Registered number
06751921

White Strand Media Limited

Filleted Accounts

31 December 2017

Applied Accountancy Limited

White Strand Media Limited

Registered number: 06751921

Balance Sheet

as at 31 December 2017

	Notes	2017		2016	
		£		£	
Fixed assets					
Tangible assets	3		128		661
Current assets					
Debtors	4	54,000		148,000	
Cash at bank and in hand		6,604		17,924	
		60,604		165,924	
Creditors: amounts falling due within one year	5	(43,212)		(85,385)	
Net current assets			17,392		80,539
Net assets			17,520		81,200
Capital and reserves					
Called up share capital			1		1
Profit and loss account			17,519		81,199
Shareholder's funds			17,520		81,200

The director is satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Declan Curry

Director

Approved by the board on 20 August 2018

White Strand Media Limited

Notes to the Accounts

for the period from 1 December 2016 to 31 December 2017

1 Accounting policies

Basis of preparation

These financial statements for the period ended 31st December 2017 are the first financial statements that comply with FRS102 Section 1A small entities. The date of transition is 1 December 2015.

The transition to FRS 102 Section 1A small entities has not resulted in any changes to accounting policies to those used previously.

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland.

The presentation currency is £ sterling.

Revenue Recognition

Revenue is recognised when services have been provided to customers. It is valued at the consideration receivable net of VAT payable under the Flat Rate Scheme.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	25% on a straight line basis

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price).

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Pensions

The company pays contributions into the director's personal contribution-based pension scheme. Contibutions are charged to the profit and loss account as they become payable.

2 **Employees**	2017 Number	2016 Number
Average number of persons employed by the company	1	1

3 **Tangible fixed assets**	
Plant and machinery etc	**£**
Cost	
At 1 December 2016	3,842
At 31 December 2017	3,842
Depreciation	
At 1 December 2016	3,181
Charge for the period	533
At 31 December 2017	3,714
Net book value	
At 31 December 2017	128
At 30 November 2016	661

4 **Debtors**	2017 £	2016 £
Trade debtors	54,000	148,000

5 **Creditors: amounts falling due within one year**	2017 £	2016 £
Director's loan	20,015	29,481
Taxation and social security costs	21,397	52,304
Other creditors	1,800	3,600
	43,212	85,385

6 Other information

White Strand Media Limited is a private company limited by shares and incorporated in England. Its registered office is:

Flat 10 Westways

43 Hamilton Road

London
W5 2EE

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.