

Company Registration No. 04275708 (England and Wales)

**THE CAMPAIGN COMPANY LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**  
**PAGES FOR FILING WITH REGISTRAR**

# THE CAMPAIGN COMPANY LIMITED

## CONTENTS

---

	Page
Balance sheet	1 - 2
Notes to the financial statements	3 - 6

---

# THE CAMPAIGN COMPANY LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2017

	Notes	2017 £	£	2016 £	£
<b>Fixed assets</b>					
Tangible assets	3		7,362		9,237
<b>Current assets</b>					
Debtors	4	163,086		149,138	
Cash at bank and in hand		362		185	
		<u>163,448</u>		<u>149,323</u>	
<b>Creditors: amounts falling due within one year</b>	5	<u>(225,889)</u>		<u>(304,364)</u>	
<b>Net current liabilities</b>			<u>(62,441)</u>		<u>(155,041)</u>
<b>Total assets less current liabilities</b>			<u>(55,079)</u>		<u>(145,804)</u>
<b>Creditors: amounts falling due after more than one year</b>	6		(137,566)		(62,850)
<b>Provisions for liabilities</b>			<u>(1,399)</u>		<u>(1,848)</u>
<b>Net liabilities</b>			<u><u>(194,044)</u></u>		<u><u>(210,502)</u></u>
<b>Capital and reserves</b>					
Called up share capital	7		7,000		7,000
Capital redemption reserve			777		777
Profit and loss reserves			<u>(201,821)</u>		<u>(218,279)</u>
<b>Total equity</b>			<u><u>(194,044)</u></u>		<u><u>(210,502)</u></u>

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

The notes on pages 3 - 6 form an integral part of these financial statements.

For the financial year ended 31 December 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and FRS102 Section 1A.

**THE CAMPAIGN COMPANY LIMITED**

**BALANCE SHEET (CONTINUED)**

***AS AT 31 DECEMBER 2017***

---

The financial statements were approved and signed by the director and authorised for issue on 16 August 2018

D Evans

**Director**

**Company Registration No. 04275708**

# THE CAMPAIGN COMPANY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2017

---

### 1 Accounting policies

#### Company information

The Campaign Company Limited is a private company limited by shares incorporated in England and Wales. The registered office is Suffolk House EAST entrance, 2nd Floor - Suite 4, George Street, Croydon, CR0 1PE.

#### 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 disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

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 £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the balance sheet date, liabilities exceeded assets by £199,632 (2016: £210,502). However the financial statements have been prepared on a going concern basis as the company has the continuing support from its director and shareholder, D Evans, and an overdraft facility. The director is therefore satisfied that the financial statements have been correctly prepared on the going concern basis.

#### 1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for goods and 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 it is probable will be recovered.

#### 1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings & equipment	25% straight line
Computer equipment	25% straight line

# THE CAMPAIGN COMPANY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

### 1 Accounting policies (Continued)

#### 1.5 Deferred tax

Deferred tax is recognised in respect of all material timing differences that have originated but not reversed at the balance sheet date.

### 2 Employees

	2017 Number	2016 Number
Director	1	1
Employees	15	13
	<u>16</u>	<u>14</u>

### 3 Tangible fixed assets

	Fixtures, fittings & equipment	Computer equipment	Total
	£	£	£
<b>Cost</b>			
At 1 January 2017	18,833	80,014	98,847
Additions	906	648	1,554
	<u>19,739</u>	<u>80,662</u>	<u>100,401</u>
<b>At 31 December 2017</b>			
<b>Depreciation and impairment</b>			
At 1 January 2017	18,833	70,777	89,610
Depreciation charged in the year	226	3,203	3,429
	<u>19,059</u>	<u>73,980</u>	<u>93,039</u>
<b>At 31 December 2017</b>			
<b>Carrying amount</b>			
At 31 December 2017	680	6,682	7,362
	<u>-</u>	<u>9,237</u>	<u>9,237</u>
<b>At 31 December 2016</b>			

### 4 Debtors

	2017 £	2016 £
<b>Amounts falling due within one year:</b>		
Trade debtors	120,325	59,947
Other debtors	1,325	3,315
Prepayments and accrued income	41,436	85,876
	<u>163,086</u>	<u>149,138</u>

The director considers the carrying value of trade and other receivables approximate to their fair value.

# THE CAMPAIGN COMPANY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2017

### 5 Creditors: amounts falling due within one year

	Notes	2017 £	2016 £
Bank loans and overdrafts		6,084	39,192
Obligations under finance leases		2,426	2,277
Other borrowings		14,311	-
Trade creditors		84,039	116,640
Other taxation and social security		37,310	27,529
Other creditors		53,968	66,064
Accruals and deferred income		27,751	52,662
		<u>225,889</u>	<u>304,364</u>

### 6 Creditors: amounts falling due after more than one year

	Notes	2017 £	2016 £
Obligations under finance leases		1,269	3,696
Other borrowings		136,297	59,154
		<u>137,566</u>	<u>62,850</u>

The director considers the carrying amounts of long term liabilities approximate to their fair values.

### 7 Called up share capital

	2017 £	2016 £
<b>Ordinary share capital</b>		
<b>Issued and fully paid</b>		
7,000 Ordinary shares of £1 each	7,000	7,000
	<u>7,000</u>	<u>7,000</u>

### 8 Operating lease commitments

#### Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

	2017 £	2016 £
	-	913
	<u>-</u>	<u>913</u>

### 9 Related party transactions

# THE CAMPAIGN COMPANY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

*FOR THE YEAR ENDED 31 DECEMBER 2017*

---

**9 Related party transactions**

**(Continued)**

At Balance Sheet date, the following amounts were due to D Evans:

Due within one year - £50,000 (2016 - £59,154)

Due after one year - £100,608 (2016 - £59,154)

The director is not going to demand repayment of £100,608 within the next 12 months.

**10 Controlling Party**

The ultimate controlling party is D Evans (Director) by virtue of his holding 90% of the issued share capital.



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.