

REGISTERED NUMBER: 05224597 (England and Wales)

Unaudited Financial Statements for the Year Ended 30 September 2018

for

People Insight Limited

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for the Year Ended 30 September 2018

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DIRECTOR:

T Debenham

REGISTERED OFFICE:

The Ashridge Business Centre
121 High Street
Berkhamsted
Hertfordshire
HP4 2DJ

REGISTERED NUMBER:

05224597 (England and Wales)

ACCOUNTANTS:

Tessa Davidson Limited
The Ashridge Business Centre
121 High Street
Berkhamsted
Hertfordshire
HP4 2DJ

Balance Sheet
30 September 2018

	Notes	2018 £	2017 £
FIXED ASSETS			
Intangible assets	4	61,021	81,362
Tangible assets	5	9,583	14,491
Investments	6	88,612	88,612
		<u>159,216</u>	<u>184,465</u>
CURRENT ASSETS			
Debtors	7	325,362	200,036
Investments	8	-	1,297
Cash at bank and in hand		<u>257,352</u>	<u>187,848</u>
		582,714	389,181
CREDITORS			
Amounts falling due within one year	9	<u>(189,793)</u>	<u>(206,416)</u>
NET CURRENT ASSETS		<u>392,921</u>	<u>182,765</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		552,137	367,230
PROVISIONS FOR LIABILITIES	10	<u>(1,750)</u>	<u>(2,700)</u>
NET ASSETS		<u>550,387</u>	<u>364,530</u>
CAPITAL AND RESERVES			
Called up share capital	11	20	20
Retained earnings		<u>550,367</u>	<u>364,510</u>
SHAREHOLDERS' FUNDS		<u>550,387</u>	<u>364,530</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 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)

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 25 May 2019 and were signed by:

T Debenham - Director

Notes to the Financial Statements
for the Year Ended 30 September 2018

1. **STATUTORY INFORMATION**

People Insight 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.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" 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 cost convention.

Turnover

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

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Computer software is being amortised evenly over its estimated useful life of nil years.

Tangible fixed assets

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

Computer equipment - 25% on cost

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 makes contributions to the Director's Personal Pension scheme and has met its obligations on behalf of employees under Auto Enrolment.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 12 (2017 - 11).

Notes to the Financial Statements - continued
for the Year Ended 30 September 2018

4. INTANGIBLE FIXED ASSETS

	Other intangible assets £
COST	
At 1 October 2017 and 30 September 2018	<u>300,000</u>
AMORTISATION	
At 1 October 2017	218,638
Charge for year	<u>20,341</u>
At 30 September 2018	<u>238,979</u>
NET BOOK VALUE	
At 30 September 2018	<u>61,021</u>
At 30 September 2017	<u>81,362</u>

5. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 October 2017	73,755
Additions	<u>4,223</u>
At 30 September 2018	<u>77,978</u>
DEPRECIATION	
At 1 October 2017	59,264
Charge for year	<u>9,131</u>
At 30 September 2018	<u>68,395</u>
NET BOOK VALUE	
At 30 September 2018	<u>9,583</u>
At 30 September 2017	<u>14,491</u>

6. FIXED ASSET INVESTMENTS

	Other investments £
COST	
At 1 October 2017 and 30 September 2018	<u>88,612</u>
NET BOOK VALUE	
At 30 September 2018	<u>88,612</u>
At 30 September 2017	<u>88,612</u>

Notes to the Financial Statements - continued
for the Year Ended 30 September 2018

7. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade debtors	275,242	164,699
Other debtors	<u>50,120</u>	<u>35,337</u>
	<u>325,362</u>	<u>200,036</u>

8. **CURRENT ASSET INVESTMENTS**

	2018	2017
	£	£
Other	<u>-</u>	<u>1,297</u>

9. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade creditors	53,752	46,896
Taxation and social security	101,574	91,980
Other creditors	<u>34,467</u>	<u>67,540</u>
	<u>189,793</u>	<u>206,416</u>

10. **PROVISIONS FOR LIABILITIES**

	2018	2017
	£	£
Deferred tax		
Accelerated capital allowances	<u>1,750</u>	<u>2,700</u>

	Deferred tax
	£
Balance at 1 October 2017	2,700
Credit to Income Statement during year	<u>(950)</u>
Balance at 30 September 2018	<u>1,750</u>

11. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:			2018	2017
Number:	Class:	Nominal value:	£	£
20	Ordinary	1	<u>20</u>	<u>20</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.