

**REGISTERED NUMBER: 06706816 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 31 December 2017**

**for**

**Mustard Market Research Ltd**

**Contents of the Financial Statements  
for the Year Ended 31 December 2017**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Balance Sheet</b>	<b>2</b>
<b>Notes to the Financial Statements</b>	<b>3</b>

**Mustard Market Research Ltd**  
**Company Information**  
**for the Year Ended 31 December 2017**

**DIRECTORS:**

C Auton  
I Font  
R Walker  
Mrs S L Font  
Mrs K N Monaghan

**REGISTERED OFFICE:**

3rd Floor  
56 Princess Street  
Manchester  
M1 6HS

**REGISTERED NUMBER:**

06706816 (England and Wales)

**ACCOUNTANTS:**

Consilium Accountants and Advisers Limited  
Unit 4  
Building 301 World Freight Terminal  
Manchester Airport  
Manchester  
M90 5UX

**Balance Sheet**  
**31 December 2017**

	Notes	31.12.17 £	£	31.12.16 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		5,741		13,207
<b>CURRENT ASSETS</b>					
Debtors	5	900,388		805,333	
Cash at bank and in hand		<u>233,892</u>		<u>209,024</u>	
		1,134,280		1,014,357	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>492,200</u>		<u>444,672</u>	
<b>NET CURRENT ASSETS</b>			<u>642,080</u>		<u>569,685</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			647,821		582,892
<b>PROVISIONS FOR LIABILITIES</b>			<u>513</u>		<u>1,900</u>
<b>NET ASSETS</b>			<u>647,308</u>		<u>580,992</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			17,407		17,407
Share premium			122,587		122,587
Retained earnings			<u>507,314</u>		<u>440,998</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>647,308</u>		<u>580,992</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 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 financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 27 September 2018 and were signed on its behalf by:

I Font - Director

C Auton - Director

**Notes to the Financial Statements  
for the Year Ended 31 December 2017**

**1. STATUTORY INFORMATION**

Mustard Market Research Ltd 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 the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" 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.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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 balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet 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.

**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 20 (2016 - 18).

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2017

4. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 January 2017	77,250
Additions	<u>1,254</u>
At 31 December 2017	<u>78,504</u>
<b>DEPRECIATION</b>	
At 1 January 2017	64,043
Charge for year	<u>8,720</u>
At 31 December 2017	<u>72,763</u>
<b>NET BOOK VALUE</b>	
At 31 December 2017	<u>5,741</u>
At 31 December 2016	<u>13,207</u>

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.17 £	31.12.16 £
Trade debtors	421,713	339,631
Amounts owed by group undertakings	267,953	267,953
Amounts recoverable on contract	30,356	18,084
Other debtors	<u>180,366</u>	<u>179,665</u>
	<u>900,388</u>	<u>805,333</u>

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.17 £	31.12.16 £
Bank loans and overdrafts	-	6,072
Trade creditors	154,012	138,988
Taxation and social security	120,407	128,220
Other creditors	<u>217,781</u>	<u>171,392</u>
	<u>492,200</u>	<u>444,672</u>

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.