

# Stamford Brand Marketing Limited

Annual Report and Unaudited Financial Statements  
for the Period from 30 August 2016 to 31 August 2017

# Stamford Brand Marketing Limited

(Registration number: 10350641)

## Balance Sheet as at 31 August 2017

	Note	2017 £
<b>Fixed assets</b>		
Intangible assets	<u>4</u>	550
Tangible assets	<u>5</u>	1,484
		<u>2,034</u>
<b>Current assets</b>		
Stocks	<u>6</u>	1,897
Debtors	<u>7</u>	247
		2,144
<b>Creditors: Amounts falling due within one year</b>	<u>8</u>	(5,167)
<b>Net current liabilities</b>		<u>(3,023)</u>
<b>Net liabilities</b>		<u>(989)</u>
<b>Capital and reserves</b>		
Called up share capital		100
Profit and loss account		<u>(1,089)</u>
<b>Total equity</b>		<u>(989)</u>

For the financial period ending 31 August 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

### Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the director for issue on 8 March 2018

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D J Taylor

Director

The notes on pages 2 to 6 form an integral part of these financial statements.

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# **Stamford Brand Marketing Limited**

## **Notes to the Financial Statements for the Period from 30 August 2016 to 31 August 2017**

### **1 General information**

The company is a private company limited by share capital incorporated in England.

The address of its registered office is:

C/O Jackson & Grimes  
22 St Georges Street  
Stamford  
Lincolnshire  
PE9 2BU

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Tangible assets**

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### **Depreciation**

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	20% reducing balance

#### **Amortisation**

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

<b>Asset class</b>	<b>Amortisation method and rate</b>
Website development	4 years straight line

## **Stamford Brand Marketing Limited**

### **Notes to the Financial Statements for the Period from 30 August 2016 to 31 August 2017**

#### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

#### **Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

#### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### **Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

#### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### **Dividends**

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

## **Stamford Brand Marketing Limited**

### **Notes to the Financial Statements for the Period from 30 August 2016 to 31 August 2017**

#### **3 Staff numbers**

The average number of persons employed by the company (including the director) during the period, was 1.

# Stamford Brand Marketing Limited

## Notes to the Financial Statements for the Period from 30 August 2016 to 31 August 2017

### 4 Intangible assets

	Website development £	Total £
<b>Cost or valuation</b>		
Additions acquired separately	750	750
At 31 August 2017	750	750
<b>Amortisation</b>		
Amortisation charge	200	200
At 31 August 2017	200	200
<b>Carrying amount</b>		
At 31 August 2017	550	550

### 5 Tangible assets

	Furniture, fittings and equipment £	Total £
<b>Cost or valuation</b>		
Additions	1,886	1,886
At 31 August 2017	1,886	1,886
<b>Depreciation</b>		
Charge for the	402	402
At 31 August 2017	402	402
<b>Carrying amount</b>		
At 31 August 2017	1,484	1,484

### 6 Stocks

	2017 £
Work in progress	1,897

### 7 Debtors

	2017
	£
Other debtors	247
	<hr/>
Total current trade and other debtors	247
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## Stamford Brand Marketing Limited

### Notes to the Financial Statements for the Period from 30 August 2016 to 31 August 2017

#### 8 Creditors

	Note	2017 £
<b>Due within one year</b>		
Bank loans and overdrafts	9	2,630
Amounts owed to related parties		737
Taxation and social security		1,450
Other creditors		350
		<u>5,167</u>

#### 9 Loans and borrowings

	2017 £
<b>Current loans and borrowings</b>	
Bank borrowings	1,196
Bank overdrafts	1,434
	<u>2,630</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.