

Registered Number:07417981

England and Wales

Activation Digital Ltd

Unaudited Financial Statements

For the year ended 31 March 2022

Activation Digital Ltd  
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Activation Digital Ltd  
Statement of Financial Position  
As at 31 March 2022

	Notes	2022 £	2021 £
<b>Fixed assets</b>			
Property, plant and equipment		21,569	17,612
		<b>21,569</b>	<b>17,612</b>
<b>Current assets</b>			
Trade and other receivables	2	279,705	344,732
Cash and cash equivalents		395,180	263,791
		<b>674,885</b>	<b>608,523</b>
<b>Trade and other payables: amounts falling due within one year</b>	3	(340,500)	(369,399)
<b>Net current assets</b>		<b>334,385</b>	<b>239,124</b>
<b>Total assets less current liabilities</b>		<b>355,954</b>	<b>256,736</b>
<b>Provisions for liabilities</b>		(4,098)	(3,346)
<b>Net assets</b>		<b>351,856</b>	<b>253,390</b>
<b>Capital and reserves</b>			
Called up share capital		800	800
Retained earnings		351,056	252,590
<b>Shareholders' funds</b>		<b>351,856</b>	<b>253,390</b>

For the year ended 31 March 2022 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for: a) ensuring that the company keeps proper accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and

b) 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 Section 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.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

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

These financial statements were approved and authorised for issue by the Board on 19 May 2022 and were signed by:

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Mr Daniel Charles Vincent Hirons Director

Mr Matthew John Ramsay Director

The notes form part of these financial statements

Activation Digital Ltd  
Notes to the Financial Statements  
For the year ended 31 March 2022

**Statutory Information**

Activation Digital Ltd is a private limited company, limited by shares, domiciled in England and Wales, registration number 07417981.

Registered address:

16 Top Floor  
The Architecture Centre, 16 Narrow Quay  
Bristol  
BS1 4QA

The presentation currency is £ sterling.

**1. Accounting policies**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with the provisions of Section 1A of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical costs convention as modified by the revaluation of certain assets.

**Revenue recognition**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax or other similar sales taxes.

**Property, plant and equipment**

Property, plant and equipment, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Computer Equipment	25% Straight line
Furniture and Fittings	25% Straight line

**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.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme for the benefit of its directors/and employees. Contributions payable are charged to the profit and loss account in the period in which they are payable.

**2. Trade and other receivables**

	2022	2021
	£	£
Trade debtors	277,681	332,963
Other debtors	2,024	11,769
	<b>279,705</b>	<b>344,732</b>

Activation Digital Ltd  
Notes to the Financial Statements Continued  
For the year ended 31 March 2022

**3. Trade and other payables: amounts falling due within one year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Bank loans and overdraft	-	50,000
Trade creditors	35,017	62,164
Taxation and social security	110,998	117,483
Other creditors	194,485	139,752
	<b>340,500</b>	<b>369,399</b>

**4. Related party transactions**

Amounts owed to related Parties were as follows:

31/03/2022 31/03/2021

Matthew Ramsey - £69,695 £ 79,225

Director

Daniel Hirons - £ 39,510 £ 45,661

Director

**5. Guarantees and other financial commitments**

**Lease commitments**

At 31 March 2022 the company had annual commitments under non-cancellable operating leases as set out below:

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Operating leases which expire:		
Within 1 year	14,738	14,738
Within 2 to 5 years	14,738	14,738
	<b>29,476</b>	<b>29,476</b>

**6. Average number of persons employed**

During the year the average number of employees was 13 (2021 : 10)

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.