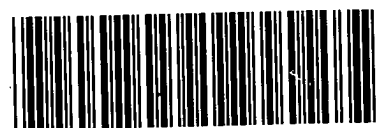


**Report of the Directors and  
Financial Statements  
for the Year Ended 31st December 2014  
for  
PRODUCT IMPACT LIMITED**

WEDNESDAY



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COMPANIES HOUSE

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for the year ended 31st December 2014**

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**PRODUCT IMPACT LIMITED**

**Company Information**  
**for the year ended 31st December 2014**

**DIRECTORS:**

J Lewcock  
M Lewcock  
P Mills  
J Moss

**SECRETARY:**

M Lewcock

**REGISTERED OFFICE:**

30 Tower View  
Kings Hill  
West Malling  
Kent  
ME19 4UY

**REGISTERED NUMBER:**

05051106 (England and Wales)

**AUDITORS:**

Simpson Wreford & Partners  
Chartered Accountants & Statutory Auditors  
Suffolk House  
George Street  
Croydon  
Surrey  
CR0 0YN

**Report of the Directors  
for the year ended 31st December 2014**

The directors present their report with the financial statements of the company for the year ended 31st December 2014.

**DIRECTORS**

The directors shown below have held office during the whole of the period from 1st January 2014 to the date of this report.

J Lewcock  
M Lewcock  
P Mills

Other changes in directors holding office are as follows:

J Moss was appointed as a director after 31st December 2014 but prior to the date of this report.

**STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS**

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

**AUDITORS**

The auditors, Simpson Wreford & Partners, will be proposed for re-appointment at the forthcoming Annual General Meeting.

**PRODUCT IMPACT LIMITED (REGISTERED NUMBER: 05051106)**

**Report of the Directors  
for the year ended 31st December 2014**

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

**ON BEHALF OF THE BOARD:**

A handwritten signature in black ink, consisting of a stylized 'J' followed by 'E. MOSS'.

J Moss - Director

24th September 2015

## **Report of the Independent Auditors to the Members of Product Impact Limited**

We have audited the financial statements of Product Impact Limited for the year ended 31st December 2014 on pages six to nine. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in a Report of the Auditors and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of directors and auditors**

As explained more fully in the Statement of Directors' Responsibilities set out on page two, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Directors to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31st December 2014 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Report of the Independent Auditors to the Members of  
Product Impact Limited**

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.



Alasdair Weaks (Senior Statutory Auditor)  
for and on behalf of Simpson Wreford & Partners  
Chartered Accountants & Statutory Auditors  
Suffolk House  
George Street  
Croydon  
Surrey  
CR0 0YN

25th September 2015

**PRODUCT IMPACT LIMITED (REGISTERED NUMBER: 05051106)**

**Profit and Loss Account  
for the year ended 31st December 2014**

	Notes	31.12.14 £	31.12.13 £
<b>TURNOVER</b>		-	316,623
Cost of sales		-	206,329
		<hr/>	<hr/>
<b>GROSS PROFIT</b>		-	110,294
Administrative expenses		-	115,033
		<hr/>	<hr/>
<b>OPERATING LOSS and LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	2	-	(4,739)
Tax on loss on ordinary activities	3	-	-
		<hr/>	<hr/>
<b>LOSS FOR THE FINANCIAL YEAR</b>		-	(4,739)
		<hr/> <hr/>	<hr/> <hr/>

The notes form part of these financial statements



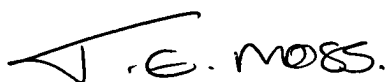
**PRODUCT IMPACT LIMITED (REGISTERED NUMBER: 05051106)**

**Balance Sheet  
31st December 2014**

	Notes	31.12.14 £	31.12.13 £
<b>CURRENT ASSETS</b>			
Stocks		-	5,840
Debtors	4	-	21,244
Cash at bank and in hand		-	48,589
		<u>-</u>	<u>75,673</u>
<b>CREDITORS</b>			
Amounts falling due within one year	5	2,902	70,374
		<u>(2,902)</u>	<u>5,299</u>
<b>NET CURRENT (LIABILITIES)/ASSETS</b>			
		<u>(2,902)</u>	<u>5,299</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			
		<u>(2,902)</u>	<u>5,299</u>
<b>CREDITORS</b>			
Amounts falling due after more than one year	6	-	8,201
		<u>-</u>	<u>8,201</u>
<b>NET LIABILITIES</b>			
		<u>(2,902)</u>	<u>(2,902)</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	7	100	100
Profit and loss account	8	(3,002)	(3,002)
		<u>100</u>	<u>(3,002)</u>
<b>SHAREHOLDERS' FUNDS</b>			
		<u>(2,902)</u>	<u>(2,902)</u>

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Directors on 24th September 2015 and were signed on its behalf by:

 J.E. MOSS.

J Moss - Director

The notes form part of these financial statements

**Notes to the Financial Statements  
for the year ended 31st December 2014**

**1. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The directors have prepared the financial statements on the basis that the company is no longer a going concern. This is on the basis that the company ceased trading on the 31 December 2013 and transferred the trade, assets and liabilities to a company under common control, The Broadcast House Limited.

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The company was dormant throughout the year ended 31st December 2014. However, reference to information relating to the year ended 31st December 2013 has been made where appropriate.

**Turnover**

Turnover represents amounts receivable for services, excluding value added tax.

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**2. OPERATING LOSS**

The operating loss is stated after charging:

	31.12.14	31.12.13
	£	£
Auditors' remuneration	-	1,000
	<u>          </u>	<u>          </u>
Directors' remuneration and other benefits etc	-	-
	<u>          </u>	<u>          </u>

**3. TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31st December 2014 nor for the year ended 31st December 2013.

**4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.14	31.12.13
	£	£
Prepayments and accrued income	-	21,244
	<u>          </u>	<u>          </u>

**5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.14	31.12.13
	£	£
Trade creditors	-	47,449
VAT	-	17,078
Other creditors	2,902	4,847
Accrued expenses	-	1,000
	<u>          </u>	<u>          </u>
	2,902	70,374
	<u>          </u>	<u>          </u>

**PRODUCT IMPACT LIMITED (REGISTERED NUMBER: 05051106)**

**Notes to the Financial Statements - continued  
for the year ended 31st December 2014**

**6. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	31.12.14	31.12.13
	£	£
Other creditors	-	8,201
	<u>          </u>	<u>          </u>

**7. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.14	31.12.13
			£	£
100	Ordinary	£1	100	100
			<u>          </u>	<u>          </u>

**8. RESERVES**

	Profit and loss account £
At 1st January 2014	(3,002)
Profit for the year	-
	<u>          </u>
At 31st December 2014	<u>(3,002)</u>

**9. ULTIMATE CONTROLLING PARTY**

There is no ultimate controlling party.