

REGISTERED NUMBER: 07849415 (England and Wales)

Abbreviated Accounts
for the Year Ended 31 March 2016
for
POSITIVE BRANDING LIMITED

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for the Year Ended 31 March 2016**

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POSITIVE BRANDING LIMITED

**Company Information
for the Year Ended 31 March 2016**

DIRECTORS:

Mr J Wilton
Mrs D Wilton

REGISTERED OFFICE:

42 Lytton Road
Barnet
Hertfordshire
EN5 5BY

REGISTERED NUMBER:

07849415 (England and Wales)

ACCOUNTANTS:

Conroy & Lerner
Chartered Accountants
42 Lytton Road
BARNET
EN5 5BY

POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)**Abbreviated Balance Sheet
31 March 2016**

	Notes	31.3.16 £	£	31.3.15 £	£
FIXED ASSETS					
Intangible assets	2		6,833		5,000
Tangible assets	3		537		947
			7,370		5,947
CURRENT ASSETS					
Debtors		24,182		31,414	
Cash at bank		95,937		68,761	
		120,119		100,175	
CREDITORS					
Amounts falling due within one year		68,415		63,597	
NET CURRENT ASSETS			51,704		36,578
TOTAL ASSETS LESS CURRENT LIABILITIES			59,074		42,525
CAPITAL AND RESERVES					
Called up share capital	4		100		100
Profit and loss account			58,974		42,425
SHAREHOLDERS' FUNDS			59,074		42,525

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2016 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)

The notes form part of these abbreviated accounts

POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)

Abbreviated Balance Sheet - continued
31 March 2016

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 29 December 2016 and were signed on its behalf by:

Mr J Wilton - Director

**Notes to the Abbreviated Accounts
for the Year Ended 31 March 2016**

1. ACCOUNTING POLICIES

Accounting convention

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

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of businesses in 2014 and 2015, are being amortised evenly over its estimated useful life of three years.

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 - 33% on cost and 20% on reducing balance

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 the profit and loss account in the period to which they relate.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2015	15,000
Additions	<u>10,250</u>
At 31 March 2016	<u>25,250</u>
AMORTISATION	
At 1 April 2015	10,000
Amortisation for year	<u>8,417</u>
At 31 March 2016	<u>18,417</u>
NET BOOK VALUE	
At 31 March 2016	<u>6,833</u>
At 31 March 2015	<u>5,000</u>

POSITIVE BRANDING LIMITED (REGISTERED NUMBER: 07849415)

**Notes to the Abbreviated Accounts - continued
for the Year Ended 31 March 2016**

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2015	3,932
Additions	<u>72</u>
At 31 March 2016	<u>4,004</u>
DEPRECIATION	
At 1 April 2015	2,985
Charge for year	<u>482</u>
At 31 March 2016	<u>3,467</u>
NET BOOK VALUE	
At 31 March 2016	<u>537</u>
At 31 March 2015	<u>947</u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.16	31.3.15
			£	£
95	A Class Ordinary	£1	95	95
5	B Class Ordinary	£1	<u>5</u>	<u>5</u>
			<u>100</u>	<u>100</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.