

Believe The Hype Limited

Annual Report and Unaudited Financial Statements

[for the Period from 1 April 2014 to 30 September 2015](#)

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[Wisteria Limited](#)
[The Grange Barn](#)
[Pikes End](#)
[Pinner](#)
[London](#)
[HA5 2EX](#)

Believe The Hype Limited

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Believe The Hype Limited
Company Information

Directors	Mr D P Osborn-Cook Mr RW Palmer
Company secretary	Wisteria Registrars Ltd
Registered office	Wisteria Grange Barn Pikes End Pinner London HA5 2EX
Accountants	Wisteria Limited The Grange Barn Pikes End Pinner London HA5 2EX

Believe The Hype Limited

Directors' Report for the Period from 1 April 2014 to 30 September 2015

The directors present their report and the unaudited [financial statements](#) for the period from 1 April 2014 to 30 September 2015.

Directors of the company

The directors who held office during the period were as follows:

Mr D P Osborn-Cook

Mr RW Palmer

Principal activity

The principal activity of the company is that of the aggregation, production and distribution of short films via TV, internet and other media. The company ceased trading on 30 September 2015.

Small company provisions

This report has been prepared in accordance with the small companies regime under the Companies Act 2006.

Statement of directors' responsibilities

The directors are responsible for preparing the [Directors' Report](#) and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on 19 May 2016 and signed on its behalf by:

.....
Mr D P Osborn-Cook
Director

**Chartered Accountants' Report to the Board of Directors on the Preparation of the
Unaudited Statutory Accounts of
Believe The Hype Limited
for the Period Ended 30 September 2015**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Believe The Hype Limited for the period ended 30 September 2015 set out on pages [4](#) to [8](#) 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 at icaew.com/membershandbook.

This report is made solely to the Board of Directors of Believe The Hype Limited, as a body, in accordance with the terms of our engagement letter dated 13 August 2013. Our work has been undertaken solely to prepare for your approval the accounts of Believe The Hype Limited and state those matters that we have agreed to state to them, as a body, in this report in accordance with AAF 2/10 as detailed at icaew.com/compilation. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Believe The Hype Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Believe The Hype Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of Believe The Hype Limited.

You consider that Believe The Hype 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 accounts of Believe The Hype 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 accounts.

.....
Wisteria Limited
The Grange Barn
Pikes End
Pinner
London
HA5 2EX
Date:.....

Believe The Hype Limited**Profit and Loss Account for the Period from 1 April 2014 to 30 September 2015**

	Note	1 April 2014 to 30 September 2015 £	Year ended 31 March 2014 £
Turnover		136,824	218,174
Cost of sales		<u>(62,053)</u>	<u>(145,405)</u>
Gross profit		74,771	72,769
Administrative expenses		<u>(77,742)</u>	<u>(73,270)</u>
Operating loss		<u>(2,971)</u>	<u>(501)</u>
Loss on ordinary activities before taxation		(2,971)	(501)
Tax on loss on ordinary activities	3	<u>-</u>	<u>-</u>
Loss for the financial period	7	<u><u>(2,971)</u></u>	<u><u>(501)</u></u>

The notes on pages [6](#) to [8](#) form an integral part of these financial statements.

Believe The Hype Limited
(Registration number: 05400485)
Balance Sheet at 30 September 2015

	Note	30 September 2015 £	31 March 2014 £
Current assets			
Debtors	4	-	10,740
Cash at bank and in hand		-	652
		-	11,392
Creditors: Amounts falling due within one year	5	-	(10,280)
Net assets		-	1,112
Capital and reserves			
Called up share capital	6	259	259
Share premium account	7	64,969	64,969
Profit and loss account	7	(65,228)	(64,116)
Shareholders' funds		-	1,112

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

For the period ending 30 September 2015 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Approved and authorised for issue by the Board on 19 May 2016 and signed on its behalf by:

.....
Mr D P Osborn-Cook
Director

The notes on pages [6](#) to [8](#) form an integral part of these financial statements.

Believe The Hype Limited

Notes to the Financial Statements for the Period from 1 April 2014 to 30 September 2015

..... continued

1 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The accounts do not include a cash flow statement because the company, as a small reporting entity, is exempt from the requirements to prepare such a statement.

Going concern

The financial statements have not been prepared on a going concern basis as the company has ceased trading and the directors expect the company to be dissolved within twelve months of approving these financial statements.

Turnover

Turnover represents amounts chargeable in respect of the sale of goods and services to customers.

Deferred tax

Where material, full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation. A net deferred tax asset is recognised only if it can be regarded as more likely than not there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted. Deferred tax assets and liabilities are calculated at the rates expected to be effective at the time the timing differences are expected to reverse. Deferred tax assets and liabilities are not discounted.

Foreign currency

Monetary assets and liabilities denominated in foreign currencies are translated at rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate ruling on the date of the transaction. Exchange gains and losses are recognised in the profit and loss account.

2 Directors' remuneration

The directors' remuneration for the period was £nil (2014: nil).

3 Taxation

The corporation tax charge for the period was £nil (2014: £nil).

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Believe The Hype Limited**Notes to the Financial Statements for the Period from 1 April 2014 to 30 September 2015***..... continued***4 Debtors**

	30 September 2015 £	31 March 2014 £
Trade debtors	-	6,240
Other debtors	-	4,500
	<u>-</u>	<u>10,740</u>

5 Creditors: Amounts falling due within one year

	30 September 2015 £	31 March 2014 £
Trade creditors	-	7,362
Other taxes and social security	-	322
Other creditors	-	2,596
	<u>-</u>	<u>10,280</u>

6 Share capital**Allotted, called up and fully paid shares**

	30 September 2015		31 March 2014	
	No.	£	No.	£
Ordinary shares of £0.01 each	25,914	259	25,914	259
	<u>25,914</u>	<u>259</u>	<u>25,914</u>	<u>259</u>

7 Reserves

	Share premium account £	Profit and loss account £	Total £
At 1 April 2014	64,969	(62,257)	2,712
Loss for the period	-	(2,971)	(2,971)
At 30 September 2015	<u>64,969</u>	<u>(65,228)</u>	<u>(259)</u>

Believe The Hype Limited

Notes to the Financial Statements for the Period from 1 April 2014 to 30 September 2015

..... continued

8 Related party transactions

Included in other creditors due within one year is an amount owed to the directors of £nil (2014: £648).

During the period the company was charged £67,537 (2014: £66,353) in respect of consultancy services by Bob and Doc's which is an unincorporated partnership of which the directors are partners.

9 Control

The company is controlled by the directors who own 79% of the called up share capital .

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