

**ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30TH APRIL 2016**

**FOR**

**ADVERTISING TECHNIQUE LIMITED**

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**for the Year Ended 30th April 2016**

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**ADVERTISING TECHNIQUE LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 30th April 2016**

**DIRECTORS:** L DAWSON  
MRS M DAWSON

**SECRETARY:** L DAWSON

**REGISTERED OFFICE:** 4 LITTLE JOHN MILL  
OAKHILL ROAD  
BRIGHOUSE  
West Yorkshire  
HD6 1SN

**REGISTERED NUMBER:** 05700903 (England and Wales)

**ACCOUNTANTS:** SPENCER & CO  
25 Bonegate Road  
Brighouse  
West Yorkshire  
HD6 1TQ

**ABBREVIATED BALANCE SHEET**  
**30th April 2016**

	Notes	30.4.16 £	£	30.4.15 £	£
<b>FIXED ASSETS</b>					
Tangible assets	2		42,555		53,440
<b>CURRENT ASSETS</b>					
Stocks		8,000		4,500	
Debtors		25,537		19,580	
Cash at bank		<u>49,072</u>		<u>49,553</u>	
		82,609		73,633	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>26,496</u>		<u>33,085</u>	
<b>NET CURRENT ASSETS</b>			<u>56,113</u>		<u>40,548</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>98,668</u>		<u>93,988</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	3		100		100
Profit and loss account			<u>98,568</u>		<u>93,888</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>98,668</u>		<u>93,988</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th April 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th April 2016 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 19th January 2017 and were signed on its behalf by:

L DAWSON - Director

MRS M DAWSON - Director

**NOTES TO THE ABBREVIATED ACCOUNTS**  
**for the Year Ended 30th April 2016**

**1. ACCOUNTING POLICIES**

**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 January 2015).

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**Tangible fixed assets**

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

Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Computer equipment	- 33% on cost

**Stocks**

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

**Deferred tax**

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

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

**2. TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1st May 2015	101,525
Additions	4,033
At 30th April 2016	<u>105,558</u>
<b>DEPRECIATION</b>	
At 1st May 2015	48,085
Charge for year	14,918
At 30th April 2016	<u>63,003</u>
<b>NET BOOK VALUE</b>	
At 30th April 2016	<u>42,555</u>
At 30th April 2015	<u>53,440</u>

**NOTES TO THE ABBREVIATED ACCOUNTS - continued**  
**for the Year Ended 30th April 2016**

**3. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	30.4.16 £	30.4.15 £
100	ORDINARY	£1	<u>100</u>	<u>100</u>

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.