

**REGISTERED NUMBER: 03926779 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018  
FOR  
PROACTIVE MARKETING LIMITED**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

	<b>Page</b>
<b>Company Information</b>	1
<b>Chartered Accountants' Report</b>	2
<b>Statement of Financial Position</b>	3
<b>Notes to the Financial Statements</b>	4

**PROACTIVE MARKETING LIMITED**

**COMPANY INFORMATION  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

**DIRECTOR:** G B Stevens

**SECRETARY:** J A Stevens

**REGISTERED OFFICE:** Victoria House  
Victoria Road  
Aldershot  
Hampshire  
GU11 1EJ

**REGISTERED NUMBER:** 03926779 (England and Wales)

**ACCOUNTANTS:** Drake & Co  
Chartered Accountants  
Drake House  
80 Guildford Street  
Chertsey  
Surrey  
KT16 9AD

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR  
ON THE UNAUDITED FINANCIAL STATEMENTS OF  
PROACTIVE MARKETING LIMITED**

**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 Statement of Financial Position. Readers are cautioned that the Income Statement 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 Proactive Marketing Limited for the period ended 30 September 2018 which comprise the Statement of Income and Retained Earnings, Statement of Financial Position 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 Proactive Marketing Limited in accordance with the terms of our engagement letter dated 23 October 2018. Our work has been undertaken solely to prepare for your approval the financial statements of Proactive Marketing Limited and state those matters that we have agreed to state to the director of Proactive Marketing Limited 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 Proactive Marketing Limited and its director for our work or for this report.

It is your duty to ensure that Proactive Marketing Limited 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 Proactive Marketing Limited. You consider that Proactive Marketing Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the financial statements of Proactive Marketing Limited. 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.

Drake & Co  
Chartered Accountants  
Drake House  
80 Guildford Street  
Chertsey  
Surrey  
KT16 9AD

23 October 2018

**STATEMENT OF FINANCIAL POSITION  
30 SEPTEMBER 2018**

	Notes	2018 £	£	2017 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		-		4,053
<b>CURRENT ASSETS</b>					
Debtors	5	6,497		155,056	
Cash at bank		<u>2,790,770</u>		<u>2,567,645</u>	
		2,797,267		2,722,701	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>152,348</u>		<u>617,243</u>	
<b>NET CURRENT ASSETS</b>			<u>2,644,919</u>		<u>2,105,458</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			2,644,919		2,109,511
<b>PROVISIONS FOR LIABILITIES</b>			-		613
<b>NET ASSETS</b>			<u>2,644,919</u>		<u>2,108,898</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			100		100
Retained earnings			<u>2,644,819</u>		<u>2,108,798</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>2,644,919</u>		<u>2,108,898</u>

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.

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 Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the director on 23 October 2018 and were signed by:

G B Stevens - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

**1. STATUTORY INFORMATION**

Proactive Marketing Limited 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**

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard 102 (1A), the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The transition date to FRS 102 (1A) was 1st May 2015.

Information on the impact of first time adoption of FRS 102 (1A) is given in note 5.

**Turnover and revenue recognition**

Turnover represents sales and services provided, net of value added tax.

Turnover represents revenue earned under a wide variety of contracts including those to provide professional services and advice to third parties.

Revenue is recognised as earned when, and to the extent that, the company obtains the right to consideration in exchange for its performance under those contracts.

It is measured at the fair value of the right to consideration, which represents amounts chargeable to clients, including recoverable expenses and disbursements, but excluding Value Added Tax.

For incomplete contracts, an assessment is made of the extent to which revenue has been earned. This assessment takes into account the nature of the assignment, its stage of completion and the relevant contract terms.

Unbilled revenue is included in debtors, under "other debtors", prebilled revenue is included in creditors under "other creditors".

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 50% on reducing balance

Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be operated in the manner intended by management.

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of significant change since the last reporting date.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount and are recognised in the Income Statement.

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

**2. ACCOUNTING POLICIES - continued**

**Financial instruments**

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties and loans to or from related parties.

Debt instruments (other than those wholly repayable or receivable on demand or within one year), including loans and other accounts receivable and payable, are initially measured at present value of the future cash flows and subsequently at amortised cost using the effective interest method.

Debt instruments that are payable or receivable within one year, typically trade payables or receivables, are measured initially and subsequently, at the undiscounted amount of the cash or other consideration expected to be received. However if the arrangements of a short-term instrument constitute a financing transaction, like the payment of a trade debt deferred beyond normal normal business terms or financed at a rate of interest that is not a market rate or in the case of an out-right short-term loan not at market rate, the financial asset or liability is measured, initially, at the present value of the future cash flow discounted at a market rate of interest for a similar debt instrument and subsequently at amortised cost.

Financial assets that are measured at cost and amortised cost are assessed at the at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Income and Retained Earnings.

Financial assets and liabilities are offset and the net amount reported in the Statement of Financial Position when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

**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 statement of financial position date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position 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.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**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 profit or loss in the period to which they relate. continued...



**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

**2. ACCOUNTING POLICIES - continued**

**Holiday pay accrual**

A liability is recognised to the extent of any unused holiday pay entitlement which is accrued at the Statement of Financial position date and carried forward to future periods. This is measured at the undiscounted salary cost of the future holiday entitlement do accrued at the Statement of Financial Position date.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the period was 7 (2017 - 21) .

**4. TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 May 2017	43,875
Disposals	<u>(43,875)</u>
At 30 September 2018	-
<b>DEPRECIATION</b>	
At 1 May 2017	39,822
Eliminated on disposal	<u>(39,822)</u>
At 30 September 2018	-
<b>NET BOOK VALUE</b>	
At 30 September 2018	<u>-</u>
At 30 April 2017	<u><u>4,053</u></u>

**5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018 £	2017 £
Trade debtors	3,741	111,965
Other debtors	<u>2,756</u>	<u>43,091</u>
	<u><u>6,497</u></u>	<u><u>155,056</u></u>

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018 £	2017 £
Trade creditors	-	27,304
Taxation and social security	148,701	126,175
Other creditors	<u>3,647</u>	<u>463,764</u>
	<u><u>152,348</u></u>	<u><u>617,243</u></u>

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE PERIOD 1 MAY 2017 TO 30 SEPTEMBER 2018**

**7. LEASING AGREEMENTS**

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2018	2017
	£	£
Within one year	-	40,605
Between one and five years	-	36,228
	<u>-</u>	<u>76,833</u>

**8. PENSION COMMITMENTS**

The company operates a defined contribution scheme. The assets of the scheme are held separately from those of the company in an independently administered Fund. The pension charge represents contributions payable by the company to the Fund for staff members and in the period amounted to £600 (2017: £2,102). There are no prepaid or accrued premiums at the balance sheet date.

**9. CONTINGENT LIABILITIES**

No contingent liabilities exist.

**10. CAPITAL COMMITMENTS**

	2018	2017
	£	£
Contracted but not provided for in the financial statements	<u>-</u>	<u>-</u>

**11. ULTIMATE CONTROLLING PARTY**

G B Stevens & J A Stevens are jointly the controlling party.