REGISTERED NUMBER: 03668340 (England and Wales)

Unaudited Financial Statements

for the Year Ended 31 December 2016

for

The Appeal Group Limited

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The Appeal Group Limited

Company Information
for the Year Ended 31 December 2016

DIRECTORS:	P E French M G Madigan
REGISTERED OFFICE:	6 Vale Lane Bedminster Bristol BS3 5SD
REGISTERED NUMBER:	03668340 (England and Wales)
ACCOUNTANTS:	Corrigan Associates Bristol LLP The Tramshed 25 Lower Park Row Bristol BS1 5BN

Balance Sheet
31 December 2016

	Notes	2016 £	£	2015 £	£
FIXED ASSETS					
Intangible assets	2		917,748		1,032,467
Tangible assets	3		6,933		19,968
Investments	4		2		2
			924,683		1,052,437
CURRENT ASSETS					
Stocks		361,044		337,878	
Debtors: amounts falling due within one year	5	312,329		369,583	
Cash at bank		363,180		97,921	
		1,036,553		805,382	
CREDITORS					
Amounts falling due within one year	6	1,358,811		1,209,596	
NET CURRENT LIABILITIES			(322,258)		(404,214)
TOTAL ASSETS LESS CURRENT LIABILITIES			602,425		648,223
CREDITORS					
Amounts falling due after more than one year	7		200		200
NET ASSETS			602,225		648,023

The notes form part of these financial statements

Balance Sheet - continued
31 December 2016

	Notes	2016 £	£	2015 £	£
CAPITAL AND RESERVES					
Called up share capital	10		60,000		60,000
Share premium	11		79,193		79,193
Capital redemption reserve	11		100,000		100,000
Retained earnings	11		363,032		408,830
			602,225		648,023

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

The members have not required the company to obtain an audit of its financial statements for the year ended 31 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 21 March 2017 and were signed on its behalf by:

M G Madigan - Director

P E French - Director

The notes form part of these financial statements

1. 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.

The financial statements are prepared in pounds sterling which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

These accounts for the year ended 31 December 2016 are the first financial statements for The Appeal Group Limited to be prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS102) as applied to smaller entities by the adoption of Section 1A of FRS 102. The financial statements for the year ended 31 December 2015 were prepared in accordance with the Financial Reporting Standard for Smaller entities (FRSSE) (effective January 2015). The date of transition to FRS 102 was 1 January 2015.

Some of the FRS102 recognition, measurement, presentation and disclosure requirements and accounting policy choices differ from FRSSE. Consequently, the directors have amended certain accounting policies to comply with FRS102.

The reported financial position and financial performance for the previous year are not affected by the transition to FRS102.

Statutory information

The Appeal Group Limited is a private company, limited by shares, registered in England and Wales. The company's registered office address and registered number can be found on the Company Information page.

Going concern

The financial statements have been prepared on the going concern basis. The directors have considered the projected future cash flows of the company for the forthcoming twelve months. The company is expected to remain within its borrowing facilities and to generate cash over the forthcoming year.

Preparation of consolidated financial statements

The financial statements contain information about The Appeal Group Limited as an individual company and do not contain consolidated financial information as the parent of a group. The company has taken the option under Section 398 of the Companies Act 2006 not to prepare consolidated financial statements.

The company's dormant subsidiary has never traded and has net assets of €4.

Turnover
Revenue is recognised to the extent that the company obtains the right to consideration in exchange for its performance. Revenue is measured at the fair value of the consideration received, excluding discounts, rebates, VAT and other sales taxes or duty.

Revenue from the sale and installation of blinds is recognised when the significant risks and rewards of ownership of the goods have transferred to the customer, generally at the point of product installation for retail sales and the point of delivery for trade sales.

Goodwill
As part of the rationalisation of the group in previous years, the trade and assets of subsidiary undertakings were transfered to the company. The cost of the company's investment in those subsidiaries reflected the underlying fair value of the assets and goodwill at the time of those acquisitions. Following the orderly liquidation of dormant subsidiaries in 2009 the value of those investments was reclassified as goodwill.

Goodwill is amortised over 10 years, which is the directors estimate of the useful economic life of the asset.

Tangible fixed assets
Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is provided at the following annual rates in order to write off each assets less their residual values over its estimated useful life on the following bases:

Improvements to property	- Over the life of the lease
Plant and machinery	- 25% to 50% on cost
Motor vehicles	- 33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

Impairment of non-financial assets
The company assesses at each reporting date whether an asset may be impaired. If any such indication exists the company estimates the recoverable amount of the asset. If it is not possible to estimate the recoverable amount of the individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs. The recoverable amount of an asset or cash-generating unit is the higher of its fair value less costs to sell and its value in use. If the recoverable amount is less than its carrying amount, the carrying amount of the asset is impaired and it is reduced to its recoverable amount through an impairment in profit and loss unless the asset is carried at a revalued amount where the impairment loss of a revalued asset is a revalued decrease.

An impairment loss recognised for all assets is reversed in a subsequent period if and only if the reasons for the impairment loss have ceased to apply.

1. **ACCOUNTING POLICIES - continued**

Stocks and work in progress
Stocks are valued at the lower of cost and net realisable value after due allowance for obsolete and slow moving items. Net realisable value is based on estimated selling price less any further costs expected to be incurred to completion and disposal.

Work in progress is valued on the basis of direct costs and direct expenses. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

Deferred taxation
Deferred tax is recognised in respect of all timing differences which are differences between taxable profits and total comprehensive income that arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in the financial statements, except that:

- where there are differences between amounts that can be deducted for tax for assets (other than goodwill) and liabilities compared with the amounts that are recognised for those assets and liabilities in a business combination a deferred tax liability/(asset) shall be recognised. The amount attributed to goodwill is adjusted by the amount of the deferred tax recognised; and

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

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.

Foreign currencies
Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction.

All translation differences are taken to profit or loss, except to the extent that they relate to gains or losses on non-monetary items recognised in other comprehensive income, when the related translation gain or loss is also recognised in other comprehensive income.

Hire purchase contracts and operating leases
Assets held under hire purchase contracts are capitalised at their fair value on the inception of the contracts and depreciated over their estimated useful lives. The finance element of repayments is charged to the profit and loss account over the period of the lease or hire purchase contract.

Rentals under operating leases are charged to the profit and loss account on a straight line basis over the lease term.

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.

1. **ACCOUNTING POLICIES - continued**

Classification of shares as debt or equity
An equity instrument is a contract that evidences a residual interest in the assets of an entity after deducting all its liabilities. Accordingly, a financial instrument is treated as equity if:

(i) there is no contractual obligation to deliver cash or other financial assets or to exchange financial assets or liabilities on terms that may be unfavourable; and

(ii) the instrument is a non-derivative that contains no contractual obligations to deliver a variable number of shares or is a derivative that will be settled only by the company exchanging a fixed amount of cash or other assets for a fixed number of the company's own equity instruments.

When shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet; measured initially at fair value net of transaction costs and thereafter at amortised cost until extinguished on conversion or redemption. The corresponding dividends relating to the liability component are charged as interest expense in the income statement.

Employee benefits
The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the group is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

Short-term debtors and creditors
Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in the income statement in other operating expenses.

Cash and cash equivalents
Cash and cash equivalents in the balance sheet comprise cash at banks and in hand and short term deposits with an original maturity date of three months or less. For the purpose of the cash flow statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts.

2. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 January 2016 and 31 December 2016	1,147,186
AMORTISATION	
At 1 January 2016	114,719
Charge for year	114,719
At 31 December 2016	229,438
NET BOOK VALUE	
At 31 December 2016	917,748
At 31 December 2015	1,032,467

The amortisation charge for the year is recognised within 'Depreciation' in the Income Statement.

3. TANGIBLE FIXED ASSETS

	Improvements to property £	Plant and machinery £	Motor vehicles £	Totals £
COST				
At 1 January 2016	113,242	174,014	36,743	323,999
Disposals	(8,662)	(18,088)	-	(26,750)
At 31 December 2016	104,580	155,926	36,743	297,249
DEPRECIATION				
At 1 January 2016	97,731	169,557	36,743	304,031
Charge for year	9,747	3,288	-	13,035
Eliminated on disposal	(8,662)	(18,088)	-	(26,750)
At 31 December 2016	98,816	154,757	36,743	290,316
NET BOOK VALUE				
At 31 December 2016	5,764	1,169	-	6,933
At 31 December 2015	15,511	4,457	-	19,968

The depreciation charge for the year is recognised within 'Depreciation' in the Income Statement..

4. FIXED ASSET INVESTMENTS

	Shares in group undertakings £
COST	
At 1 January 2016 and 31 December 2016	2
NET BOOK VALUE	
At 31 December 2016	2
At 31 December 2015	2

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Trade debtors	148,455	195,698
Other debtors	725	2,099
Section 455 tax recoverable	17,946	19,521
Directors' current accounts	70,983	69,959
Tax	-	8,357
Prepayments and accrued income	74,220	73,949
	312,329	369,583

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Bank loans and overdrafts	-	6,660
Payments on account	487,362	412,442
Trade creditors	468,077	407,038
Amounts owed to group undertakings	2	2
Corporation tax	32,130	-
Social security and other taxes	228,474	242,734
Proposed dividends	12,150	-
Other creditors	35,771	34,965
Section 455 tax payable	457	5,245
Accruals and deferred income	94,388	100,510
	1,358,811	1,209,596

7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2016 £	2015 £
Preferred ordinary shares	200	200

7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR - continued

Creditors include amounts not wholly repayable within 5 years as follows:

	2015	2014
£ £		
Preferred ordinary shares	200	200

8. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2016	2015
	£	£
Within one year	66,421	47,179
Between one and five years	50,161	58,035
	116,582	105,214

9. SECURED DEBTS

	2016	2015
	£	£
Bank loans and overdrafts	-	6,660
	-	6,660

The company's borrowings with the Royal Bank of Scotland plc are secured by a fixed and floating charge over the assets and undertakings of the company and personal guarantees totalling £175,000 provided by the directors of the company.

10. CALLED UP SHARE CAPITAL

Shares classified as equity	2015	2014
£ £		
Authorised		
80,000 Ordinary shares of £1 each	80,000	80,000
80,000 Redeemable shares of £1 each	80,000	80,000
	160,000	160,000
Allotted, called up and fully paid		
80,000 Ordinary shares of £1 each	60,000	60,000

Shares classified as debt		
Authorised		
20,000 Preferred ordinary shares of £0.01 each	200	200
Allotted, called up and fully paid		
20,000 Preferred ordinary shares of £0.01 each	200	200

Each ordinary share carries one vote and entitlement to a share of net profits as and when declared by the company after the preferred ordinary shareholders have received the participating dividend. Ordinary shareholders are entitled to balance on winding-up following payment of the entitlements of preferred ordinary shareholders and redeemable shareholders, in proportion to the number of shares held by them respectively.

Preferred ordinary shareholders are entitled to a cumulative fixed dividend of 10% of net profits before amortisation of goodwill and director salary waivers, in priority to any ordinary dividend declared by the company. Attached to the shares is a further entitlement to a dividend calculated on the ordinary dividends purposed plus emoluments payable in excess of £210,000. On winding-up the preferred ordinary shareholders are entitled to any arrears of the fixed and further dividend and a proportion of the balance of any assets in relation to the number of shares held at that date.

11. RESERVES

Retained earnings
This balance represents the cumulative profit and loss net of distributions to owners.

Share premium
This reserve records the amount above the nominal value received for shares sold, less transaction costs.

Capital redemption reserve
This reserve records the nominal value of shares repurchased by the company.

12. PENSION COMMITMENTS

The company operates defined contribution pension schemes for the directors and employees. The assets of the schemes are held separately from those of the company in an independently managed fund. Contributions totalling £2,959 (2015 - £633) were outstanding at the year end.

13. CONTINGENCIES

The Royal Bank of Scotland plc holds a debenture dated 14 January 2010. As at both 31 December 2016 and 31 December 2015 the bank overdraft was not in use. A bank loan with an outstanding balance of £6,660 at the start of the year has been fully repaid during the year.

14. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

During the year Mr M G Madigan charged the company £22,000 (2015 - £19,000) in respect of corporate hospitality and marketing services.

Included within other debtors is an amount of £69,428 (2015 - £68,023) due from Mr M G Madigan. The maximum outstanding balance during the year was £69,428 (2015 - £68,023). No interest was charged on the balance.

Included within other debtors is an amount of £1,555 (2015 - £1,936) due from Mr P E French. The maximum outstanding balance during the year was £1,936 (2015 - £1,936). No interest was charged on the balance.

Personal guarantees totalling £175,000 have been provided by the directors.

15. RELATED PARTY DISCLOSURES

Transactions with Directors' family members

	Marketing services		Accountancy services	
	2016	2015	2016	2015
	£	£	£	£
Amounts paid in respect of:	4,300	4,391	27,127	-
	4,300	4,391	27,127	-

In accordance with FRS102 Section 33 'Related Party Disclosures' the company has taken advantage of the exemption to not disclose transactions with wholly owned subsidiary undertakings of the group.

16. ULTIMATE CONTROLLING PARTY

The controlling party is M G Madigan.

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.