

Dark Horses Sports Marketing Limited

Annual Report and Unaudited Financial Statements

For the period ended 30 April 2017

Company Registration No. 09965721 (England and Wales)

Dark Horses Sports Marketing Limited

Company Information

Directors	D Brooke-Taylor	(Appointed 22 January 2016)
	H Calcraft	(Appointed 22 January 2016)
	S Dent	(Appointed 6 June 2016)
	A Nairn	(Appointed 22 January 2016)

Company number	09965721
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Registered office	180 Exmouth House 3-11 Pine Street London EC1R 0JH
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Accountants	Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL
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Balance Sheet

As at 30 April 2017

	Notes	2017 £	£
Current assets			
Debtors	3	224,491	
Creditors: amounts falling due within one year	4	(288,742)	
Net current liabilities			(64,251)
Capital and reserves			
Called up share capital	5		100
Profit and loss reserves			(64,351)
Total equity			(64,251)

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial period ended 30 April 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 19 October 2017 and are signed on its behalf by:

S Dent
Director

Company Registration No. 09965721

Dark Horses Sports Marketing Limited

Notes to the Financial Statements

For the period ended 30 April 2017

1 Accounting policies

Company information

Dark Horses Sports Marketing Limited is a private company limited by shares incorporated in England and Wales. The registered office is 180 Exmouth House, 3-11 Pine Street, London, EC1R 0JH.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

These financial statements for the period ended 30 April 2017 are the first financial statements of Dark Horses Sports Marketing Limited prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was . The reported financial position and financial performance for the previous period are not affected by the transition to FRS 102.

1.2 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

1.3 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.4 Financial instruments

The Company only has basic financial instruments measured at amortised cost, with no financial instruments classified as other or basic instruments measured at fair value.

1.5 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

Dark Horses Sports Marketing Limited

Notes to the Financial Statements (Continued)

For the period ended 30 April 2017

1 Accounting policies

(Continued)

1.6 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2 Employees

The average monthly number of persons (including directors) employed by the company during the period was:

	2017 Number
Total	4

3 Debtors

	2017 £
Amounts falling due within one year:	
Trade debtors	224,491

4 Creditors: amounts falling due within one year

	2017 £
Trade creditors	41,721
Amounts due to group undertakings	151,097
Other taxation and social security	57,116
Other creditors	38,808
	288,742

5 Called up share capital

	2017 £
Ordinary share capital Issued and fully paid 100 Ordinary of £1 each	100

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.