

**SOCIAL & MARKET STRATEGIC RESEARCH LIMITED
UNAUDITED ABRIDGED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2021**

Social & Market Strategic Research Limited
Unaudited Financial Statements
For The Year Ended 31 July 2021

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Social & Market Strategic Research Limited
Abridged Balance Sheet
As at 31 July 2021

Registered number: 02608951

		2021		2020	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	3		20,529		19,945
			<u>20,529</u>		<u>19,945</u>
CURRENT ASSETS					
Debtors		210,303		148,470	
Cash at bank and in hand		<u>64,002</u>		<u>2,942</u>	
		274,305		151,412	
Creditors: Amounts Falling Due Within One Year					
		<u>(280,354)</u>		<u>(165,431)</u>	
NET CURRENT ASSETS (LIABILITIES)			<u>(6,049)</u>		<u>(14,019)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>14,480</u>		<u>5,926</u>
PROVISIONS FOR LIABILITIES					
Deferred Taxation			<u>(18,318)</u>		<u>(18,318)</u>
NET LIABILITIES			<u>(3,838)</u>		<u>(12,392)</u>
CAPITAL AND RESERVES					
Called up share capital	4		50,500		50,500
Share premium account			74,745		74,745
Profit and Loss Account			<u>(129,083)</u>		<u>(137,637)</u>
SHAREHOLDERS' FUNDS			<u>(3,838)</u>		<u>(12,392)</u>

Social & Market Strategic Research Limited
Abridged Balance Sheet (continued)
As at 31 July 2021

For the year ending 31 July 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities

- The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.
- The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.
- All of the company's members have consented to the preparation of an Abridged Balance Sheet for the year end 31 July 2021 in accordance with section 444(2A) of the Companies Act 2006.

On behalf of the board

Mr Darren Hornby

Director

25 October 2021

The notes on pages 3 to 4 form part of these financial statements.

Social & Market Strategic Research Limited
Notes to the Abridged Financial Statements
For The Year Ended 31 July 2021

1. Accounting Policies

1.1. Basis of Preparation of Financial Statements

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

1.2. 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 is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

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. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

1.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & Machinery	15% Reducing Balance
Fixtures & Fittings	20% Reducing Balance

1.4. Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and assets reflect the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

2. Average Number of Employees

Average number of employees, including directors, during the year was as follows: 17 (2020: 22)

Social & Market Strategic Research Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 July 2021

3. Tangible Assets

	Total £
Cost	
As at 1 August 2020	57,698
Additions	4,161
As at 31 July 2021	<u>61,859</u>
Depreciation	
As at 1 August 2020	37,753
Provided during the period	3,577
As at 31 July 2021	<u>41,330</u>
Net Book Value	
As at 31 July 2021	<u>20,529</u>
As at 1 August 2020	<u>19,945</u>

4. Share Capital

	2021	2020
Allotted, Called up and fully paid	<u>50,500</u>	<u>50,500</u>

5. General Information

Social & Market Strategic Research Limited is a private company, limited by shares, incorporated in England & Wales, registered number 02608951 . The registered office is Wellington House, 108 Beverley Road, Hull, HU3 1XA.

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.