

REGISTERED NUMBER: 06210515

Unaudited Financial Statements for the Year Ended 30 April 2017

for

White Rose Sales & Marketing Ltd

**Contents of the Financial Statements
for the Year Ended 30 April 2017**

	Page
Company Information	1
Statement of Financial Position	2
Notes to the Financial Statements	4
Report of the Accountants	6

White Rose Sales & Marketing Ltd

**Company Information
for the Year Ended 30 April 2017**

DIRECTORS: G Freer
Mrs J Freer

SECRETARY: Mrs J Freer

REGISTERED OFFICE: 19 Railway Street
Pocklington
York
YO42 2QR

REGISTERED NUMBER: 06210515

ACCOUNTANTS: Kaye Middleton & Co
19 Railway Street
Pocklington
York
East Yorkshire
YO42 2QR

Statement of Financial Position
30 April 2017

	Notes	2017 £	£	2016 £	£
FIXED ASSETS					
Tangible assets	4		8,428		546
CURRENT ASSETS					
Stocks		35,476		56,854	
Debtors	5	277,854		367,305	
Cash at bank and in hand		<u>271,633</u>		<u>359,447</u>	
		584,963		783,606	
CREDITORS					
Amounts falling due within one year	6	<u>85,232</u>		<u>170,386</u>	
NET CURRENT ASSETS			<u>499,731</u>		<u>613,220</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>508,159</u>		<u>613,766</u>
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings		<u>508,157</u>		<u>613,764</u>	
SHAREHOLDERS' FUNDS		<u>508,159</u>		<u>613,766</u>	

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2017 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)

Statement of Financial Position - continued
30 April 2017

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 Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 6 June 2017 and were signed on its behalf by:

G Freer - Director

Mrs J Freer - Director

**Notes to the Financial Statements
for the Year Ended 30 April 2017**

1. STATUTORY INFORMATION

White Rose Sales & Marketing Ltd is a private company, limited by shares, registered in Not specified/Other. 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.

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.
Fixtures and fittings - 25% on reducing balance

Stocks

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

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.

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.

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 profit or loss in the period to which they relate.

Notes to the Financial Statements - continued
for the Year Ended 30 April 2017

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 .

4. **TANGIBLE FIXED ASSETS**

	Freehold property £	Fixtures and fittings £	Computer equipment £	Totals £
COST				
At 1 May 2016	-	2,383	608	2,991
Additions	8,908	-	-	8,908
At 30 April 2017	8,908	2,383	608	11,899
DEPRECIATION				
At 1 May 2016	-	2,179	266	2,445
Charge for year	890	51	85	1,026
At 30 April 2017	890	2,230	351	3,471
NET BOOK VALUE				
At 30 April 2017	8,018	153	257	8,428
At 30 April 2016	-	204	342	546

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

	2017 £	2016 £
Trade debtors	61,623	183,887
Other debtors	216,231	183,418
	<u>277,854</u>	<u>367,305</u>

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

	2017 £	2016 £
Trade creditors	68,381	154,840
Taxation and social security	15,621	5,752
Other creditors	1,230	9,794
	<u>85,232</u>	<u>170,386</u>

7. **RELATED PARTY DISCLOSURES**

Included within other debtors is an amount of £172,000 owed from Bridge Lettings Limited, a company in which Mr G Freer and Mrs J Freer are the directors and shareholders.

8. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party's are Mr & Mrs Freer by virtue of their shareholdings.

White Rose Sales & Marketing Ltd

**Report of the Accountants to the Directors of
White Rose Sales & Marketing Ltd**

The following reproduces the text of the report prepared for the directors and members in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Statement of Financial Position. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.

As described on the Statement of Financial Position you are responsible for the preparation of the financial statements for the year ended 30 April 2017 set out on pages to and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Kaye Middleton & Co
19 Railway Street
Pocklington
York
East Yorkshire
YO42 2QR

6 June 2017

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.