

ALLIED PROMOTIONS LIMITED

**Company Registration Number:
03723921 (England and Wales)**

Unaudited abridged accounts for the year ended 30 April 2017

Period of accounts

Start date: 01 May 2016

End date: 30 April 2017

ALLIED PROMOTIONS LIMITED

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ALLIED PROMOTIONS LIMITED

Balance sheet

As at 30 April 2017

	<i>Notes</i>	<i>2017</i>	<i>2016</i>
		£	£
Fixed assets			
Tangible assets:	3	528,158	462,463
Total fixed assets:		528,158	462,463
Current assets			
Stocks:		18,533	22,523
Debtors:		148,031	95,957
Cash at bank and in hand:		218,243	25,464
Total current assets:		384,807	143,944
Creditors: amounts falling due within one year:		(495,157)	(255,384)
Net current assets (liabilities):		(110,350)	(111,440)
Total assets less current liabilities:		417,808	351,023
Creditors: amounts falling due after more than one year:		(87,201)	(129,549)
Total net assets (liabilities):		330,607	221,474
Capital and reserves			
Called up share capital:		20,000	20,000
Profit and loss account:		310,607	201,474
Shareholders funds:		330,607	221,474

The notes form part of these financial statements

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Balance sheet statements

For the year ending 30 April 2017 the company was entitled to exemption 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.

The members have agreed to the preparation of abridged accounts for this accounting period in accordance with Section 444(2A).

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

**This report was approved by the board of directors on 29 January 2018
and signed on behalf of the board by:**

Name: Gary Henshaw
Status: Director

The notes form part of these financial statements

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Notes to the Financial Statements

for the Period Ended 30 April 2017

1. Accounting policies

These financial statements have been prepared in accordance with the provisions of Section 1A (Small Entities) of Financial Reporting Standard 102

Turnover policy

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax. Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Tangible fixed assets and depreciation policy

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows: Long leasehold property - 2.5% reducing balance Fittings fixtures and equipment - 10% reducing balance If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

Valuation and information policy

Stocks Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

Other accounting policies

Taxation The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively. Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date. Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

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Notes to the Financial Statements for the Period Ended 30 April 2017

2. Employees

	<i>2017</i>	<i>2016</i>
Average number of employees during the period	52	52

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Notes to the Financial Statements for the Period Ended 30 April 2017

3. Tangible Assets

	Total
Cost	£
At 01 May 2016	741,554
Additions	115,401
At 30 April 2017	<u>856,955</u>
Depreciation	
At 01 May 2016	279,091
Charge for year	49,706
At 30 April 2017	<u>328,797</u>
Net book value	
At 30 April 2017	<u>528,158</u>
At 30 April 2016	<u>462,463</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.