

Registered number  
05051678

Anson Reed Limited  
Abbreviated Accounts  
31 December 2014

TUESDAY



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COMPANIES HOUSE

## **Anson Reed Limited**

### **Report to the directors on the preparation of the unaudited abbreviated accounts of Anson Reed Limited for the year ended 31 December 2014**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the abbreviated accounts of Anson Reed Limited for the year ended 31 December 2014 which comprise of the balance sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at <http://rulebook.accaglobal.com/>

This report is made solely to the Board of Directors of Anson Reed Limited, as a body, in accordance with the terms of our engagement letter dated 5 June 2015. Our work has been undertaken solely to prepare for your approval the accounts of Anson Reed Limited and state those matters that we have agreed to state to the Board of Directors of Anson Reed Limited, as a body, in this report in accordance with the requirements of the Association of Chartered Certified Accountants as detailed at <http://www.accaglobal.com/factsheet163>. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Anson Reed Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Anson Reed Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Anson Reed Limited. You consider that Anson Reed Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Anson Reed Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the abbreviated accounts.

*A.M. Accountants with*

A.M. Accountants Limited  
Chartered Certified Accountants  
63 Highgate High Street  
Highgate  
London  
N6 5JX

24 August 2015

**Anson Reed Limited**  
**Registered number:**  
**Abbreviated Balance Sheet**  
**as at 31 December 2014**

05051678

	Notes	2014 £	2013 £
<b>Fixed assets</b>			
Intangible assets	2	488	605
Tangible assets	3	158	404
		<u>646</u>	<u>1,009</u>
<b>Current assets</b>			
Debtors		2,939	3,222
Cash at bank and in hand		47,210	54,358
		<u>50,149</u>	<u>57,580</u>
<b>Creditors: amounts falling due within one year</b>		<u>(7,707)</u>	<u>(14,214)</u>
<b>Net current assets</b>		42,442	43,366
<b>Net assets</b>		<u>43,088</u>	<u>44,375</u>
<b>Capital and reserves</b>			
Called up share capital	4	1,000	1,000
Profit and loss account		42,088	43,375
<b>Shareholder's funds</b>		<u>43,088</u>	<u>44,375</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The member has not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.



Mr J C McDermott FCCA  
 Director

Approved by the board on 03/08/15

**Anson Reed Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2014**

**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective

***Turnover***

Turnover shown in the profit and loss account represents amounts earned during the year exclusive of Value Added Tax.

***Tangible fixed assets and depreciation***

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer and equipment-33.33% per annum straight line basis

Furniture-33.33% per annum straight line basis

***Intangible fixed assets and amortisation***

Expenditure on development is written off in the year it is incurred, except that development expenditure incurred on an individual project is carried forward when its future recoverability can reasonably be regarded as assured. The expenditure carried forward is treated as an intangible asset and amortised over its estimated economic life of five years so as to match the expenditure with the anticipated sales from the related project. Amortisation is provided at a rate calculated to write off the cost of development costs, less their estimated residual value, over their expected useful lives on the following bases:

Development cost-20% per annum straight line basis

Trademark is stated at cost less amortisation. Amortisation is provided over the period of registration on the following bases:

Trademark-10% per annum straight line basis

***Deferred taxation***

The charge for taxation takes into account taxation deferred as a result of timing differences between the treatment of certain items for taxation and accounting purposes. In general, deferred taxation is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date. However, deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred taxation is measured on a non-discounted basis at the average tax rates that would apply when the timing differences are expected to reverse, based on tax rates and laws that have been enacted by the balance sheet date.

**Anson Reed Limited**  
**Notes to the Abbreviated Accounts**  
**for the year ended 31 December 2014**

**Foreign currencies**

Monetary 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 ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

**Hosting costs**

Expenditure on hosting costs is written off in the year it is incurred.

<b>2 Intangible fixed assets</b>	<b>£</b>
<b>Cost</b>	
At 1 January 2014	<u>30,974</u>
At 31 December 2014	<u>30,974</u>
<b>Amortisation</b>	
At 1 January 2014	30,369
Provided during the year	<u>117</u>
At 31 December 2014	<u>30,486</u>
<b>Net book value</b>	
At 31 December 2014	<u>488</u>
At 31 December 2013	<u>605</u>

<b>3 Tangible fixed assets</b>	<b>£</b>
<b>Cost</b>	
At 1 January 2014	2,926
Additions	<u>236</u>
At 31 December 2014	<u>3,162</u>
<b>Depreciation</b>	
At 1 January 2014	2,522
Charge for the year	<u>482</u>
At 31 December 2014	<u>3,004</u>
<b>Net book value</b>	
At 31 December 2014	<u>158</u>
At 31 December 2013	<u>404</u>

<b>4 Share capital</b>	<b>Nominal value</b>	<b>2014 Number</b>	<b>2014 £</b>	<b>2013 £</b>
Allotted, called up and fully paid:				
Ordinary shares	£1 each	1,000	<u>1,000</u>	<u>1,000</u>