

ATTICMEDIA LIMITED
Financial Statements
for the Year Ended 31 December 2020

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for the year ended 31 December 2020**

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ATTICMEDIA LIMITED

**Company Information
for the year ended 31 December 2020**

Directors:

M G Weber
C F Draper
M S Perry
J Preiser

Registered office:

New Derwent House
69-73 Theobalds Road
London
WC1X 8TA

Registered number:

07323829 (England and Wales)

Accountants:

Haines Watts
New Derwent House
69-73 Theobalds Road
London
WC1X 8TA

Balance Sheet
31 December 2020

	Notes	£	2020 £	£	2019 £
Fixed assets					
Intangible assets	4		-		-
Tangible assets	5		<u>2,689</u>		<u>4,045</u>
			2,689		4,045
Current assets					
Debtors	6	62,247		42,900	
Creditors					
Amounts falling due within one year	7	<u>193,473</u>	<u>(131,226)</u>	<u>153,852</u>	<u>(110,952)</u>
Net current liabilities			<u>(128,537)</u>		<u>(106,907)</u>
Total assets less current liabilities					
Creditors					
Amounts falling due after more than one year	8		<u>43,333</u>		<u>-</u>
Net liabilities			<u>(171,870)</u>		<u>(106,907)</u>
Capital and reserves					
Called up share capital			400		400
Share premium			4,000		4,000
Capital redemption reserve			105,600		105,600
Retained earnings			<u>(281,870)</u>		<u>(216,907)</u>
Shareholders' funds			<u>(171,870)</u>		<u>(106,907)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2020 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
- (b) 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.

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

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 and authorised for issue on 13 September 2021 and were signed on its behalf by:

C F Draper - Director

**Notes to the Financial Statements
for the year ended 31 December 2020**

1. Statutory information

Atticmedia Limited 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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going Concern

The financial statements have been prepared on a going concern basis. The Directors have reviewed and considered relevant information, including the annual budget and future cash flows in making their assessment. In particular, in response to the COVID-19 pandemic, the Directors have tested their cash flow analysis to take into account the impact on their business of possible scenarios brought on by the impact of COVID-19, alongside the measures that they can take to mitigate the impact. Based on these assessments, given the measures that could be undertaken to mitigate the current adverse conditions, and the current resources available, the Directors have concluded that they can continue to adopt the going concern basis in preparing the annual report and accounts.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Fixtures and fittings - 50% on cost

Government grants

Government grants are recognised in accordance with the accruals model. The company received government grants in relation to the Coronavirus Job Retention Scheme relating to the year which is included in other operating income.

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 9 (2019 - 9) .

Notes to the Financial Statements - continued
for the year ended 31 December 2020

4.	Intangible fixed assets	Goodwill £	
	Cost		
	At 1 January 2020		
	and 31 December 2020		10,000
	Amortisation		
	At 1 January 2020		
	and 31 December 2020		10,000
	Net book value		
	At 31 December 2020		-
	At 31 December 2019		-
5.	Tangible fixed assets	Fixtures and fittings £	
	Cost		
	At 1 January 2020		10,974
	Additions		514
	At 31 December 2020		11,488
	Depreciation		
	At 1 January 2020		6,929
	Charge for year		1,870
	At 31 December 2020		8,799
	Net book value		
	At 31 December 2020		2,689
	At 31 December 2019		4,045
6.	Debtors: amounts falling due within one year	2020	2019
		£	£
	Trade debtors	58,742	39,600
	Other debtors	3,300	3,300
	Prepayments	205	-
		<u>62,247</u>	<u>42,900</u>
7.	Creditors: amounts falling due within one year	2020	2019
		£	£
	Bank loans and overdrafts	106,170	92,038
	Trade creditors	8,494	3,731
	Social security and other taxes	27,096	33,619
	VAT	38,189	21,673
	Other creditors	11,314	881
	Accrued expenses	2,210	1,910
		<u>193,473</u>	<u>153,852</u>

Notes to the Financial Statements - continued
for the year ended 31 December 2020

8.	Creditors: amounts falling due after more than one year	2020	2019
		£	£
	Bank loans - 1-2 years	10,000	-
	Bank loans - 2-5 years	33,333	-
		<u>43,333</u>	<u>-</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.