REGISTERED NUMBER: 07567430 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2018

FOR

MEDIA ALIVE LIMITED

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MEDIA ALIVE LIMITED

COMPANY INFORMATION
FOR THE YEAR ENDED 31 AUGUST 2018

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

BALANCE SHEET
31 AUGUST 2018

	Notes	2018 £	£	2017 £	£
FIXED ASSETS					
Tangible assets	4		6,654		10,307
CURRENT ASSETS					
Debtors	5	64,342		71,933	
Cash at bank		80,996		76,201	
		145,338		148,134	
CREDITORS					
Amounts falling due within one year	6	68,559		57,011	
NET CURRENT ASSETS			76,779		91,123
TOTAL ASSETS LESS CURRENT LIABILITIES			83,433		101,430
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			83,333		101,330
SHAREHOLDERS' FUNDS			83,433		101,430

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 August 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 August 2018 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 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 Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the Board of Directors on 16 May 2019 and were signed on its behalf by:

D Rooney - Director

D Kefford - Director

The notes form part of these financial statements

1. STATUTORY INFORMATION

Media Alive 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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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 2018 have been prepared using the going concern basis of accounting.

Significant judgements and estimates
In the application of the company's accounting policies, management is required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from those estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Revenue recognition
Revenue is recognised and included in the accounts as turnover measured at fair value of the consideration received or receivable, once services have been provided to customers, excluding discounts, rebates, value added and other sales taxes.

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 etc - 20% on cost

Financial instruments
The directors consider that all financial instruments are basic financial instruments in accordance with section 11 of Financial Reporting Standard 102. All basic financial instruments including trade and other debtors, cash and cash equivalents, and trade and other creditors, are initially recognised at transaction price and thereafter stated at amortised cost.

Taxation
Taxation for the year comprises current 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 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.

Hire purchase and leasing commitments
Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

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2. **ACCOUNTING POLICIES - continued**

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 (2017 - 4) .

4. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc
	£
COST	
At 1 September 2017	21,156
Additions	458
At 31 August 2018	21,614
DEPRECIATION	
At 1 September 2017	10,849
Charge for year	4,111
At 31 August 2018	14,960
NET BOOK VALUE	
At 31 August 2018	6,654
At 31 August 2017	10,307

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade debtors	58,643	64,140
Other debtors	5,699	7,793
	64,342	71,933

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade creditors	26,553	12,830
Taxation and social security	38,130	41,598
Other creditors	3,876	2,583
	68,559	57,011

7. **OTHER FINANCIAL COMMITMENTS**

The company had total other financial commitments at the balance sheet date of £12,271 (2017 £20,021).

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.