REGISTERED NUMBER: 08459010 (England and Wales)

Unaudited Financial Statements For The Year Ended 31 March 2017

for

The Sports Marketing Consultancy Limited

Contents of the Financial Statements
For The Year Ended 31 March 2017

	Page
Company Information	1
Balance Sheet	2
Notes to the Financial Statements	3

The Sports Marketing Consultancy Limited

Company Information
For The Year Ended 31 March 2017

DIRECTORS:	J R Duckworth C V Duckworth
REGISTERED OFFICE:	65 Nelson Road New Malden Surrey KT3 5EB
REGISTERED NUMBER:	08459010 (England and Wales)
ACCOUNTANTS:	Fuller Spurling Mill House 58 Guildford Street Chertsey Surrey KT16 9BE

Balance Sheet
31 March 2017

	Notes	31.3.17 £	£	31.3.16 £	£
FIXED ASSETS					
Tangible assets	4		417		801
CURRENT ASSETS					
Debtors	5	57,996		36,247	
Cash at bank		26,467		56,531	
		84,463		92,778	
CREDITORS					
Amounts falling due within one year	6	33,342		31,090	
NET CURRENT ASSETS			51,121		61,688
TOTAL ASSETS LESS CURRENT LIABILITIES			51,538		62,489
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings			51,536		62,487
SHAREHOLDERS' FUNDS			51,538		62,489

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 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 Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 6 December 2017 and were signed on its behalf by:

J R Duckworth - Director

C V Duckworth - Director

The notes form part of these financial statements

Notes to the Financial Statements
For The Year Ended 31 March 2017

1. STATUTORY INFORMATION

The Sports Marketing Consultancy 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.

Reconciliation with previous Generally Accepted Accounting Practice
In preparing the accounts, the directors have considered whether in applying the accounting policies required by FRS 102 the restatement of comparative items was required, and have determined that no restatements were required. In accordance with the requirements of FRS 102 a reconciliation of opening balances is therefore not needed.

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

Turnover is recognised when projects are completed.

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

Fixtures and fittings	- 25% on cost
Computer equipment	- 25% on cost

Taxation
Taxation represents the sum of tax currently payable, and deferred tax if material.

The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax, where material, is recognised on all timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

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.

continued...

2. ACCOUNTING POLICIES - continued

Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Cash at bank and in hand
Cash at bank includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors
Creditors, provisions and accrued costs are recognised where the company has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments
The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 .

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2016 and 31 March 2017	256	1,281	1,537
DEPRECIATION			
At 1 April 2016	137	599	736
Charge for year	64	320	384
At 31 March 2017	201	919	1,120
NET BOOK VALUE			
At 31 March 2017	55	362	417
At 31 March 2016	119	682	801

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.17 £	31.3.16 £
Trade debtors	57,996	36,247

continued...

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.17	31.3.16
	£	£
Corporation tax	11,766	17,996
Social security and other taxes	61	50
VAT	16,399	9,319
Directors' current accounts	3,688	1,701
Accrued expenses	1,428	2,024
	33,342	31,090

7. FIRST YEAR ADOPTION

This is the first year that the Company has presented its results under FRS 102. The last financial statements under previous UK GAAP were for the year ended 31 March 2016 and the date of transition to FRS 102 was 1 April 2015. There were no changes in accounting policies as a result of FRS 102 adoption and therefore no need for any reconciliation statement.

Transitional relief
On transition to FRS 102, the Company has not needed to take advantage of any transitional reliefs.

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.