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**THE CUSTOMER CLOSENESS COMPANY LIMITED**

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**FINANCIAL STATEMENTS**

**INFORMATION FOR FILING WITH THE REGISTRAR**

**FOR THE YEAR ENDED 31 MARCH 2018**

**THE CUSTOMER CLOSENESS COMPANY LIMITED**  
**REGISTERED NUMBER: 7258398**

**BALANCE SHEET**  
**AS AT 31 MARCH 2018**

	Note	2018 £	2017 £
<b>Fixed assets</b>			
Tangible assets	4	1,947	3,095
		<u>1,947</u>	<u>3,095</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	5	168,998	191,672
Cash at bank and in hand	6	214,778	139,964
		<u>383,776</u>	<u>331,636</u>
Creditors: amounts falling due within one year	7	(211,176)	(158,217)
<b>Net current assets</b>		<u>172,600</u>	<u>173,419</u>
<b>Total assets less current liabilities</b>		<u>174,547</u>	<u>176,514</u>
<b>Net assets</b>		<u><u>174,547</u></u>	<u><u>176,514</u></u>
<b>Capital and reserves</b>			
Called up share capital		2	2
Profit and loss account		174,545	176,512
		<u>174,547</u>	<u>176,514</u>

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

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

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 16 July 2018.

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**THE CUSTOMER CLOSENESS COMPANY LIMITED**  
**REGISTERED NUMBER: 7258398**

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**BALANCE SHEET (CONTINUED)**  
**AS AT 31 MARCH 2018**

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**N Craig**

Director

The notes on pages 3 to 7 form part of these financial statements.

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## THE CUSTOMER CLOSENESS COMPANY LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

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#### 1. General information

The Customer Closeness Company Limited is a company limited by shares incorporated in England within the United Kingdom. The address of the registered office is given on the company information page. The principal activity of the company is customer closeness and qualitative research.

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

##### 2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

##### Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

##### 2.3 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2018

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**2. Accounting policies (continued)**

**2.3 Tangible fixed assets (continued)**

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, on both the reducing balance and straight line method..

Depreciation is provided on the following basis:

Fixtures & fittings	- 15% reducing balance
Office equipment	- 33% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of comprehensive income.

**2.4 Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**2.5 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

**2.6 Financial instruments**

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

**2.7 Creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

**2.8 Dividends**

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting. Dividends on shares recognised as liabilities are recognised as expenses and classified within interest payable.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2018

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**2. Accounting policies (continued)**

**2.9 Operating leases: the Company as lessee**

Rentals paid under operating leases are charged to the Statement of comprehensive income on a straight line basis over the lease term.

**2.10 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of comprehensive income when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

**2.11 Interest income**

Interest income is recognised in the Statement of comprehensive income using the effective interest method.

**2.12 Taxation**

Tax is recognised in the Statement of comprehensive income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

**3. Employees**

Staff costs, including directors' remuneration, were as follows:

The average monthly number of employees, including directors, during the year was 4 (2017 - 4).

THE CUSTOMER CLOSENESS COMPANY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2018

4. Tangible fixed assets

	Fixtures & fittings £	Office equipment £	Total £
<b>Cost or valuation</b>			
At 1 April 2017	4,110	11,053	15,163
At 31 March 2018	4,110	11,053	15,163
<b>Depreciation</b>			
At 1 April 2017	2,694	9,375	12,069
Charge for the year on owned assets	212	935	1,147
At 31 March 2018	2,906	10,310	13,216
<b>Net book value</b>			
At 31 March 2018	1,204	743	1,947
<i>At 31 March 2017</i>	<i>1,416</i>	<i>1,679</i>	<i>3,095</i>

5. Debtors

	2018 £	2017 £
Trade debtors	162,497	179,989
Other debtors	3,300	3,300
Prepayments and accrued income	3,201	8,383
	<u>168,998</u>	<u>191,672</u>

6. Cash and cash equivalents

	2018 £	2017 £
Cash at bank and in hand	214,778	139,964
	<u>214,778</u>	<u>139,964</u>

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2018

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7. Creditors: Amounts falling due within one year

	2018	2017
	£	£
Trade creditors	14,151	1,896
Corporation tax	40,358	58,265
Other taxation and social security	46,284	71,011
Other creditors	2,877	1,560
Accruals and deferred income	107,506	25,485
	<u>211,176</u>	<u>158,217</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.