

REGISTERED NUMBER: 06604112 (England and Wales)

Unaudited Financial Statements
for the Year Ended 31 May 2017
for
POWERS OF PERSUASION LTD

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for the year ended 31 May 2017**

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POWERS OF PERSUASION LTD

**Company Information
for the year ended 31 May 2017**

Director: Mrs C Mayhew

Secretary: Ms J Cleaver

Registered office: Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

Registered number: 06604112 (England and Wales)

Accountants: Haines Watts
Chartered Accountants
Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

**Chartered Accountants' Report to the Director
on the Unaudited Financial Statements of
Powers of Persuasion Ltd**

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Statement of Comprehensive Income and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Powers of Persuasion Ltd for the year ended 31 May 2017 which comprise the Statement of Comprehensive Income, Balance Sheet, and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the director of Powers of Persuasion Ltd in accordance with the terms of our engagement letter dated 23 May 2013. Our work has been undertaken solely to prepare for your approval the financial statements of Powers of Persuasion Ltd and state those matters that we have agreed to state to the director of Powers of Persuasion Ltd in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Powers of Persuasion Ltd and its director for our work or for this report.

It is your duty to ensure that Powers of Persuasion Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Powers of Persuasion Ltd. You consider that Powers of Persuasion Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Powers of Persuasion Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Haines Watts
Chartered Accountants
Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

21 February 2018

POWERS OF PERSUASION LTD (REGISTERED NUMBER: 06604112)

**Balance Sheet
31 May 2017**

| | Notes | 31.5.17 £ | £ | 31.5.16 £ | £ |
|--|-------|---------------|--------------|---------------|----------------|
| Fixed assets | | | | | |
| Tangible assets | 4 | | 1,717 | | 2,290 |
| Current assets | | | | | |
| Debtors | 5 | 17,750 | | 7,500 | |
| Cash at bank | | <u>67,449</u> | | <u>59,709</u> | |
| | | 85,199 | | 67,209 | |
| Creditors | | | | | |
| Amounts falling due within one year | 6 | <u>86,008</u> | | <u>68,340</u> | |
| Net current liabilities | | | <u>(809)</u> | | <u>(1,131)</u> |
| Total assets less current liabilities | | | <u>908</u> | | <u>1,159</u> |
| Capital and reserves | | | | | |
| Called up share capital | 7 | | 99 | | 99 |
| Retained earnings | 8 | | <u>809</u> | | <u>1,060</u> |
| Shareholders' funds | | | <u>908</u> | | <u>1,159</u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her 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
- (b) 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.

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.

In accordance with Section 444 of the Companies Act 2006, the Profit and Loss Account has not been delivered.

The financial statements were approved by the director on 21 February 2018 and were signed by:

Mrs C Mayhew - Director

The notes form part of these financial statements

Notes to the Financial Statements
for the year ended 31 May 2017

1. **Statutory information**

Powers of Persuasion 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 the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" 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 - 75% on reducing balance

3. **Employees and directors**

The average number of employees during the year was 1 (2016 - 1).

4. **Tangible fixed assets**

| | Computer equipment £ |
|-----------------------|-------------------------------------|
| Cost | |
| At 1 June 2016 | |
| and 31 May 2017 | <u>3,500</u> |
| Depreciation | |
| At 1 June 2016 | 1,210 |
| Charge for year | <u>573</u> |
| At 31 May 2017 | <u>1,783</u> |
| Net book value | |
| At 31 May 2017 | <u>1,717</u> |
| At 31 May 2016 | <u>2,290</u> |

5. **Debtors: amounts falling due within one year**

| | 31.5.17 £ | 31.5.16 £ |
|---------------|----------------------|----------------------|
| Trade debtors | 10,250 | - |
| Other debtors | <u>7,500</u> | <u>7,500</u> |
| | <u>17,750</u> | <u>7,500</u> |

Notes to the Financial Statements - continued
for the year ended 31 May 2017

6. Creditors: amounts falling due within one year

| | 31.5.17 | 31.5.16 |
|------------------------------|---------------|---------------|
| | £ | £ |
| Trade creditors | 3,684 | 4,020 |
| Taxation and social security | 29,916 | 27,128 |
| Other creditors | 52,408 | 37,192 |
| | <u>86,008</u> | <u>68,340</u> |

7. Called up share capital

| Allotted, issued and fully paid: | | | 31.5.17 | 31.5.16 |
|----------------------------------|----------|----------------|-----------|-----------|
| Number: | Class: | Nominal value: | £ | £ |
| 99 | Ordinary | £1 | <u>99</u> | <u>99</u> |

8. Reserves

| | Retained earnings |
|---------------------|-------------------|
| | £ |
| At 1 June 2016 | 1,060 |
| Profit for the year | 55,749 |
| Dividends | (56,000) |
| At 31 May 2017 | <u>809</u> |

9. Related party disclosures

During the year, total dividends of £56,000 (2016 - £74,000) were paid to the director .

Mrs C Mayhew
Director

| | 31.5.17 | 31.5.16 |
|---|---------------|---------------|
| | £ | £ |
| Amount due to related party at the balance sheet date | <u>49,897</u> | <u>33,926</u> |

10. First year adoption

The Company has transitioned to FRS 102 from previously being prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Smaller Entities (effective January 2015) as at 1st June 2016.

Reconciliation of equity

No transitional adjustments were required.

Reconciliation of profit or loss for the year

No transitional adjustments were required.

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.