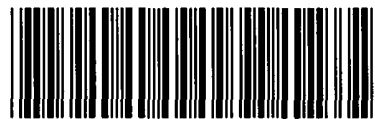


23RED LIMITED
Financial Statements
for the Year Ended 30 September 2016

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23RED LIMITED

**Contents of the Financial Statements
for the year ended 30 September 2016**

	Page
Company Information	1
Statement of Financial Position	2
Notes to the Financial Statements	3

23RED LIMITED

**Company Information
for the year ended 30 September 2016**

Directors:

J Asscher
P Dunning
S Kinmont
R Tattersdill

Registered office:

20 Northdown Street
London
N1 9BG

Registered number:

03974936 (England and Wales)

Auditors:

Haines Watts
Chartered Accountants & Statutory Auditor
New Derwent House
69-73 Theobalds Road
London
WC1X 8TA

Bankers:

Barclays Bank Plc
27 Soho Square
London
W1A 4WA

23RED LIMITED (REGISTERED NUMBER: 03974936)

Statement of Financial Position
30 September 2016

	Notes	£	2016 £	£	2015 £
Fixed assets					
Tangible assets	4		111,916		156,100
Investments	5		4		5
			<u>111,920</u>		<u>156,105</u>
Current assets					
Debtors	6	1,773,716		1,554,378	
Cash at bank and in hand		<u>2,229,093</u>		<u>1,869,591</u>	
		4,002,809		3,423,969	
Creditors					
Amounts falling due within one year	7	<u>1,778,568</u>		<u>1,699,880</u>	
Net current assets			<u>2,224,241</u>		<u>1,724,089</u>
Total assets less current liabilities			<u>2,336,161</u>		<u>1,880,194</u>
Provisions for liabilities	9		-		4,900
Net assets			<u>2,336,161</u>		<u>1,875,294</u>
Capital and reserves					
Called up share capital	10		635		656
Share premium	11		299,100		299,100
Capital redemption reserve	11		391		370
Other reserves	11		(70)		(70)
Retained earnings	11		<u>2,036,105</u>		<u>1,575,238</u>
Shareholders' funds			<u>2,336,161</u>		<u>1,875,294</u>

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 10 May 2017 and were signed on its behalf by:



J Asscher - Director

The notes form part of these financial statements

23RED LIMITED

Notes to the Financial Statements for the year ended 30 September 2016

1. Statutory information

23red 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.

The presentation currency of the financial statements is the Pound Sterling (£).

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.

The first date at which FRS 102 Section 1A "Small Entities" of Financial Reporting Standard 102 was applied on 1 October 2014. In accordance with FRS 102 Section 1A - the company has;

- Provided comparative information;
- Applied the same accounting policies throughout all periods presented; and
- Retrospectively applied FRS 102 1A as required.

The financial statements have been prepared on a going concern basis.

Preparation of consolidated financial statements

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertakings comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 399 of the Companies Act 2006 not to prepare group accounts.

Turnover

Turnover represents amounts receivable for marketing services net of VAT and trade discounts.

Turnover is recognised as contract activity progresses, in accordance with the terms in the contractual agreement and the stage of completion of the work. It is in respect of the provision of marketing services including fees, commissions, rechargeable expenses and sales of marketing materials performed subject to a specific contract. Where recorded turnover exceeds amounts invoiced to clients, the excess is classified as accrued income. Conversely, where recorded turnover is less than amounts invoiced to clients, the excess is classified as deferred income.

Tangible fixed assets

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

Land & Buildings Leasehold	Over the length of the lease
Fixtures, Fittings & Equipment	25% Straight Line
Computer Equipment	25% Straight Line

23RED LIMITED

Notes to the Financial Statements - continued for the year ended 30 September 2016

2. Accounting policies - continued

Taxation

The tax expense represents the sum of the tax currently payable and any deferred tax.

The current tax charge is based on the taxable profit for the year. Taxable profit differs from net profit as reported in the statement of comprehensive income because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the balance sheet date.

Deferred tax is recognised in respect of all timing differences between taxable profits and total comprehensive income that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date.

Deferred tax assets are recognised only to the extent that it is probable that future taxable profit will be available against which the temporary differences can be utilised.

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset realised. Deferred tax is charged or credited to profit or loss, except when it relates to items charged or credited directly to other comprehensive income, in which case the deferred tax is also dealt with in other comprehensive income.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when they relate to income taxes levied by the same taxation authority and intends to settle on a net basis.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

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.

Rentals paid under operating leases are charged to Income Statement on a straight line basis over the period of the lease.

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee. All other leases are classified as operating leases. At the balance sheet date all leases are classified as operating leases.

Rentals payable under operating leases are charged to profit or loss on a straight-line basis over the term of the relevant lease. Benefits received and receivable as an incentive to enter into an operating lease are also spread on a straight line basis over the lease term.

Employee benefits

Short term employee benefits including holiday pay and annual bonuses are accrued as services are rendered. Contributions to defined contribution pension schemes are charged to Income Statement as they become payable in accordance with the rules of the scheme. Differences between contributions payable in the year and those actually paid are shown as either accruals or prepayments in the balance sheet.

Key sources of estimation uncertainty and judgements

The preparation of financial statements in conformity with generally accepted accounting practice requires management to make estimates and judgement that affect the reported amounts of assets and liabilities as well as the disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the reporting period.

23RED LIMITED

Notes to the Financial Statements - continued for the year ended 30 September 2016

2. Accounting policies - continued

Financial instruments policy

Financial assets and financial liabilities are recognised in the balance sheet when the company becomes a party to the contractual provisions of the instrument.

Trade and other debtors and creditors are classified as basic financial instruments and measured at initial recognition at transaction price. Debtors and creditors are subsequently measured at amortised cost using the effective interest rate method. A provision is established when there is objective evidence that the company will not be able to collect all amounts due.

Cash and cash equivalents are classified as basic financial instruments and comprise cash in hand and at bank and bank overdrafts which are an integral part of the company's cash management.

Financial liabilities and equity instruments issued by the company are classified in accordance with the substance of the contractual arrangements entered into and the definitions of a financial liability and an equity instrument. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs.

3. Employees and directors

The average number of employees during the year was 37 (2015 - 40).

4. Tangible fixed assets

	Short leasehold £	Fixtures and fittings £	Computer equipment £	Totals £
Cost				
At 1 October 2015	243,718	284,186	296,405	824,309
Additions	-	-	21,474	21,474
Disposals	-	(112,779)	(224,469)	(337,248)
At 30 September 2016	243,718	171,407	93,410	508,535
Depreciation				
At 1 October 2015	173,629	237,009	257,571	668,209
Charge for year	24,596	19,829	21,233	65,658
Eliminated on disposal	-	(112,779)	(224,469)	(337,248)
At 30 September 2016	198,225	144,059	54,335	396,619
Net book value				
At 30 September 2016	45,493	27,348	39,075	111,916
At 30 September 2015	70,089	47,177	38,834	156,100

23RED LIMITED

**Notes to the Financial Statements - continued
for the year ended 30 September 2016**

5. Fixed asset investments

	Other investments £
Cost	
At 1 October 2015	5
Disposals	(1)
	<hr/>
At 30 September 2016	4
	<hr/>
Net book value	
At 30 September 2016	4
	<hr/>
At 30 September 2015	5
	<hr/>

6. Debtors

	2016 £	2015 £
Amounts falling due within one year:		
Trade debtors	1,043,691	756,701
Other debtors	10,245	6,719
Deferred tax asset	6,063	-
Prepayments and accrued income	619,339	696,580
	<hr/>	<hr/>
	1,679,338	1,460,000
	<hr/>	<hr/>
Amounts falling due after more than one year:		
Other debtors	94,378	94,378
	<hr/>	<hr/>
Aggregate amounts	1,773,716	1,554,378
	<hr/>	<hr/>

7. Creditors: amounts falling due within one year

	2016 £	2015 £
Trade creditors	204,033	253,904
Tax	183,487	202,600
Social security and other taxes	50,376	49,079
VAT	151,860	127,642
Other creditors	12,880	12,880
Directors' current accounts	23,653	49,844
Accruals and deferred income	1,152,279	1,003,931
	<hr/>	<hr/>
	1,778,568	1,699,880
	<hr/>	<hr/>

8. Leasing agreements

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2016 £	2015 £
Between one and five years	249,265	241,664
	<hr/>	<hr/>

23RED LIMITED

Notes to the Financial Statements - continued
for the year ended 30 September 2016

9. Provisions for liabilities

	2015 £
Deferred tax	
Accelerated capital allowances	(3,700)
Other timing differences	8,600
	<u>4,900</u>
	Deferred tax £
Balance at 1 October 2015	4,900
Credit to Income Statement during year	(10,963)
Balance at 30 September 2016	<u>(6,063)</u>

10. Called up share capital

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2016 £	2015 £
63,000	A Ordinary	1p	630	630
500	B Ordinary	1p	5	5
2,100	C Ordinary	1p	-	21
			<u>635</u>	<u>656</u>

On 20 May 2016, the company repurchased and subsequently cancelled class C shares of 2100 ordinary shares of £0.10 each for total consideration of £8,913.

11. Reserves

	Retained earnings £	Share premium £	Capital redemption reserve £	Other reserves £	Totals £
At 1 October 2015	1,575,238	299,100	370	(70)	1,874,638
Profit for the year	688,180				688,180
Dividends	(218,400)				(218,400)
Purchase of own shares	(8,913)	-	21	-	(8,892)
At 30 September 2016	<u>2,036,105</u>	<u>299,100</u>	<u>391</u>	<u>(70)</u>	<u>2,335,526</u>

12. Disclosure under Section 444(5B) of the Companies Act 2006

The Auditors' Report was unqualified.

Esther Wood (Senior Statutory Auditor)
for and on behalf of Haines Watts

23RED LIMITED

**Notes to the Financial Statements - continued
for the year ended 30 September 2016**

13. Related party disclosures

At the balance sheet date Director J Asscher was owed £10,543 (2015: £11,899), P Dunning was owed £218 (2015: £7,165) and S Kinmont was owed £12,893 (2015: £30,780). No interest is accruing on these amounts.

14. Ultimate controlling party

The directors consider that there is no one controlling party.

15. First year adoption

The company has adopted FRS 102 Section 1A "Small Entities" for the year ended 30 September 2016, with the date of transition therefore being 1 October 2014.

On transition management have considered the effect of any changes in accounting treatment from UK GAAP to FRS 102 1A "Small Entities" for this company but do not consider there to be any material changes that would warrant restatement of the comparative financial.