

Report of the Director and  
Unaudited Consolidated Financial Statements for the Year Ended 31 December 2021  
for  
Hunterlodge Group Limited

Lee Accounting Services 2018 Limited  
Trading as Lee & Co  
26 High Street  
Rickmansworth  
Hertfordshire  
WD3 1ER

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for the Year Ended 31 December 2021

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Hunterlodge Group Limited

Company Information  
for the Year Ended 31 December 2021

**DIRECTOR:**

R E J Hunter

**REGISTERED OFFICE:**

171 High Street  
Rickmansworth  
Hertfordshire  
WD3 1AY

**REGISTERED NUMBER:**

07534447 (England and Wales)

**ACCOUNTANTS:**

Lee Accounting Services 2018 Limited  
Trading as Lee & Co  
26 High Street  
Rickmansworth  
Hertfordshire  
WD3 1ER

Report of the Director  
for the Year Ended 31 December 2021

The director presents his report with the financial statements of the company and the group for the year ended 31 December 2021.

**PRINCIPAL ACTIVITY**

The principal activity of the group in the year under review was that of a holding company for the advertising, media and strategic consultancy businesses of the group. The group provides its clients with the following services: advertising, creative, media buying / planning, digital services (including all social channels), strategic consultancy, CRM and all related marketing technologies. These activities are carried on through the Company's main subsidiaries namely Hunterlodge Advertising Limited and Hunterlodge Media Limited.

**DIRECTOR**

R E J Hunter held office during the whole of the period from 1 January 2021 to the date of this report.

At the balance sheet date, Augustoceancoral Investments Limited owns 100% of the issued share capital of Hunterlodge Group Limited. The director Mr R E J Hunter controls Augustoceancoral Investments Limited. His shareholding is disclosed in the financial statements of that company.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

**ON BEHALF OF THE BOARD:**

R E J Hunter - Director

9 May 2022

Consolidated Income Statement  
for the Year Ended 31 December 2021

	Notes	31.12.21 £	£	31.12.20 £	£
<b>TURNOVER</b>			<b>7,845,170</b>		7,326,141
Cost of sales			<b>4,856,491</b>		<b>4,382,260</b>
<b>GROSS PROFIT</b>			<b>2,988,679</b>		2,943,881
Distribution costs		<b>156,136</b>		132,657	
Administrative expenses		<b>2,032,570</b>		<b>2,167,687</b>	
			<b>2,188,706</b>		2,300,344
			<b>799,973</b>		643,537
Other operating income			-		119,266
<b>OPERATING PROFIT</b>	4		<b>799,973</b>		762,803
Interest receivable and similar income			-		560
<b>PROFIT BEFORE TAXATION</b>			<b>799,973</b>		763,363
Tax on profit			<b>153,976</b>		147,626
<b>PROFIT FOR THE FINANCIAL YEAR</b>			<b>645,997</b>		<b>615,737</b>
Profit attributable to: Owners of the parent			<b>645,997</b>		<b>615,737</b>

The notes form part of these financial statements

**Consolidated Balance Sheet**  
**31 December 2021**

	Notes	31.12.21 £	£	31.12.20 £	£
<b>FIXED ASSETS</b>					
Tangible assets	6		<b>56,667</b>		75,866
Investments	7		-		-
			<b>56,667</b>		75,866
<b>CURRENT ASSETS</b>					
Stocks		<b>5,258</b>		-	
Debtors	8	<b>1,317,610</b>		1,133,907	
Cash at bank		<b>626,466</b>		893,319	
		<b>1,949,334</b>		2,027,226	
<b>CREDITORS</b>					
Amounts falling due within one year	9	<b>1,613,096</b>		1,626,510	
<b>NET CURRENT ASSETS</b>			<b>336,238</b>		400,716
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>392,905</b>		476,582
<b>PROVISIONS FOR LIABILITIES</b>			<b>9,975</b>		9,649
<b>NET ASSETS</b>			<b>382,930</b>		466,933
<b>CAPITAL AND RESERVES</b>					
Called up share capital	10		<b>103</b>		103
Retained earnings			<b>382,827</b>		466,830
<b>SHAREHOLDERS' FUNDS</b>			<b>382,930</b>		466,933

The company and the group are entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company and the group to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- ensuring that the group 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 and the group as at the end of each financial year and of the group's 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 and the group.

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

The financial statements were approved by the director and authorised for issue on 9 May 2022 and were signed by:

R E J Hunter - Director

Company Balance Sheet  
31 December 2021

	Notes	31.12.21 £	£	31.12.20 £	£
<b>FIXED ASSETS</b>					
Tangible assets	6		-		-
Investments	7		<u>102</u>		<u>102</u>
			<b>102</b>		<b>102</b>
<b>CURRENT ASSETS</b>					
Debtors	8	<b>568,663</b>		240,049	
<b>CREDITORS</b>					
Amounts falling due within one year	9	<u>568,662</u>		<u>240,048</u>	
<b>NET CURRENT ASSETS</b>			<u>1</u>		<u>1</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>103</u>		<u>103</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	10		<u>103</u>		<u>103</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>103</u>		<u>103</u>
Company's profit for the financial year			<u><b>730,000</b></u>		<u><b>615,000</b></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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 in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the director and authorised for issue on 9 May 2022 and were signed by:

R E J Hunter - Director

Consolidated Statement of Changes in Equity  
for the Year Ended 31 December 2021

	Called up share capital £	Retained earnings £	Total equity £
<b>Balance at 1 January 2020</b>	103	466,093	466,196
<b>Changes in equity</b>			
Dividends	-	(615,000)	(615,000)
Total comprehensive income	-	615,737	615,737
<b>Balance at 31 December 2020</b>	103	466,830	466,933
<b>Changes in equity</b>			
Dividends	-	(730,000)	(730,000)
Total comprehensive income	-	645,997	645,997
<b>Balance at 31 December 2021</b>	103	382,827	382,930

Company Statement of Changes in Equity  
for the Year Ended 31 December 2021

	Called up share capital £	Retained earnings £	Total equity £
<b>Balance at 1 January 2020</b>	103	-	103
<b>Changes in equity</b>			
Dividends	-	(615,000)	(615,000)
Total comprehensive income	-	615,000	615,000
<b>Balance at 31 December 2020</b>	<u>103</u>	<u>-</u>	<u>103</u>
<b>Changes in equity</b>			
Dividends	-	(730,000)	(730,000)
Total comprehensive income	-	730,000	730,000
<b>Balance at 31 December 2021</b>	<u>103</u>	<u>-</u>	<u>103</u>

Notes to the Consolidated Financial Statements  
for the Year Ended 31 December 2021

1. **STATUTORY INFORMATION**

Hunterlodge Group 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 General 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.

**Basis of consolidation**

The group financial statements consolidate the financial statements of Hunterlodge Holdings Limited and all its subsidiary undertakings drawn up to 31 December each year.

**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.

Plant and machinery etc - 25% on reducing balance and 20% on reducing balance

**Stocks**

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

**Financial instruments**

**Debtors**

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

**Creditors**

Short term trade creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

Notes to the Consolidated Financial Statements - continued  
for the Year Ended 31 December 2021

2. **ACCOUNTING POLICIES - continued**

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Consolidated 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 group operates a defined contribution pension scheme. Contributions payable to the group'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 NIL (2020 - NIL).

The average number of employees by undertakings that were proportionately consolidated during the year was 34 (2020 - 34 ) .

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	31.12.21	31.12.20
	£	£
Depreciation - owned assets	<u>19,199</u>	<u>25,311</u>

5. **INDIVIDUAL INCOME STATEMENT**

As permitted by Section 408 of the Companies Act 2006, the Income Statement of the parent company is not presented as part of these financial statements.

Notes to the Consolidated Financial Statements - continued  
for the Year Ended 31 December 2021

6. **TANGIBLE FIXED ASSETS**

**Group**

**Plant and  
machinery  
etc  
£**

**COST**

At 1 January 2021  
and 31 December 2021

**642,720**

**DEPRECIATION**

At 1 January 2021  
Charge for year  
At 31 December 2021

**566,854**

**19,199**

**586,053**

**NET BOOK VALUE**

At 31 December 2021  
At 31 December 2020

**56,667**

**75,866**

7. **FIXED ASSET INVESTMENTS**

**Company**

**Shares in  
group  
undertakings  
£**

**COST**

At 1 January 2021  
and 31 December 2021

**102**

**NET BOOK VALUE**

At 31 December 2021  
At 31 December 2020

**102**

**102**

Shares in group undertakings comprises 100% of the issued share capital in Hunterlodge Advertising Limited, Hunterlodge Media Limited and Red Line Consulting Limited.

Notes to the Consolidated Financial Statements - continued  
for the Year Ended 31 December 2021

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

	<b>Group</b>		<b>Company</b>	
	<b>31.12.21</b>	31.12.20	<b>31.12.21</b>	31.12.20
	<b>£</b>	£	<b>£</b>	£
Trade debtors	<b>683,591</b>	936,059	-	-
Amounts owed by group undertakings	<b>568,662</b>	143,499	<b>568,662</b>	240,048
Other debtors	<b>65,357</b>	54,349	<b>1</b>	1
	<b><u>1,317,610</u></b>	<u>1,133,907</u>	<b><u>568,663</u></b>	<u>240,049</u>

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

	<b>Group</b>		<b>Company</b>	
	<b>31.12.21</b>	31.12.20	<b>31.12.21</b>	31.12.20
	<b>£</b>	£	<b>£</b>	£
Bank loans and overdrafts	<b>8,335</b>	-	-	-
Trade creditors	<b>811,395</b>	761,098	-	-
Amounts owed to group undertakings	-	-	<b>568,662</b>	240,048
Taxation and social security	<b>249,343</b>	314,930	-	-
Other creditors	<b>544,023</b>	550,482	-	-
	<b><u>1,613,096</u></b>	<u>1,626,510</u>	<b><u>568,662</u></b>	<u>240,048</u>

10. **CALLED UP SHARE CAPITAL**

Allotted and issued:				
Number:	Class:	Nominal value:	<b>31.12.21</b>	31.12.20
			<b>£</b>	£
103	Ordinary	£1	<b><u>103</u></b>	<u>103</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.