

**REGISTERED NUMBER: 05885441 (England and Wales)**

**Unaudited Financial Statements**  
**for the Year Ended 31 July 2017**  
**for**  
**Academy Marketing Limited**

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for the year ended 31 July 2017**

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**Academy Marketing Limited**

**Company Information  
for the year ended 31 July 2017**

**DIRECTOR:** R P Sice

**REGISTERED OFFICE:** 10 Shakespeare Terrace  
Thornhill  
Sunderland  
Tyne & Wear  
SR2 7JG

**REGISTERED NUMBER:** 05885441 (England and Wales)

**ACCOUNTANTS:** TTR Barnes Limited  
Chartered Accountants  
3-5 Grange Terrace  
Stockton Road  
Sunderland  
Tyne & Wear  
SR2 7DG

**Statement of Financial Position**  
**31 July 2017**

	Notes	2017 £	£	2016 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		361		-
<b>CURRENT ASSETS</b>					
Debtors	5	127		94	
Cash at bank		<u>4,596</u>		<u>1,980</u>	
		4,723		2,074	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>36,549</u>		<u>31,949</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(31,826)</u>		<u>(29,875)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(31,465)</u>		<u>(29,875)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			1		1
Retained earnings			<u>(31,466)</u>		<u>(29,876)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(31,465)</u>		<u>(29,875)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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
- (b) 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.

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 Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the director on 8 February 2018 and were signed by:

R P Sicc - Director

**Notes to the Financial Statements  
for the year ended 31 July 2017**

**1. STATUTORY INFORMATION**

Academy Marketing 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.

**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 financial statements have been prepared on the going concern basis which assumes that the company will continue in operational existence for the foreseeable future, which the director consider to be appropriate.

**First year adoption of Financial Reporting Standard 102 ( FRS 102) Section 1A**

These financial statements for the year ended 31 July 2017 are the first that are prepared in accordance with FRS 102 Section 1A. The previous financial statements were prepared in accordance with UK GAAP, the date of transition to FRS 102 Section 1A is 1 August 2015.

In preparing the financial statements, the directors have considered whether in applying accounting policies required under FRS 102 SECTION 1A "Small Entities" the restatement of comparative items was required. The transition to FRS 102 Section 1A "Small Entities" has not resulted in any changes to accounting policies used.

Upon adoption of FRS 102 Section 1A there were no transitional adjustments required and the company did not take advantage of any transitional reliefs.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

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

Plant and machinery etc - 25% on reducing balance

**Financial instruments**

The company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are recognised at transaction value and subsequently measured at their settlement value.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the statement of financial position date.

Notes to the Financial Statements - continued  
for the year ended 31 July 2017

2. **ACCOUNTING POLICIES - continued**

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 1 .

4. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
Additions	456
At 31 July 2017	<u>456</u>
<b>DEPRECIATION</b>	
Charge for year	95
At 31 July 2017	<u>95</u>
<b>NET BOOK VALUE</b>	
At 31 July 2017	<u><u>361</u></u>

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

	2017 £	2016 £
Prepayments	<u>127</u>	<u>94</u>

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

	2017 £	2016 £
Social security and other taxes	4,168	4,544
Directors' current accounts	31,981	26,905
Accrued expenses	400	500
	<u>36,549</u>	<u>31,949</u>

7. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is R P Sice.

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.