

Company Registration No. 07309155 (England and Wales)

**DATA IN ACTION LTD**  
**UNAUDITED ABBREVIATED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2016**

# DATA IN ACTION LTD

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## DATA IN ACTION LTD

### ABBREVIATED BALANCE SHEET

AS AT 31 JULY 2016

	Notes	2016 £	£	2015 £	£
<b>Fixed assets</b>					
Tangible assets	2		2,836		2,861
<b>Current assets</b>					
Debtors		16,323		13,680	
Cash at bank and in hand		8,899		7,040	
		<u>25,222</u>		<u>20,720</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(9,227)</u>		<u>(8,932)</u>	
<b>Net current assets</b>			15,995		11,788
<b>Total assets less current liabilities</b>			<u>18,831</u>		<u>14,649</u>
<b>Capital and reserves</b>					
Called up share capital	3		100		100
Profit and loss account			18,731		14,549
<b>Shareholders' funds</b>			<u>18,831</u>		<u>14,649</u>

For the financial year ended 31 July 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 10 January 2017

Mr D Charles  
**Director**

**Company Registration No. 07309155**

# **DATA IN ACTION LTD**

## **NOTES TO THE ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 31 JULY 2016**

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### **1 Accounting policies**

#### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

#### **1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

#### **1.3 Turnover**

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

#### **1.4 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 less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	33% on cost
Fixtures, fittings & equipment	25% on cost

#### **1.5 Pensions**

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.

#### **1.6 Intangible fixed assets**

Intangible assets have been amortised evenly over their useful life of five years.

## DATA IN ACTION LTD

### NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2016

#### 2 Fixed assets

	Intangible assets	Tangible assets	Total
	assets		
	£	£	£
<b>Cost</b>			
At 1 August 2015	4,600	18,703	23,303
Additions	-	2,648	2,648
Disposals	-	(3,687)	(3,687)
	<u>4,600</u>	<u>17,664</u>	<u>22,264</u>
At 31 July 2016	4,600	17,664	22,264
<b>Depreciation</b>			
At 1 August 2015	4,600	15,842	20,442
On disposals	-	(3,343)	(3,343)
Charge for the year	-	2,329	2,329
	<u>4,600</u>	<u>14,828</u>	<u>19,428</u>
At 31 July 2016	4,600	14,828	19,428
<b>Net book value</b>			
At 31 July 2016	-	2,836	2,836
	<u>-</u>	<u>2,836</u>	<u>2,836</u>
At 31 July 2015	-	2,861	2,861
	<u>-</u>	<u>2,861</u>	<u>2,861</u>

#### 3 Share capital

	2016	2015
	£	£
<b>Allotted, called up and fully paid</b>		
100 Ordinary of £1 each	100	100
	<u>100</u>	<u>100</u>

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