

REGISTERED NUMBER: 10958024 (England and Wales)

Unaudited Financial Statements

for the Period 12 September 2017 to 30 September 2018

for

Action Customer Thinking Ltd

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for the Period 12 September 2017 to 30 September 2018

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Action Customer Thinking Ltd

Company Information
for the Period 12 September 2017 to 30 September 2018

DIRECTOR:

Dr R F Antrum

REGISTERED OFFICE:

19 Albion Street
Hull
East Yorkshire
HU1 3TG

REGISTERED NUMBER:

10958024 (England and Wales)

ACCOUNTANTS:

360 Accountants Limited
19 Albion Street
Hull
East Yorkshire
HU1 3TG

Abridged Balance Sheet
30 September 2018

	Notes	£	£
FIXED ASSETS			
Tangible assets	4		1,230
CURRENT ASSETS			
Debtors		10,624	
Cash at bank		8,987	
		19,611	
CREDITORS			
Amounts falling due within one year		11,473	
NET CURRENT ASSETS			8,138
TOTAL ASSETS LESS CURRENT LIABILITIES			9,368
PROVISIONS FOR LIABILITIES			234
NET ASSETS			9,134
CAPITAL AND RESERVES			
Called up share capital	5		1
Retained earnings			9,133
SHAREHOLDERS' FUNDS			9,134

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 30 September 2018.

The members have not required the company to obtain an audit of its financial statements for the period ended 30 September 2018 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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)

Abridged Balance Sheet - continued
30 September 2018

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.

All the members have consented to the preparation of an abridged Balance Sheet for the period ended 30 September 2018 in accordance with Section 444(2A) of the Companies Act 2006.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director on 8 February 2019 and were signed by:

Dr R F Antrum - Director

Notes to the Financial Statements
for the Period 12 September 2017 to 30 September 2018

1. STATUTORY INFORMATION

Action Customer Thinking Ltd is a private company, limited by shares, registered in England and Wales. 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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" 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.

Computer equipment - 20% on reducing balance

Taxation

Taxation for the period 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 balance sheet date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet 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 period 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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the period was 1.

Notes to the Financial Statements - continued
for the Period 12 September 2017 to 30 September 2018

4. **TANGIBLE FIXED ASSETS**

	Totals
	£
COST	
Additions	<u>1,537</u>
At 30 September 2018	<u>1,537</u>
DEPRECIATION	
Charge for period	<u>307</u>
At 30 September 2018	<u>307</u>
NET BOOK VALUE	
At 30 September 2018	<u><u>1,230</u></u>

5. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:			
Number:	Class:	Nominal value:	
1	Ordinary	£1	£
			<u><u>1</u></u>

1 Ordinary share of £1 was issued during the period for cash of £ 1 .

6. **RELATED PARTY DISCLOSURES**

At the period ending 30 September 2018, the company owed the director £9,564 by way of an interest free loan to the company.

7. **ULTIMATE CONTROLLING PARTY**

The controlling party is Dr R F Antrum.

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.