

COMPANY REGISTRATION NUMBER 04393256

**MERCER STREET MARKETING AND CONSULTING
LIMITED**

UNAUDITED ABBREVIATED ACCOUNTS

30th APRIL 2016

COMPANIES HOUSE



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MERCER STREET MARKETING AND CONSULTING LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2016

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

30th APRIL 2016

	Note	2016	2015
		£	£
FIXED ASSETS	2		
Intangible assets		-	-
Tangible assets		248,323	248,255
Investments		293,958	293,958
		<u>542,281</u>	<u>542,213</u>
CURRENT ASSETS			
Debtors		1,063,602	461,119
Cash at bank and in hand		509,426	1,061,909
		<u>1,573,028</u>	<u>1,523,028</u>
CREDITORS: Amounts falling due within one year		<u>1,181,702</u>	<u>337,423</u>
NET CURRENT ASSETS		<u>391,326</u>	<u>1,185,605</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>933,607</u>	<u>1,727,818</u>
PROVISIONS FOR LIABILITIES		<u>2,791</u>	<u>2,892</u>
		<u>930,816</u>	<u>1,724,926</u>
CAPITAL AND RESERVES			
Called-up equity share capital	3	4	2
Profit and loss account		930,812	1,724,924
SHAREHOLDERS' FUNDS		<u>930,816</u>	<u>1,724,926</u>

The Balance sheet continues on the following page.
The notes on pages 3 to 6 form part of these abbreviated accounts.

MERCER STREET MARKETING AND CONSULTING LIMITED
COMPANY REGISTRATION NUMBER: 04393256
ABBREVIATED BALANCE SHEET *(continued)*

30th APRIL 2016

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 18th October 2016, and are signed on their behalf by:



A. C. Fletcher
Director

The notes on pages 3 to 6 form part of these abbreviated accounts.

MERCER STREET MARKETING AND CONSULTING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2016

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 January 2015).

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

Investment properties

Investment properties are shown at their open market value. The surplus or deficit arising from the annual revaluation is transferred to the investment revaluation reserve unless a deficit, or its reversal, on an individual investment property is expected to be permanent, in which case it is recognised in the profit and loss account for the year.

This is in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015) which, unlike the Companies Act 2006, does not require depreciation of investment properties. Investment properties are held for their investment potential and not for use by the company and so their current value is of prime importance. The departure from the provisions of the Act is required in order to give a true and fair view.

Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

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.

MERCER STREET MARKETING AND CONSULTING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2016

1. ACCOUNTING POLICIES *(continued)*

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.

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.

MERCER STREET MARKETING AND CONSULTING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2016

2. FIXED ASSETS

	Intangible Assets £	Tangible Assets £	Investments £	Total £
COST				
At 1st May 2015	152,000	274,628	293,958	720,586
Additions	—	2,615	—	2,615
At 30th April 2016	152,000	277,243	293,958	723,201
DEPRECIATION				
At 1st May 2015	152,000	26,373	—	178,373
Charge for year	—	2,547	—	2,547
At 30th April 2016	152,000	28,920	—	180,920
NET BOOK VALUE				
At 30th April 2016	—	248,323	293,958	542,281
At 30th April 2015	—	248,255	293,958	542,213

The directors have considered the market value of the investment property and do not consider it to be materially different to the carrying value.

The company holds 27.5% of the voting capital of The Protector Group Limited, a company registered in England and Wales.

	Sept 2015 £	Sept 2014 £
Aggregate capital and reserves		
The Protector Group Limited	1,227,445	1,224,220
Profit and (loss) for the year		
The Protector Group Limited	125,575	136,360

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.

MERCER STREET MARKETING AND CONSULTING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2016

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2016		2015	
	No.	£	No.	£
Ordinary shares (2015 - 2) of £0.01 (2015 - £1) each	200	2	2	2
Ordinary B shares of £0.01 each	200	2	-	-
	<u>400</u>	<u>4</u>	<u>2</u>	<u>2</u>

On 30th June 2015 the company passed a resolution to subdivide the 2 £1 Ordinary Shares into 200 Ordinary Shares of £0.01. On 3rd July 2015, the company allotted and issued 200 Ordinary B shares of £0.01 at par.

The B Ordinary Shares rank pari passu with the Ordinary shares except in their rights to dividends which are restricted to dividends declared solely on that class of shares.

4. ULTIMATE CONTROLLING PARTY

The directors believe there is no ultimate controlling party.