

The Campaign Company Limited

**Directors' Report
and
Financial Statements**

31st December 2004



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The Campaign Company Limited

Report and Financial Statements

For the year ended 31st December 2004

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The Campaign Company Limited**Company Information****As at 31st December 2004**

Registration number	4275708
Registered office	First Floor, Park House 22 Park Street Croydon Surrey CR0 1YE
Directors	David Evans Jonathan Upton
Secretary	Aline Evans
Accountant	John Rogers Chartered Accountant 232 Leigham Court Road London SW16 2RB
Bankers	Royal Bank of Scotland London Drummonds Branch 49 Charing Cross London SW1A 2DX

The Campaign Company Limited

Report of the Directors

The directors present their report and the financial statements of the company for the year ended 31st December 2003.

Principal activity

The principal activity of the company is to work in partnership with private business, public sector bodies and voluntary organisations to enhance their ability to provide the services and products that carry the support of the community.

Directors

The directors who served during the period and their interests in the company's issued share capital were as follows:

	Ordinary shares of £1 each	
	31.12.04	31.12.03
David Evans	3,499	3,499
Jonathan Upton	3,499	3,499

Directors' responsibilities

Company law requires the directors to prepare financial statements for each financial period which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for the period. In preparing the financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Small company provisions

This report has been prepared in accordance with the provisions of Part VII of the Companies Act 1985 relating to small companies.

Audit

The directors believe that the company was entitled to exemption from audit under section 249 A (1) of the Companies Act 1985 and therefore auditors have not been appointed. However, the directors have instructed John Rogers to compile the financial statements and to report to them thereon.

By order of the board



Aline Evans
Secretary

30.12.06

The Campaign Company Limited

**Chartered Accountant's Report
to the directors of The Campaign Company Limited
on the unaudited financial statements for the year ended 31st December 2004**

In accordance with the engagement letter dated 20th October 2005 and in order to assist you to fulfil your duties under the Companies Act 1985, I have compiled the attached financial statements of the company for the year ended 31st December 2004 which comprise the Profit and Loss Account, Balance Sheet and related notes from the accounting records and information and explanations you have given to me.

This report is made to you as the director of the company in accordance with the terms of my engagement. My work has been undertaken in order to enable me to compile the financial statements and to report to you that I have done so and for no other reason. To the fullest extent permitted by law I do not accept or assume responsibility to anyone other than the company and you for my work or for this report.

I have carried out this engagement in accordance with technical guidance issued by the Institute of Chartered Accountants in England and Wales and I have complied with the ethical guidance laid down by the Institute relating to members undertaking the compilation of financial statements.

You have acknowledged on the Balance Sheet as at 31st December 2004 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 1985. You consider that the company is exempt from the statutory requirement for an audit for the year.

I have not carried out an audit and have therefore not verified the accuracy or completeness of the accounting records or information and explanations you have given me and I do not, therefore, express an opinion on the financial statements.

232 Leigham Court Road
London SW16 2RB


John Rogers
Chartered Accountant

30 December 2006

The Campaign Company Limited
Profit and Loss Account
For the year ended 31st December 2004

	Note	2004 £	2003 £
Turnover	2	472,060	383,161
Cost of sales		(334,159)	(247,173)
Gross profit		137,901	135,988
Administrative expenses		(137,929)	(118,467)
Operating (loss)/profit	3	(28)	17,521
Interest receivable	4	-	99
Interest payable	5	(79)	(292)
(Loss)/profit on ordinary activities before taxation		(107)	17,328
Taxation	6	1,969	(1,969)
Retained profit for the year		1,862	15,359
Retained profit brought forward		16,337	978
Retained profit carried forward		18,199	16,337

All of the above relates to continuing activities.

There were no recognised gains in the year other than as reported above.

The Campaign Company Limited

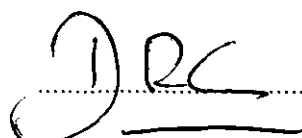
Balance Sheet
At 31st December 2004

	Note	2004		2003	
		£	£	£	£
Fixed assets					
Tangible	7		1,007		10,184
Current assets					
Debtors	8	55,577		60,295	
Work-in-progress		20,510		-	
Cash at bank		2,639		20,425	
		<u>78,726</u>		<u>80,720</u>	
less:					
Creditors: amounts falling due within one year	9	<u>(53,759)</u>		<u>(64,823)</u>	
Net current assets			24,967		15,897
Provision for liabilities and charges	10		-		(1,969)
Total assets less current liabilities			<u>25,974</u>		<u>24,112</u>
Capital and reserves					
Called up share capital	10		7,775		7,775
Profit and Loss Account			18,199		16,337
Shareholders' funds			<u>25,974</u>		<u>24,112</u>

The financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and in accordance with the Financial Reporting Standard for Smaller Entities effective June 2002.

For the financial year ended 31st December 2004 the company was entitled to exemption from audit under section 249A(1) Companies Act 1985 and no notice has been deposited under section 249B(2). The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 221 of the Act and preparing financial statements which give a true and fair view of the state of affairs of the company as at the year end and of its profit (or loss) for the financial year in accordance with the requirements of section 226 and which otherwise comply with the requirements of the Companies Act 1985, so far as applicable to the company.

The financial statements were approved by the Board on 30 December 2005 and signed by:

 David Evans – Director

The Campaign Company Limited
Notes to the Financial Statements
For the year ended 31st December 2004

1. Accounting policies

- a. The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.
- b. Individual items of fixed assets costing £500 or more are capitalised and written off over their estimated useful lives as follows:
- | | |
|--------------------|----------------|
| Computer equipment | - over 2 years |
| Office equipment | - over 2 years |
- c. Full provision is made at current rates for taxation deferred in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.
- d. The comparative figures for 2003 for Cost of sales and Administrative expenses have been amended to reflect a more accurate analysis of the overall expenditure for the year. The profit for that year has not been affected.

2. Turnover

The turnover is attributable to the principal activity of the company and represents invoiced services excluding vat.

3. Operating (loss)/profit

	2004 £	2003 £
The operating profit is stated after charging:		
Depreciation	11,192	11,247
Auditors' remuneration	-	2,800
Accountant's fee	3,000	1,500
Directors' emoluments	79,500	105,451

4. Interest receivable

	£	£
Bank interest	-	99

5. Interest payable

	£	£
On bank overdraft	79	-
On director's loan	-	292
	<u>79</u>	<u>292</u>

6. Taxation

	£	£
UK Corporation tax		
Deferred taxation	(1,969)	1,969

The Campaign Company Limited
Notes to the Financial Statements
For the year ended 31st December 2004

7. Tangible fixed assets

	Computer Equipment £	Other Equipment £	Total £
Cost			
At 1st January 2004	21,554	939	22,493
Additions in the year	2,015	-	2,015
At 31st December 2004	23,569	939	24,508
Depreciation			
At 1st January 2004	11,839	470	12,309
Charge for the year	10,723	469	11,192
At 31st December 2004	22,562	939	23,501
Net book value			
At 1st January 2004	9,715	469	10,184
At 31st December 2004	1,007	-	1,007

8. Debtors

	2004 £	2003 £
Trade debtors	50,813	59,374
Prepayments	4,764	921
	55,577	60,295

9. Creditors: amounts falling due within one year

	2004 £	2003 £
Trade creditors	3,191	7,193
Directors' loans	3,452	3,452
Value added tax	25,256	17,942
Payroll taxes	9,671	4,867
Accruals	7,439	31,369
Other creditors	4,750	-
	53,759	64,823

10. Provisions for liabilities and charges

	2004 £	2003 £
<i>Deferred taxation - accelerated capital allowances</i>		
At 1st January 2004	1,969	-
Transfer from profit and loss account	(1,969)	1,969
At 31st December 2004	-	1,969

The Campaign Company Limited
Notes to the Financial Statements
For the year ended 31st December 2004

11. Share capital - Ordinary shares of £1 each

	2004	2003
	£	£
Authorised - 50,000 shares	50,000	50,000
	-----	-----
Alloted, called up and fully paid - 7,775 shares	7,775	7,775

12. Commitments under operating leases

At 31st December 2004, the company had committed to making payments during the following year under non-cancellable operating leases as follows:

	2004	2003
	£	£
Expiring between 2 and 5 years	18,553	18,144
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