

Company Registration No. 07309155 (England and Wales)

**DATA IN ACTION LTD**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2017**  
**PAGES FOR FILING WITH REGISTRAR**

# DATA IN ACTION LTD

## COMPANY INFORMATION

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<b>Director</b>	Mr D Charles
<b>Company number</b>	07309155
<b>Registered office</b>	2-3 Bassett Court Broad Street Newport Pagnell Buckinghamshire MK16 0JN

# DATA IN ACTION LTD

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## DATA IN ACTION LTD

### BALANCE SHEET

AS AT 31 JULY 2017

		2017	2016
	Notes	£	£
<b>Fixed assets</b>			
Tangible assets	3	5,177	2,836
<b>Current assets</b>			
Debtors	4	21,573	16,323
Cash at bank and in hand		26,938	8,899
		48,511	25,222
<b>Creditors: amounts falling due within one year</b>	5	(22,393)	(9,227)
<b>Net current assets</b>		26,118	15,995
<b>Total assets less current liabilities</b>		31,295	18,831
<b>Creditors: amounts falling due after more than one year</b>	6	(222)	-
<b>Net assets</b>		31,073	18,831
<b>Capital and reserves</b>			
Called up share capital	7	100	100
Profit and loss reserves		30,973	18,731
<b>Total equity</b>		31,073	18,831

The director of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 31 July 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

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.

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

The financial statements were approved and signed by the director and authorised for issue on 1 February 2018

Mr D Charles  
**Director**

**Company Registration No. 07309155**

# DATA IN ACTION LTD

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 31 JULY 2017**

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### **1 Accounting policies**

#### **Company information**

Data in Action Ltd is a private company limited by shares incorporated in England and Wales. The registered office is 2-3 Bassett Court, Broad Street, Newport Pagnell, Buckinghamshire, United Kingdom, MK16 0JN.

#### **1.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

These financial statements for the year ended 31 July 2017 are the first financial statements of Data in Action Ltd prepared in accordance with FRS 102. The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was 1 August 2015. The reported financial position and financial performance for the previous period are not affected by the transition to FRS 102.

#### **1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for goods provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

#### **1.3 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

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

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

# DATA IN ACTION LTD

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2017

### 1 Accounting policies

(Continued)

#### 1.4 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

##### **Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

#### 1.5 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### 1.6 Intangible fixed assets

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

### 2 Employees

The average monthly number of persons (including directors) employed by the company during the year was - 2 (2016 - 2).

### 3 Tangible fixed assets

	Plant and machinery etc £
<b>Cost</b>	
At 1 August 2016	17,664
Additions	6,667
Disposals	(2,146)
	<hr/>
At 31 July 2017	22,185
	<hr/>
<b>Depreciation and impairment</b>	
At 1 August 2016	14,828
Depreciation charged in the year	3,863
Eliminated in respect of disposals	(1,683)
	<hr/>
At 31 July 2017	17,008
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<b>Carrying amount</b>	
At 31 July 2017	5,177
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At 31 July 2016	2,836
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## DATA IN ACTION LTD

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 JULY 2017

<b>4 Debtors</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Amounts falling due within one year:</b>		
Trade debtors	17,039	11,520
Other debtors	4,534	4,803
	<u>21,573</u>	<u>16,323</u>
	<u><u>21,573</u></u>	<u><u>16,323</u></u>
 <b>5 Creditors: amounts falling due within one year</b>	 <b>2017</b>	 <b>2016</b>
	<b>£</b>	<b>£</b>
Corporation tax	15,409	6,729
Other taxation and social security	6,451	2,498
Other creditors	533	-
	<u>22,393</u>	<u>9,227</u>
	<u><u>22,393</u></u>	<u><u>9,227</u></u>
 <b>6 Creditors: amounts falling due after more than one year</b>	 <b>2017</b>	 <b>2016</b>
	<b>£</b>	<b>£</b>
Other creditors	222	-
	<u>222</u>	<u>-</u>
	<u><u>222</u></u>	<u><u>-</u></u>
 <b>7 Called up share capital</b>	 <b>2017</b>	 <b>2016</b>
	<b>£</b>	<b>£</b>
<b>Ordinary share capital</b>		
Allotted, called up and fully paid	100	100
	<u>100</u>	<u>100</u>
	<u><u>100</u></u>	<u><u>100</u></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.