

REGISTERED NUMBER: 02608951 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 JULY 2020

FOR

**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED**

**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED (REGISTERED NUMBER: 02608951)**

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FOR THE YEAR ENDED 31 JULY 2020**

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**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED**

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2020**

DIRECTORS:

Mr D Hornby

REGISTERED OFFICE:

Wellington House
108 Beverley Road
Hull
Yorkshire
HU3 1XA

REGISTERED NUMBER:

02608951 (England and Wales)

ACCOUNTANTS:

Blow Abbott Limited
36 High Street
Cleethorpes
North East Lincs
DN35 8JN

**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED (REGISTERED NUMBER: 02608951)**

**STATEMENT OF FINANCIAL POSITION
31 JULY 2020**

	Notes	2020 £	£	2019 £	£
FIXED ASSETS					
Tangible assets	4		19,945		11,447
CURRENT ASSETS					
Debtors	5	148,470		143,666	
Cash at bank		<u>2,942</u>		<u>5,201</u>	
		151,412		148,867	
CREDITORS					
Amounts falling due within one year	6	<u>156,432</u>		<u>156,011</u>	
NET CURRENT LIABILITIES			<u>(5,020)</u>		<u>(7,144)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			14,925		4,303
CREDITORS					
Amounts falling due after more than one year	7		(8,999)		(31,999)
PROVISIONS FOR LIABILITIES			<u>(18,318)</u>		<u>(16,773)</u>
NET LIABILITIES			<u>(12,392)</u>		<u>(44,469)</u>
CAPITAL AND RESERVES					
Called up share capital	8		50,500		50,500
Share premium			74,745		74,745
Retained earnings			<u>(137,637)</u>		<u>(169,714)</u>
SHAREHOLDERS' FUNDS			<u>(12,392)</u>		<u>(44,469)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2020 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)

The notes form part of these financial statements

**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED (REGISTERED NUMBER: 02608951)**

**STATEMENT OF FINANCIAL POSITION - continued
31 JULY 2020**

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 Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 23 September 2020 and were signed on its behalf by:

Mr D Hornby - Director

The notes form part of these financial statements

**SOCIAL & MARKET STRATEGIC RESEARCH
LIMITED (REGISTERED NUMBER: 02608951)**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2020**

1. STATUTORY INFORMATION

Social & Market Strategic Research 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 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 is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

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

Plant and machinery	- 15% on reducing balance
Fixtures and fittings	- 20% on reducing balance

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Income and Retained Earnings, 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 statement of financial position date.

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.

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.

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.

**SOCIAL & MARKET STRATEGIC RESEARCH
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**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JULY 2020**

2. ACCOUNTING POLICIES - continued

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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 22 (2019 - 22) .

4. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
COST			
At 1 August 2019	36,374	9,770	46,144
Additions	<u>11,554</u>	<u>-</u>	<u>11,554</u>
At 31 July 2020	<u>47,928</u>	<u>9,770</u>	<u>57,698</u>
DEPRECIATION			
At 1 August 2019	27,352	7,345	34,697
Charge for year	<u>2,571</u>	<u>485</u>	<u>3,056</u>
At 31 July 2020	<u>29,923</u>	<u>7,830</u>	<u>37,753</u>
NET BOOK VALUE			
At 31 July 2020	<u>18,005</u>	<u>1,940</u>	<u>19,945</u>
At 31 July 2019	<u>9,022</u>	<u>2,425</u>	<u>11,447</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	122,019	103,161
Directors' current accounts	-	2,000
Prepayments and accrued income	<u>26,451</u>	<u>38,505</u>
	<u>148,470</u>	<u>143,666</u>

**SOCIAL & MARKET STRATEGIC RESEARCH
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**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JULY 2020**

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Bank loans and overdrafts	5,000	30,921
Trade creditors	4,872	743
Tax	5,579	12,306
Social security and other taxes	9,497	6,442
VAT	32,810	21,306
Skipton Factoring account	97,047	82,593
Accruals and deferred income	1,627	1,700
	<u>156,432</u>	<u>156,011</u>

7. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2020	2019
	£	£
Other creditors	<u>8,999</u>	<u>31,999</u>

8. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			2020	2019
Number:	Class:	Nominal value:	£	£
700	Ordinary shares	£1	500	500
50,000	Preference	£1	<u>50,000</u>	<u>50,000</u>
			<u>50,500</u>	<u>50,500</u>

9. RELATED PARTY DISCLOSURES

Mr Jae Saleh

As at 31st July 2020 Mr Jae Saleh owed the company £NIL (2019: £NIL) This amount is interest free and payable on demand.

Mr Darren Hornby

As at 31st July 2020 Mr Darren Hornby owed the company £NIL (2019: he owed the company £2,000). No interest is payable.

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.