

REGISTERED NUMBER: 02545260 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018

FOR

ATTENTIONAL LTD.

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for the Year Ended 31 DECEMBER 2018

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ATTENTIONAL LTD.

COMPANY INFORMATION
for the Year Ended 31 DECEMBER 2018

DIRECTORS:

D L Graham
Mrs I Graham
J P L Graham
C G Humpherson
Ms A V Graham
R D Pearce

SECRETARY:

D L Graham

REGISTERED OFFICE:

61 Queen Square
Bristol
BS1 4JZ

BUSINESS ADDRESS:

69 Princess Victoria Street
Clifton
Bristol
BS8 4DD

REGISTERED NUMBER:

02545260 (England and Wales)

ACCOUNTANTS:

Burnside
Chartered Accountants
and Statutory Auditor
61 Queen Square
Bristol
BS1 4JZ

BALANCE SHEET
31 DECEMBER 2018

		2018		2017 as restated	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible assets	4		910		3,363
CURRENT ASSETS					
Stocks	5	-		21,500	
Debtors	6	219,296		181,591	
Cash at bank		16,726		3,786	
		<u>236,022</u>		<u>206,877</u>	
CREDITORS					
Amounts falling due within one year	7	<u>229,557</u>		<u>227,499</u>	
NET CURRENT ASSETS/(LIABILITIES)			<u>6,465</u>		<u>(20,622)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>7,375</u>		<u>(17,259)</u>
PROVISIONS FOR LIABILITIES	9		-		1,980
NET ASSETS/(LIABILITIES)			<u>7,375</u>		<u>(19,239)</u>
CAPITAL AND RESERVES					
Called up share capital	10		24,768		24,768
Share premium			32,741		32,741
Retained earnings			(50,134)		(76,748)
SHAREHOLDERS' FUNDS			<u>7,375</u>		<u>(19,239)</u>

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

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their 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 DECEMBER 2018

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 Board of Directors on 30 September 2019 and were signed on its behalf by:

D L Graham - Director

C G Humpherson - Director

NOTES TO THE FINANCIAL STATEMENTS
for the Year Ended 31 DECEMBER 2018

1. STATUTORY INFORMATION

Attentional Ltd. 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 presentation currency of the financial statements is the Pound Sterling (£).

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 comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

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 - 15% on cost

Computer equipment - 33% on cost

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

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.

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 DECEMBER 2018

2. ACCOUNTING POLICIES - continued

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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

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.

Going concern

The directors have reviewed the company's financial forecasts and consider that the company will be able to pay its creditors as they fall due, for the foreseeable future. Based on this view, they have adopted the going concern basis in preparing the financial statements.

**NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 DECEMBER 2018****2. ACCOUNTING POLICIES - continued****Financial instruments**

Financial assets and liabilities are recognised in the balance sheet when the company becomes party to the contractual provisions of the instrument.

Trade and other debtors and creditors are classified as basic financial instruments and are measured on initial recognition at transaction price. Debtors and creditors are subsequently measured at amortised cost using the effective interest rate method. A provision is established when there is objective evidence that the company may not be able to collect all amounts due.

Cash and cash equivalents are classified as basic financial instruments and comprise cash in hand and at bank and bank overdrafts which are an integral part of the company's cash management.

Financial liabilities and equity instruments issued by the company are classified in accordance with the substance of the contractual arrangements entered into and the definitions of a financial liability and an equity instrument. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Equity instruments issued by the company are recorded at the proceeds received, net of any direct issue costs.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 6 (2017 - 7) .

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 January 2018	6,956	11,559	18,515
Additions	-	1,024	1,024
At 31 December 2018	<u>6,956</u>	<u>12,583</u>	<u>19,539</u>
DEPRECIATION			
At 1 January 2018	5,924	9,228	15,152
Charge for year	1,032	2,445	3,477
At 31 December 2018	<u>6,956</u>	<u>11,673</u>	<u>18,629</u>
NET BOOK VALUE			
At 31 December 2018	-	910	910
At 31 December 2017	<u>1,032</u>	<u>2,331</u>	<u>3,363</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 DECEMBER 2018****5. STOCKS**

	2018	2017 as restated
	£	£
Work-in-progress	<u>-</u>	<u>21,500</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017 as restated
	£	£
Trade debtors	127,513	91,931
Other debtors	800	2,308
Directors' current accounts	53,499	52,119
Corporation tax recoverable	18,704	34,333
S455 tax recoverable	18,042	-
Deferred tax asset	738	-
Prepayments and accrued income	<u>-</u>	<u>900</u>
	<u>219,296</u>	<u>181,591</u>

Deferred tax asset

	2018
	£
Accelerated capital allowances	93
Other timing differences	645
	<u>738</u>

At 31 December 2018, the company had an unprovided deferred tax asset of £4,780 in respect of tax losses carried forward for offset against future trading and non-trading profits.

**NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 DECEMBER 2018****7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017 as restated
	£	£
Bank loans and overdrafts (see note 8)	-	35,559
Trade creditors	54,739	66,989
Corporation tax	2,036	-
Social security and other taxes	38,076	17,884
VAT	13,399	6,825
Other creditors	6,385	12,736
Accruals and deferred income	114,922	87,506
	<u>229,557</u>	<u>227,499</u>

8. LOANS

An analysis of the maturity of loans is given below:

	2018	2017 as restated
	£	£
Amounts falling due within one year or on demand:		
Bank overdrafts	<u>-</u>	<u>35,559</u>

9. PROVISIONS FOR LIABILITIES

	2017 as restated £
Deferred tax	
Accelerated capital allowances	<u>1,980</u>
	Deferred tax
	£
Balance at 1 January 2018	1,980
Credit to Income Statement during year	(2,718)
Balance at 31 December 2018	<u>(738)</u>

At 31 December 2017, the company had unprovided deferred tax assets of £150 in respect of other short term timing differences and £49 in respect of tax losses carried forward for offset against future non-trading profits.

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 31 DECEMBER 2018

10. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2018 £	2017 as restated £
24,768	A Ordinary	£1	<u>24,768</u>	<u>24,768</u>

11. RELATED PARTY DISCLOSURES

D L Graham and Mrs I Graham have given personal guarantees of up to £85,000 in favour of the company's bank in respect of the company's bank overdraft facility.

At 31 December 2018, the company was owed £52,366 (2017 - £51,203) in the form of a loan by D L Graham, which is repayable on demand. Interest of £1,026 (2017 - £1,036) has been charged during the year at the official HM Revenue & Customs rate.

At 31 December 2018, the company was owed £1,133 (2017 - £916) in the form of a loan by C G Humpherson, which is repayable on demand. No interest has been charged on this loan.

During the year ended 31 December 2017 an amount of £2,618 owed to the company by a previous director, Z Shaikh, was written off.

12. ULTIMATE CONTROLLING PARTY

The ultimate controlling parties are D L Graham and Mrs I Graham by virtue of their equal shareholding in the company.

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.