>5</u>	29,162	37,806
Cash at bank and in hand		651	8,726
		29,813	46,532
Creditors: Amounts falling due within one year	<u>6</u>	(17,924)	(28,964)
Net current assets		11,889	17,568
Net assets		<u>12,164</u>	<u>17,943</u>
Capital and reserves			
Called up share capital	<u>7</u>	91	91
Profit and loss account		12,073	17,852
Total equity		<u>12,164</u>	<u>17,943</u>

For the financial year ending 31 August 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's 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 director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved and authorised by the director on 10 November 2021

.....

Andrew Robert Adamson
Director

Web Advertising Limited

Notes to the Financial Statements for the Year Ended 31 August 2021

1 General information

The company is a private company limited by share capital, incorporated in Scotland.

The address of its registered office is:

10 Constitution Street

Leith

Edinburgh

EH6 7BT

These financial statements were authorised for issue by the director on 10 November 2021.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Web Advertising Limited

Notes to the Financial Statements for the Year Ended 31 August 2021

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Fixtures, fittings, equipment	20-50% p.a reducing balance basis

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges. Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

Web Advertising Limited

Notes to the Financial Statements for the Year Ended 31 August 2021

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 2 (2020 - 2).

4 Tangible assets

	Furniture, fittings and equipment £	Total £
Cost or valuation		
At 1 September 2020	37,303	37,303
At 31 August 2021	37,303	37,303
Depreciation		
At 1 September 2020	36,928	36,928
Charge for the year	100	100
At 31 August 2021	37,028	37,028
Carrying amount		
At 31 August 2021	275	275
At 31 August 2020	375	375

5 Debtors

	2021 £	2020 £
Trade debtors	28,962	37,606
Other debtors	200	200
	29,162	37,806

6 Creditors

Creditors: amounts falling due within one year

Web Advertising Limited

Notes to the Financial Statements for the Year Ended 31 August 2021

	Note	2021 £	2020 £
Due within one year			
Loans and borrowings	8	136	249
Trade creditors		20	630
Taxation and social security		16,029	21,133
Accruals and deferred income		1,381	1,591
Other creditors		358	5,361
		<u>17,924</u>	<u>28,964</u>

7 Share capital

Allotted, called up and fully paid shares

	2021		2020	
	No.	£	No.	£
Ordinary shares of £1 each	91	91	91	91

8 Loans and borrowings

	2021 £	2020 £
Current loans and borrowings		
Director current account	<u>136</u>	<u>249</u>

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.