REGISTERED NUMBER: 02563621 (England and Wales)

SPONSORSHIP & PROGRAMME PLANNING LTD.

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31ST DECEMBER 2016

SPONSORSHIP & PROGRAMME PLANNING LTD. (REGISTERED NUMBER: 02563621)

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FOR THE YEAR ENDED 31ST DECEMBER 2016

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SPONSORSHIP & PROGRAMME PLANNING LTD.

COMPANY INFORMATION
FOR THE YEAR ENDED 31ST DECEMBER 2016

DIRECTORS:	Mrs L Alexander Ms E Fletcher
REGISTERED OFFICE:	39A Welbeck Street London W1G 7DH
REGISTERED NUMBER:	02563621 (England and Wales)
ACCOUNTANTS:	Sinclairs Bartrum Lerner Chartered Accountants 39A Welbeck Street London W1G 8DH

BALANCE SHEET
31ST DECEMBER 2016

	Notes	2016 £	2015 £
CURRENT ASSETS			
Debtors	4	**115,764**	68,403
Cash at bank		**285,495**	364,519
		401,259	432,922
CREDITORS			
Amounts falling due within one year	5	**68,602**	82,092
NET CURRENT ASSETS		**332,657**	350,830
TOTAL ASSETS LESS CURRENT LIABILITIES		**332,657**	350,830
CAPITAL AND RESERVES			
Called up share capital		**100**	100
Retained earnings		**332,557**	350,730
SHAREHOLDERS' FUNDS		**332,657**	350,830

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st December 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st December 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

(b) 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.

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 2nd August 2017 and were signed on its behalf by:

Ms E Fletcher - Director

Mrs L Alexander - Director

The notes form part of these financial statements

1. STATUTORY INFORMATION

Sponsorship & Programme Planning Ltd. is a private company, limited by shares , registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Turnover
Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

Sponsorship and media consultancy services are recognised at the time when the services are provided.

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 4 .

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4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015
	£	£
Trade debtors	**60,389**	42,778
Other debtors	**55,375**	25,625
	115,764	68,403

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015
	£	£
Taxation and social security	**63,875**	76,408
Other creditors	**4,727**	5,684
	68,602	82,092

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.