

**REGISTERED NUMBER: 06992765 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2019**

**FOR**

**OUTSMART AGENCY LIMITED**

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FOR THE YEAR ENDED 31 OCTOBER 2019**

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**OUTSMART AGENCY LIMITED**

**COMPANY INFORMATION  
FOR THE YEAR ENDED 31 OCTOBER 2019**

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**DIRECTOR:**

A P Taylor

**REGISTERED OFFICE:**

90 Upper Lane  
Gomersal  
Cleackheaton  
West Yorkshire  
BD19 4JF

**REGISTERED NUMBER:**

06992765 (England and Wales)

**ACCOUNTANTS:**

Sedulo Leeds Limited  
St Pauls House  
23 Park Square  
Leeds  
West Yorkshire  
LS1 2ND

BALANCE SHEET  
31 OCTOBER 2019

	Notes	31.10.19 £	£	31.10.18 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		1,289		1,933
<b>CURRENT ASSETS</b>					
Debtors	5	10,538		22,128	
Cash at bank and in hand		<u>23,980</u>		<u>20,299</u>	
		34,518		42,427	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>20,224</u>		<u>28,273</u>	
<b>NET CURRENT ASSETS</b>			<u>14,294</u>		<u>14,154</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			15,583		16,087
<b>PROVISIONS FOR LIABILITIES</b>			<u>245</u>		<u>367</u>
<b>NET ASSETS</b>			<u>15,338</u>		<u>15,720</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			50		50
Capital redemption reserve			50		50
Retained earnings			<u>15,238</u>		<u>15,620</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>15,338</u>		<u>15,720</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2019 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)

**BALANCE SHEET - continued**  
**31 OCTOBER 2019**

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The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

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 and authorised for issue on 24 April 2020 and were signed by:

A P Taylor - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 OCTOBER 2019**

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**1. STATUTORY INFORMATION**

Outsmart Agency 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.

The principal activity of the company in the year under review was that of a marketing agency.

**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.

In common with virtually every other business in the country, the Company has been experiencing the effects of the Coronavirus pandemic. Whilst the full impact of this exceptional situation on the Company cannot be assessed with complete certainty at the current time, the Directors believe they have taken all possible steps to protect the Company including accessing relevant Government assistance.

At the time of signing these accounts the Directors are of the opinion that the Company will remain viable for the foreseeable future and therefore these Financial Statements have been prepared on the Going Concern basis.

**Turnover**

Turnover shown in the profit and loss account represents amounts invoiced during the period, exclusive of Value Added Tax.

**Tangible fixed assets**

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

Plant and machinery etc - 33% on cost and 15% on reducing balance

**Taxation**

Taxation for the year 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 year 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.

**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.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 OCTOBER 2019

## 2. ACCOUNTING POLICIES - continued

**Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the equity after deducting all of its financial liabilities.

## 3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2018 - 1) .

## 4. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
<b>COST</b>	
At 1 November 2018	15,290
Additions	183
At 31 October 2019	<u>15,473</u>
<b>DEPRECIATION</b>	
At 1 November 2018	13,357
Charge for year	827
At 31 October 2019	<u>14,184</u>
<b>NET BOOK VALUE</b>	
At 31 October 2019	<u>1,289</u>
At 31 October 2018	<u>1,933</u>

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

	31.10.19	31.10.18
	£	£
Trade debtors	10,102	21,690
Other debtors	436	438
	<u>10,538</u>	<u>22,128</u>

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

	31.10.19	31.10.18
	£	£
Trade creditors	3,932	11,096
Taxation and social security	12,162	13,405
Other creditors	4,130	3,772
	<u>20,224</u>	<u>28,273</u>

## 7. RELATED PARTY DISCLOSURES

Included in other creditors is a balance owed to the director of £3,218 (2018: £2,860).

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.