COMPANY REGISTRATION NUMBER 04393256

MERCER STREET MARKETING & CONSULTING LIMITED

UNAUDITED ABBREVIATED ACCOUNTS

30th APRIL 2011

MERCER STREET MARKETING & CONSULTING LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2011

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MERCER STREET MARKETING & CONSULTING LIMITED
COMPANY REGISTRATION NUMBER 04393256
ABBREVIATED BALANCE SHEET

30th APRIL 2011

	Note	2011 £	2011 £	2010 £	2010 £
FIXED ASSETS	2				
Intangible assets			-		-
Tangible assets			6,572		7,772
Investments			42,708		-
			49,280		7,772
CURRENT ASSETS					
Debtors		131,658		287,607	
Cash at bank and in hand		501,175		283,943	
		632,833		571,550	
CREDITORS: Amounts falling due within one year		342,223		501,576	
NET CURRENT ASSETS			290,610		69,974
TOTAL ASSETS LESS CURRENT LIABILITIES			339,890		77,746
PROVISIONS FOR LIABILITIES			873		1,053
			339,017		76,693
CAPITAL AND RESERVES					
Called-up equity share capital	3		2		2
Profit and loss account			339,015		76,691
SHAREHOLDERS' FUNDS			339,017		76,693

The Balance sheet continues on the following page

The notes on pages 3 to 5 form part of these abbreviated accounts

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The directors acknowledge their responsibilities for
(i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
(ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on 5/8/11, and are signed on their behalf by

A O Fletcher
Director

The notes on pages 3 to 5 form part of these abbreviated accounts

1. ACCOUNTING POLICIES

Basis of accounting
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)

Turnover
Turnover represents the value of services provided during the year net of discounts and Value Added Tax For services provided, turnover is recognised to the extent that and when there is a right to consideration

Amortisation
Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Goodwill - over 3 years

Fixed assets
All fixed assets are initially recorded at cost

Depreciation
Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Fixtures & Fittings - 15% reducing balance

Pension costs
The company operates a defined contribution pension scheme for employees The assets of the scheme are held separately from those of the company The annual contributions payable are charged to the profit and loss account

Deferred taxation
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

1. ACCOUNTING POLICIES *(continued)*

Deferred taxation *(continued)*
Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

Financial instruments
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities Financial liabilities are presented as such in the balance sheet Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account Finance costs are calculated so as to produce a constant rate of return on the outstanding liability

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument Dividends and distributions relating to equity instruments are debited direct to equity

2. FIXED ASSETS

	Intangible Assets	Tangible Assets	Investments	Total
	£	£	£	£
COST				
At 1st May 2010	140,000	27,163	–	167,163
Additions	–	713	42,708	43,421
Disposals	–	(1,357)	–	(1,357)
At 30th April 2011	**140,000**	**26,519**	**42,708**	**209,227**
DEPRECIATION				
At 1st May 2010	140,000	19,391	–	159,391
Charge for year	–	1,311	–	1,311
On disposals	–	(755)	–	(755)
At 30th April 2011	**140,000**	**19,947**	–	**159,947**
NET BOOK VALUE				
At 30th April 2011	–	**6,572**	**42,708**	**49,280**
At 30th April 2010	–	7,772	–	7,772

2. FIXED ASSETS *(continued)*

During the year the company acquired 2,894 'C' Ordinary Shares in Protector Group Limited an unquoted company The holding represents 2 5% of the voting capital of the company

Under the provision of section 398 of the Companies Act 2006 the company is exempt from preparing consolidated accounts and has not done so, therefore the accounts show information about the company as an individual entity

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2011 No	2011 £	2010 No	2010 £
2 Ordinary shares of £1 each	2	2	2	2

4. ULTIMATE CONTROLLING PARTY

The directors believe there is no ultimate controlling party