

**Rushforth Media Ltd****Registered number:** 07699414**Statement of Financial Position  
as at 31 July 2017**

	Notes	2017 £	2016 £
<b>Fixed assets</b>			
Intangible assets	4	6,400	32,983
Tangible assets	5	7,862	20,795
		<u>14,262</u>	<u>53,778</u>
<b>Current assets</b>			
Stocks		15,000	15,000
Debtors	6	10,962	10,379
Cash at bank and in hand		5,327	5,674
		<u>31,289</u>	<u>31,053</u>
<b>Creditors: amounts falling due within one year</b>	7	(274,638)	(288,801)
<b>Net current liabilities</b>		<u>(243,349)</u>	<u>(257,748)</u>
<b>Net liabilities</b>		<u>(229,087)</u>	<u>(203,970)</u>
<b>Capital and reserves</b>			
Called up share capital		137,601	137,601
Profit and loss account		(366,688)	(341,571)
<b>Shareholders' funds</b>		<u>(229,087)</u>	<u>(203,970)</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

A Bromley

Director

Approved by the board on 10 November 2017

**Rushforth Media Ltd**  
**Notes to the Accounts**  
**for the year ended 31 July 2017**

**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with FRS 102 Section 1a small entities, the financial reporting standard applicable in the UK and the Republic of Ireland.

***Transition to FRS 102***

The entity transitioned from previous UK GAAP to FRS 102 as at 1 August 2015. Details of how FRS 102 has affected the reported financial position and financial performance is given in the notes below.

***Going concern***

The company had retained losses as at the balance sheet date which were not covered by the share capital of the company. The company is continuing to trade as the director of the company is funding the company in the form of a director's loan. The director is planning to continue this financial support for the company for the foreseeable future.

***Turnover***

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

***Intangible fixed assets***

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

***Tangible fixed assets***

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Land and buildings	over the lease term
Plant and machinery	25% reducing balance

***Debtors***

Short term debtors are measured at transaction price, less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

***Creditors***

Short term creditors are measured at transaction price. Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

### **Taxation**

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

<b>2 Exceptional items</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Losses due to fraud	-	46,057
Settlement	(11,000)	-
	<u>(11,000)</u>	<u>46,057</u>

<b>3 Employees</b>	<b>2017</b>	<b>2016</b>
	<b>Number</b>	<b>Number</b>
Average number of persons employed by the company	<u>4</u>	<u>6</u>

<b>4 Intangible fixed assets</b>	<b>£</b>
Trademarks and licenses:	
<b>Cost</b>	
At 1 August 2016	84,005
Disposals	(33,805)
At 31 July 2017	<u>50,200</u>
<b>Amortisation</b>	
At 1 August 2016	51,022
Provided during the year	6,300
On disposals	(13,522)
At 31 July 2017	<u>43,800</u>
<b>Net book value</b>	
At 31 July 2017	<u>6,400</u>
At 31 July 2016	<u>32,983</u>

Trademarks and licenses are being written off in equal annual instalments over their estimated

economic life of 5 years.

## 5 Tangible fixed assets

	Land and buildings	Plant and machinery etc	Total
	£	£	£
<b>Cost</b>			
At 1 August 2016	49,864	25,629	75,493
At 31 July 2017	49,864	25,629	75,493
<b>Depreciation</b>			
At 1 August 2016	39,552	15,146	54,698
Charge for the year	10,312	2,621	12,933
At 31 July 2017	49,864	17,767	67,631
<b>Net book value</b>			
At 31 July 2017	-	7,862	7,862
At 31 July 2016	10,312	10,483	20,795

## 6 Debtors

	2017	2016
	£	£
Trade debtors	9,821	-
Prepayments	1,141	2,417
Other debtors	-	7,962
	10,962	10,379

## 7 Creditors: amounts falling due within one year

	2017	2016
	£	£
Trade creditors	58,531	53,668
Accruals	2,200	10,910
Directors' current accounts	92,955	34,201
Other taxes and social security costs	13,319	35,010
Other creditors	107,633	155,012
	274,638	288,801

## 8 Other information

Rushforth Media Ltd is a private company limited by shares and incorporated in England. Its registered office is:

78 Carlton Mansions

201 Randolph Avenue  
London  
W9 1NS

## **9 Transition to FRS 102**

These are the first financial statements that comply with FRS 102. The company transitioned to FRS 102 on 1 August 2015.

No transitional adjustments were required in equity or profit or loss for the year.

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.