

Registered number

04408962

Neural Insights Limited

Filleted Accounts

30 April 2017

Neural Insights Limited**Registered number:** 04408962**Balance Sheet****as at 30 April 2017**

	Notes	2017	2016
		£	£
Fixed assets			
Tangible assets	2	804	555
Current assets			
Cash at bank and in hand		19,540	7,693
Creditors: amounts falling due within one year			
	3	(35,814)	(55,137)
Net current liabilities		<u>(16,274)</u>	<u>(47,444)</u>
Net liabilities		<u>(15,470)</u>	<u>(46,889)</u>
Capital and reserves			
Called up share capital		75	75
Profit and loss account		(15,545)	(46,964)
Shareholders' funds		<u>(15,470)</u>	<u>(46,889)</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

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

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Dr S Christie

Director

Approved by the board on 19 December 2017

Neural Insights Limited
Notes to the Accounts
for the year ended 30 April 2017

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	33% straight line
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Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

2 Tangible fixed assets

**Plant and
machinery
etc**

	£
Cost	
At 1 May 2016	23,659
Additions	1,199
At 30 April 2017	<u>24,858</u>
Depreciation	
At 1 May 2016	23,104
Charge for the year	950
At 30 April 2017	<u>24,054</u>
Net book value	
At 30 April 2017	<u>804</u>
At 30 April 2016	555

3 Creditors: amounts falling due within one year	2017	2016
	£	£
Taxation and social security costs	35,213	52,532
Other creditors	601	2,605
	<u>35,814</u>	<u>55,137</u>

4 Controlling party

The company is controlled by the director, Mrs G Christie by virtue of her majority shareholding.

5 Other information

Neural Insights Limited is a private company limited by shares and incorporated in England. Its registered office is:

Bourne House
Queen Street
Gomshall
Surrey
GU5 9LY

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.