

# Action Mailing Ltd

Annual Report and Unaudited Financial Statements  
for the Year Ended 31 October 2017

# Action Mailing Ltd

## Contents

Balance Sheet	<u>1</u> to <u>2</u>
Notes to the Financial Statements	<u>3</u> to <u>7</u>

# Action Mailing Ltd

(Registration number: 3442946)  
Balance Sheet as at 31 October 2017

	Note	2017 £	2016 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	21,090	430,635
Investment property	<u>5</u>	480,000	-
		<u>501,090</u>	<u>430,635</u>
<b>Current assets</b>			
Debtors	<u>6</u>	27,137	253
Cash at bank and in hand		<u>12,000</u>	<u>11,449</u>
		39,137	11,702
<b>Creditors:</b> Amounts falling due within one year	<u>7</u>	<u>(30,300)</u>	<u>(23,319)</u>
<b>Net current assets/(liabilities)</b>		<u>8,837</u>	<u>(11,617)</u>
<b>Total assets less current liabilities</b>		509,927	419,018
<b>Creditors:</b> Amounts falling due after more than one year	<u>7</u>	<u>(67,442)</u>	<u>(75,747)</u>
<b>Provisions for liabilities</b>		<u>(4,339)</u>	<u>(5,650)</u>
<b>Net assets</b>		<u>438,146</u>	<u>337,621</u>
<b>Capital and reserves</b>			
Called up share capital		200	200
Share premium reserve		144,900	144,900
Revaluation reserve		76,663	-
Profit and loss account		<u>216,383</u>	<u>192,521</u>
<b>Total equity</b>		<u>438,146</u>	<u>337,621</u>

The notes on pages 3 to 7 form an integral part of these financial statements.  
Page 1

## **Action Mailing Ltd**

### **(Registration number: 3442946) Balance Sheet as at 31 October 2017**

For the financial year ending 31 October 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the director on 24 April 2018

.....

S J Shread

Director

The notes on pages 3 to 7 form an integral part of these financial statements.

# **Action Mailing Ltd**

## **Notes to the Financial Statements for the Year Ended 31 October 2017**

### **1 General information**

The company is a private company limited by share capital incorporated in England and Wales.

The address of its registered office is:

Graphic House  
Burnley Road Altham  
Accrington  
Lancashire  
BB5 5TX

These financial statements were authorised for issue by the director on 24 April 2018.

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

#### **Basis of preparation**

These financial statements have been prepared in sterling (£) using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Tangible assets**

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### **Depreciation**

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Plant and machinery	20% reducing balance
Fixtures and fittings	25% reducing balance
Motor vehicle	25% reducing balance
Office equipment	33% reducing balance

#### **Investment property**

Investment property is carried at fair value, derived from the current market prices for comparable real estate determined annually by external valuers. The valuers use observable market prices, adjusted if necessary for any difference in the nature, location or condition of the specific asset. Changes in fair value are recognised in profit or loss.

# **Action Mailing Ltd**

## **Notes to the Financial Statements for the Year Ended 31 October 2017**

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

### **Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

### **3 Staff numbers**

The average number of persons employed by the company (including the director) during the year, was 1 (2016 - 1).

# Action Mailing Ltd

## Notes to the Financial Statements for the Year Ended 31 October 2017

### 4 Tangible assets

	Land and buildings £	Furniture, fittings and equipment £	Motor vehicles £	Other property, plant and equipment £	Total £
<b>Cost or valuation</b>					
At 1 November 2016	403,337	44,323	600	89,837	538,097
Transfers	(403,337)	-	-	-	(403,337)
At 31 October 2017	-	44,323	600	89,837	134,760
<b>Depreciation</b>					
At 1 November 2016	-	34,741	410	72,311	107,462
Charge for the year	-	2,654	48	3,506	6,208
At 31 October 2017	-	37,395	458	75,817	113,670
<b>Carrying amount</b>					
At 31 October 2017	-	6,928	142	14,020	21,090
At 31 October 2016	403,337	9,582	190	17,526	430,635

# Action Mailing Ltd

## Notes to the Financial Statements for the Year Ended 31 October 2017

### 5 Investment properties

	2017 £
Transfers to and from property, plant and equipment	403,337
Fair value adjustments	76,663
	<hr/>
At 31 October	480,000
	<hr/> <hr/>

There has been no valuation of investment property by an independent valuer.

### 6 Debtors

	2017 £	2016 £
Note		
Amounts owed by group undertakings and undertakings in which the company has a participating interest	26,958	-
Other debtors	179	253
	<hr/>	<hr/>
Total current trade and other debtors	27,137	253
	<hr/> <hr/>	<hr/> <hr/>

### 7 Creditors

	2017 £	2016 £
Note		
<b>Due within one year</b>		
Bank loans and overdrafts	8 9,425	9,425
Trade creditors	5,516	5,986
Amounts owed to group undertakings and undertakings in which the company has a participating interest	-	42
Taxation and social security	9,147	3,303
Other creditors	6,212	4,563
	<hr/>	<hr/>
	30,300	23,319
	<hr/> <hr/>	<hr/> <hr/>
<b>Due after one year</b>		
Loans and borrowings	8 67,442	75,747
	<hr/> <hr/>	<hr/> <hr/>

### 8 Loans and borrowings

	2017 £	2016 £
<b>Non-current loans and borrowings</b>		
Bank borrowings	67,442	75,747
	<hr/> <hr/>	<hr/> <hr/>



# Action Mailing Ltd

## Notes to the Financial Statements for the Year Ended 31 October 2017

	2017 £	2016 £
<b>Current loans and borrowings</b>		
Bank borrowings	9,425	9,425

Page 7

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.