REGISTERED NUMBER: 05226721 (England and Wales)

Financial Statements

for the Year Ended 30 September 2017

for

Baseline Promotions Limited

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Company Information
for the Year Ended 30 September 2017

DIRECTOR:	Mrs S Freeman
REGISTERED OFFICE:	Wren House 68 London Road St Albans Hertfordshire AL1 1NG
REGISTERED NUMBER:	05226721 (England and Wales)
ACCOUNTANTS:	Roy Pinnock & Co LLP Chartered Accountants Wren House 68 London Road St Albans Hertfordshire AL1 1NG

Balance Sheet
30 September 2017

	Notes	30.9.17 £	£	30.9.16 £	£
FIXED ASSETS					
Intangible assets	4		1		1
Tangible assets	5		1,967		210
			1,968		211
CURRENT ASSETS					
Debtors	6	3,278		9,069	
Cash at bank		-		855	
		3,278		9,924	
CREDITORS					
Amounts falling due within one year	7	5,198		10,104	
NET CURRENT LIABILITIES			(1,920)		(180)
TOTAL ASSETS LESS CURRENT LIABILITIES			48		31
PROVISIONS FOR LIABILITIES			22		30
NET ASSETS			26		1
CAPITAL AND RESERVES					
Called up share capital			1		1
Retained earnings			25		-
SHAREHOLDERS' FUNDS			26		1

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her 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 notes form part of these financial statements

continued...

Balance Sheet - continued
30 September 2017

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 director on 26 June 2018 and were signed by:

Mrs S Freeman - Director

The notes form part of these financial statements

Notes to the Financial Statements for the Year Ended 30 September 2017

1. STATUTORY INFORMATION

Baseline Promotions Limited 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 is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Goodwill
Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

Intangible assets
Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.
Computer equipment - 33% on cost

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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 .

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Notes to the Financial Statements - continued for the Year Ended 30 September 2017

4. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 October 2016 and 30 September 2017	10,000
AMORTISATION	
At 1 October 2016 and 30 September 2017	9,999
NET BOOK VALUE	
At 30 September 2017	1
At 30 September 2016	1

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 October 2016	825	4,166	4,991
Additions	-	1,853	1,853
At 30 September 2017	825	6,019	6,844
DEPRECIATION			
At 1 October 2016	822	3,959	4,781
Charge for year	-	96	96
At 30 September 2017	822	4,055	4,877
NET BOOK VALUE			
At 30 September 2017	3	1,964	1,967
At 30 September 2016	3	207	210

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.17 £	30.9.16 £
Other debtors	3,278	9,069

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.17 £	30.9.16 £
Bank loans and overdrafts	33	-
Trade creditors	1,745	1,416
Taxation and social security	2,709	7,960
Other creditors	711	728
	5,198	10,104

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Notes to the Financial Statements - continued for the Year Ended 30 September 2017

8. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 30 September 2017 and 30 September 2016:

	30.9.17	30.9.16
	£	£
Mrs S Freeman		
Balance outstanding at start of year	9,069	6,956
Amounts repaid	(7,529)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	1,539	9,069

9. RELATED PARTY DISCLOSURES

During the year, total dividends of £13,000 were paid to the director .

10. ULTIMATE CONTROLLING PARTY

S Freeman is the controlling party by virtue of her 100% shareholding.

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.