

REGISTERED NUMBER: 06992765 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2018

FOR

OUTSMART AGENCY LIMITED

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FOR THE YEAR ENDED 31 OCTOBER 2018**

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OUTSMART AGENCY LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 OCTOBER 2018**

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 2018

	Notes	31.10.18 £	£	31.10.17 £	£
FIXED ASSETS					
Tangible assets	4		1,933		2,774
CURRENT ASSETS					
Debtors	5	22,128		13,828	
Cash at bank and in hand		<u>20,299</u>		<u>3,864</u>	
		42,427		17,692	
CREDITORS					
Amounts falling due within one year	6	<u>28,273</u>		<u>13,767</u>	
NET CURRENT ASSETS			<u>14,154</u>		<u>3,925</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			16,087		6,699
PROVISIONS FOR LIABILITIES			<u>367</u>		<u>527</u>
NET ASSETS			<u><u>15,720</u></u>		<u><u>6,172</u></u>
CAPITAL AND RESERVES					
Called up share capital			50		50
Capital redemption reserve			50		50
Retained earnings			<u>15,620</u>		<u>6,072</u>
SHAREHOLDERS' FUNDS			<u><u>15,720</u></u>		<u><u>6,172</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2018.

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

BALANCE SHEET - continued
31 OCTOBER 2018

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 Income Statement has not been delivered.

The financial statements were approved by the director on 28 January 2019 and were signed by:

A P Taylor - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2018**

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.

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.

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 (2017 - 1).

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2018

4. TANGIBLE FIXED ASSETS

Plant and
machinery
etc
£**COST**At 1 November 2017
and 31 October 201815,290**DEPRECIATION**

At 1 November 2017

12,516

Charge for year

841

At 31 October 2018

13,357**NET BOOK VALUE**

At 31 October 2018

1,933

At 31 October 2017

2,774

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.18	31.10.17
	£	£
Trade debtors	21,690	13,327
Other debtors	<u>438</u>	<u>501</u>
	<u>22,128</u>	<u>13,828</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.10.18	31.10.17
	£	£
Trade creditors	11,096	1,826
Taxation and social security	13,405	6,511
Other creditors	<u>3,772</u>	<u>5,430</u>
	<u>28,273</u>	<u>13,767</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.