

Company registration number 04716191 (England and Wales)

**MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED**

**UNAUDITED FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 JUNE 2023**

**PAGES FOR FILING WITH REGISTRAR**

# **MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED**

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# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## BALANCE SHEET

AS AT 30 JUNE 2023

|                                                                |       | 2023                  | 2022                  |
|----------------------------------------------------------------|-------|-----------------------|-----------------------|
|                                                                | Notes | £                     | £                     |
| <b>Fixed assets</b>                                            |       |                       |                       |
| Tangible assets                                                | 4     | 13,521                | 6,975                 |
| Investment properties                                          | 5     | 232,953               | 248,609               |
|                                                                |       | <u>246,474</u>        | <u>255,584</u>        |
| <b>Current assets</b>                                          |       |                       |                       |
| Debtors                                                        | 6     | 258,304               | 248,347               |
| Investments                                                    | 7     | -                     | 10,000                |
| Cash at bank and in hand                                       |       | 411,296               | 554,185               |
|                                                                |       | <u>669,600</u>        | <u>812,532</u>        |
| <b>Creditors: amounts falling due within one year</b>          | 8     | <u>(309,193)</u>      | <u>(341,713)</u>      |
| <b>Net current assets</b>                                      |       | <u>360,407</u>        | <u>470,819</u>        |
| <b>Total assets less current liabilities</b>                   |       | <u>606,881</u>        | <u>726,403</u>        |
| <b>Creditors: amounts falling due after more than one year</b> | 9     | -                     | (141,294)             |
| <b>Provisions for liabilities</b>                              |       | <u>(2,459)</u>        | <u>(1,191)</u>        |
| <b>Net assets</b>                                              |       | <u><u>604,422</u></u> | <u><u>583,918</u></u> |
| <b>Capital and reserves</b>                                    |       |                       |                       |
| Called up share capital                                        |       | 1,000                 | 2                     |
| Profit and loss reserves                                       |       | 603,422               | 583,916               |
| <b>Total equity</b>                                            |       | <u><u>604,422</u></u> | <u><u>583,918</u></u> |

These accounts replace the original accounts, are now the statutory accounts and are prepared as they were at the date of the original accounts.

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 30 June 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

# **MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED**

## **BALANCE SHEET (CONTINUED)**

***AS AT 30 JUNE 2023***

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The financial statements were approved by the board of directors and authorised for issue on 9 October 2023 and are signed on its behalf by:

Mr M J McKenna  
**Director**

Mrs S J Townsend  
**Director**

**Company Registration No. 04716191**

# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 30 JUNE 2023**

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### **1 Accounting policies**

#### **Company information**

Mckenna Townsend Public Relations Limited is a private company limited by shares incorporated in England and Wales. The registered office is Bridge House, Pullman Business Park, Pullman Way, Ringwood, Hampshire, BH24 1EX.

#### **1.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

#### **1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that it is probable will be recovered.

#### **1.3 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                                |                            |
|--------------------------------|----------------------------|
| Office equipment               | Straight line over 5 years |
| Fixtures, fittings & equipment | Straight line over 5 years |
| Computer equipment             | Straight line over 3 years |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

#### **1.4 Investment property**

Investment property, which is property held to earn rentals and/or for capital appreciation, is initially recognised at cost, which includes the purchase cost and any directly attributable expenditure. Subsequently it is measured at fair value at the reporting end date. Changes in fair value are recognised in profit or loss.

# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

### 1 Accounting policies

(Continued)

#### 1.5 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

#### 1.6 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.7 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Classification of financial liabilities**

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 company after deducting all of its liabilities.

# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **1.8 Equity instruments**

Equity instruments issued by the company are recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

#### **1.9 Taxation**

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

##### **Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes 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 reporting end date.

##### **Deferred tax**

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date 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 is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

#### **1.10 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

### 1 Accounting policies

(Continued)

#### 1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### 1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

Rental income from operating leases is recognised on a straight line basis over the term of the relevant lease. Initial direct costs incurred in negotiating and arranging an operating lease are added to the carrying amount of the leased asset and recognised on a straight line basis over the lease term.

#### 1.13 Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

#### 1.14 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

### 2 Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

### 3 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

|       | 2023<br>Number | 2022<br>Number |
|-------|----------------|----------------|
| Total | 15             | 11             |



# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

### 4 Tangible fixed assets

|                                    | Plant and<br>machinery etc |
|------------------------------------|----------------------------|
|                                    | £                          |
| <b>Cost</b>                        |                            |
| At 1 July 2022                     | 23,743                     |
| Additions                          | 11,149                     |
|                                    | <u>34,892</u>              |
| At 30 June 2023                    |                            |
| <b>Depreciation and impairment</b> |                            |
| At 1 July 2022                     | 16,768                     |
| Depreciation charged in the year   | 4,603                      |
|                                    | <u>21,371</u>              |
| At 30 June 2023                    |                            |
| <b>Carrying amount</b>             |                            |
| At 30 June 2023                    | 13,521                     |
|                                    | <u>6,975</u>               |
| At 30 June 2022                    |                            |

### 5 Investment property

|                   | 2023<br>£      |
|-------------------|----------------|
| <b>Fair value</b> |                |
| At 1 July 2022    | 248,609        |
| Revaluations      | (15,656)       |
|                   | <u>232,953</u> |
| At 30 June 2023   |                |

The fair value of the investment property has been arrived at on the basis of a valuation carried out by the directors.

### 6 Debtors

|                                             | 2023<br>£      | 2022<br>£      |
|---------------------------------------------|----------------|----------------|
| <b>Amounts falling due within one year:</b> |                |                |
| Trade debtors                               | 207,936        | 216,691        |
| Other debtors                               | 50,368         | 31,656         |
|                                             | <u>258,304</u> | <u>248,347</u> |

### 7 Current asset investments

|                   | 2023<br>£ | 2022<br>£     |
|-------------------|-----------|---------------|
| Other investments | -         | 10,000        |
|                   | <u>-</u>  | <u>10,000</u> |

# MCKENNA TOWNSEND PUBLIC RELATIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 JUNE 2023

**8 Creditors: amounts falling due within one year**

|                              | 2023           | 2022           |
|------------------------------|----------------|----------------|
|                              | £              | £              |
| Bank loans and overdrafts    | -              | 6,000          |
| Trade creditors              | 53,006         | 53,884         |
| Taxation and social security | 77,325         | 73,801         |
| Other creditors              | 178,862        | 208,028        |
|                              | <u>309,193</u> | <u>341,713</u> |

**9 Creditors: amounts falling due after more than one year**

|                           | 2023     | 2022           |
|---------------------------|----------|----------------|
|                           | £        | £              |
| Bank loans and overdrafts | -        | 141,294        |
|                           | <u>-</u> | <u>141,294</u> |

**10 Operating lease commitments**

**Lessee**

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

|  | 2023          | 2022          |
|--|---------------|---------------|
|  | £             | £             |
|  | <u>29,000</u> | <u>26,500</u> |

**11 Related party transactions**

**Transactions with related parties**

During the year the company entered into the following transactions with related parties:

**Other information**

During the year the company rented office premises from the directors' pension scheme. The charge during the year was £27,125.

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