

ABBREVIATED UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 AUGUST 2016

FOR

MEDIA ALIVE LIMITED

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FOR THE YEAR ENDED 31 AUGUST 2016

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MEDIA ALIVE LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 AUGUST 2016

DIRECTORS:

D Kefford
D Rooney

REGISTERED OFFICE:

108 High Street
Stevenage
Hertfordshire
SG1 3DW

REGISTERED NUMBER:

07567430 (England and Wales)

ACCOUNTANTS:

Barker Wilkinson Limited
108 High Street
Stevenage
Hertfordshire
SG1 3DW

ABBREVIATED BALANCE SHEET
31 AUGUST 2016

	Notes	2016 £	£	2015 £	£
FIXED ASSETS					
Tangible assets	2		13,117		15,078
CURRENT ASSETS					
Debtors		81,141		79,627	
Cash at bank		<u>59,311</u>		<u>79,364</u>	
		140,452		158,991	
CREDITORS					
Amounts falling due within one year		<u>49,548</u>		<u>53,482</u>	
NET CURRENT ASSETS			<u>90,904</u>		<u>105,509</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>104,021</u>		<u>120,587</u>
CAPITAL AND RESERVES					
Called up share capital	3		100		100
Profit and loss account			<u>103,921</u>		<u>120,487</u>
SHAREHOLDERS' FUNDS			<u>104,021</u>		<u>120,587</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 August 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 August 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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 abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 12 May 2017 and were signed on its behalf by:

D Rooney - Director

D Kefford - Director

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 AUGUST 2016

1. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

The directors have assessed various factors and risks affecting the company and its ability in these difficult economic times to continue to trade as a going concern. The directors have not identified any material uncertainties or risks related to events or conditions that could affect the carrying values of the company's assets and liabilities as at the balance sheet date and therefore the financial statements for the period ended 31st August 2016 have been prepared using the going concern basis of accounting.

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 20% on cost

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. **TANGIBLE FIXED ASSETS**

	Total £
COST	
At 1 September 2015	17,837
Additions	2,008
At 31 August 2016	<u>19,845</u>
DEPRECIATION	
At 1 September 2015	2,759
Charge for year	3,969
At 31 August 2016	<u>6,728</u>
NET BOOK VALUE	
At 31 August 2016	<u>13,117</u>
At 31 August 2015	<u>15,078</u>

3. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2016 £	2015 £
100	Ordinary	£1	<u>100</u>	<u>100</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.