Registration number: 04716321

Strawberry Signs Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 31 May 2017

Strawberry Signs Limited

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Strawberry Signs Limited

Company Information

Directors	Mr P J Edwards Mr D Clift
Company secretary	Mr C P Redrup
Registered office	Colenso House 149 Ash Road Aldershot Hampshire GU12 4DB
Accountants	Keano Services Limited

Strawberry Signs Limited

(Registration number: 04716321)
Balance Sheet as at 31 May 2017

	Note	2017 £	2016 £
Fixed assets			
Tangible assets	5	5,971	7,961
Current assets			
Debtors	6	11,473	18,269
Cash at bank and in hand		28,470	36,117
		39,943	54,386
Creditors: Amounts falling due within one year	7	(34,103)	(46,830)
Net current assets		5,840	7,556
Total assets less current liabilities		11,811	15,517
Creditors: Amounts falling due after more than one year	7	(3,169)	(6,626)
Net assets		8,642	8,891
Capital and reserves			
Called up share capital		100	100
Profit and loss account		8,542	8,791
Total equity		8,642	8,891

For the financial year ending 31 May 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' 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 directors acknowledge their 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.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Strawberry Signs Limited

(Registration number: 04716321)
Balance Sheet as at 31 May 2017

Approved and authorised by the Board on 20 November 2017 and signed on its behalf by:

.....

Mr P J Edwards

Director

.....

Mr D Clift

Director

The notes on pages 4 to 8 form an integral part of these financial statements.

1 General information

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

The address of its registered office is:
Colenso House
149 Ash Road
Aldershot
Hampshire
GU12 4DB

These financial statements were authorised for issue by the Board on 20 November 2017.

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.

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.

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
Furniture and fittings	25% reducing balance
Motor vehicles	25% reducing balance

Goodwill

Goodwill arising on the acquisition of an entity represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the entity recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is held in the currency of the acquired entity and revalued to the closing rate at each reporting period date. Goodwill is amortised over its useful life, which shall not exceed ten years if a reliable estimate of the useful life cannot be made.

Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Goodwill	10 years

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.

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.

Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee.
Assets held under finance leases are recognised at the lower of their fair value at inception of the lease and the present value of the minimum lease payments. These assets are depreciated on a straight-line basis over the shorter of the useful life of the asset and the lease term. The corresponding liability to the lessor is included in the Balance Sheet as a finance lease obligation.
Lease payments are apportioned between finance costs in the Profit and Loss Account and reduction of the lease obligation so as to achieve a constant periodic rate of interest on the remaining balance of the liability.

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.

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.
Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 2 (2016 - 2).

4 Intangible assets

	Goodwill £	Total £
Cost or valuation		
At 1 June 2016	400,000	400,000
At 31 May 2017	400,000	400,000
Amortisation		
At 1 June 2016	400,000	400,000
At 31 May 2017	400,000	400,000
Carrying amount		
At 31 May 2017	-	-

5 Tangible assets

	Furniture, fittings and equipment £	Motor vehicles £	Total £
Cost or valuation			
At 1 June 2016	11,613	16,808	28,421
At 31 May 2017	11,613	16,808	28,421
Depreciation			
At 1 June 2016	10,743	9,717	20,460
Charge for the year	217	1,773	1,990
At 31 May 2017	10,960	11,490	22,450
Carrying amount			
At 31 May 2017	653	5,318	5,971
At 31 May 2016	870	7,091	7,961

6 Debtors

	2017 £	2016 £
Trade debtors	10,216	17,858

Other debtors	1,257	411
Total current trade and other debtors	11,473	18,269

7 Creditors

	Note	2017 £	2016 £
Due within one year			
Bank loans and overdrafts	8	3,457	3,457
Trade creditors		4,109	4,597
Amounts owed to group undertakings and undertakings in which the company has a participating interest		17,861	21,945
Taxation and social security		5,881	8,356
Other creditors		2,795	8,475
		34,103	46,830
Due after one year			
Loans and borrowings	8	3,169	6,626

8 Loans and borrowings

	2017 £	2016 £
Non-current loans and borrowings		
Finance lease liabilities	3,169	6,626

	2017 £	2016 £
Current loans and borrowings		
Finance lease liabilities	3,457	3,457

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.