

HIGHJAM MARKETING LIMITED

**Company Registration Number:
09053170 (England and Wales)**

Unaudited statutory accounts for the year ended 28 February 2021

Period of accounts

Start date: 01 March 2020

End date: 28 February 2021

HIGHJAM MARKETING LIMITED

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HIGHJAM MARKETING LIMITED

Company Information

for the Period Ended 28 February 2021

Director:

Ms K Roche

Ms L Walton

Registered office:

5-7

Tanner Street

London

England

SE1 3LE

Company Registration Number:

09053170 (England and Wales)

HIGHJAM MARKETING LIMITED

Directors' Report Period Ended 28 February 2021

The directors present their report with the financial statements of the company for the period ended 28 February 2021

Additional information

Most of the company's turnover prior to the lockdown was derived from face-to-face marketing activities, sampling campaigns and events. When the lockdown was announced in March 2020 the majority of campaigns were cancelled immediately and turnover reduced accordingly. As the year progressed, the directors took several actions to mitigate this large reduction in turnover. - Reduced overheads and outgoings as much as possible. Cancelled the company lease with immediate effect (April 2020) saving over £50k of overheads. - Immediately placed most staff on government-backed furlough. When the furlough was set to be stopped, the directors then took the difficult decision to reduce the team size via redundancy consultation. - Looked for new revenue streams from existing clients. Where possible clients' marketing campaigns were taken online. By utilising the broad skill set of the existing team we were able to diversify into content delivery, social media management, digital marketing and design. - Taken a government-backed loan to support the business through the reduction in turnover. At the date of signing this report the directors are pleased to confirm that, despite a difficult year to 29 February 2021, an uptake in both new and existing business has now taken place. It is expected the year ending 28 February 2022 will see a significant increase in turnover and it is anticipated that the business will show a profit.

Directors

The directors shown below have held office during the whole of the period from 01 March 2020 to 28 February 2021

Ms K Roche

Ms L Walton

This report was approved by the board of directors on 15 November 2021

And Signed On Behalf Of The Board By:

Name: Ms L Walton

Status: Director

HIGHJAM MARKETING LIMITED

Balance sheet

As at 28 February 2021

	<i>Notes</i>	<i>2021</i> £	<i>2020</i> £
Fixed assets			
Tangible assets:	4	1,489	4,858
Total fixed assets:		<u>1,489</u>	<u>4,858</u>
Current assets			
Debtors:	5	24,218	51,939
Cash at bank and in hand:		117,412	107,497
Total current assets:		<u>141,630</u>	<u>159,436</u>
Creditors: amounts falling due within one year:	6	(127,777)	(159,149)
Net current assets (liabilities):		<u>13,853</u>	<u>287</u>
Total assets less current liabilities:		15,342	5,145
Creditors: amounts falling due after more than one year:	7	(68,700)	(22,500)
Total net assets (liabilities):		<u>(53,358)</u>	<u>(17,355)</u>

The notes form part of these financial statements

HIGHJAM MARKETING LIMITED

Balance sheet continued

As at 28 February 2021

	<i>Notes</i>	<i>2021</i> £	<i>2020</i> £
Capital and reserves			
Called up share capital:		200	200
Profit and loss account:		(53,558)	(17,555)
Shareholders funds:		(53,358)	(17,355)

For the year ending 28 February 2021 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

This report was approved by the board of directors on 15 November 2021

And Signed On Behalf Of The Board By:

Name: Ms L Walton

Status: Director

The notes form part of these financial statements

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

1. Accounting policies

Basis of measurement and preparation

These financial statements have been prepared in accordance with the provisions of Section 1A (Small Entities) of Financial Reporting Standard 102

Turnover policy

The turnover shown in the profit and loss account represents revenue earned during the period, exclusive of VAT.

Tangible fixed assets depreciation policy

Depreciation is provided, after taking account of any grants receivable, at the following rates in order to write off each asset over its estimated useful life.

Office Equipment - 25% on cost

Other accounting policies

Government grants are recognised when there is reasonable assurance that the entity will comply with the conditions attaching to the grant and the grant will be received.

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

2. Employees

	<i>2021</i>	<i>2020</i>
Average number of employees during the period	38	74

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

3. Off balance sheet disclosure

No

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

4. Tangible assets

	Office equipment		Total
Cost	£	£	
At 01 March 2020	13,881		13,881
Additions	-		-
Disposals	(5,646)		(5,646)
Revaluations	-		-
Transfers	-		-
At 28 February 2021	8,235		8,235
Depreciation			
At 01 March 2020	9,023		9,023
Charge for year	1,937		1,937
On disposals	(4,214)		(4,214)
Other adjustments	-		-
At 28 February 2021	6,746		6,746
Net book value			
At 28 February 2021	1,489		1,489
At 29 February 2020	4,858		4,858

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Notes to the Financial Statements

for the Period Ended 28 February 2021

5. Debtors

	<i>2021</i>	<i>2020</i>
	<i>£</i>	<i>£</i>
Trade debtors	1,881	34,175
Prepayments and accrued income		5,200
Other debtors	22,337	12,564
Total	<u>24,218</u>	<u>51,939</u>

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

6.Creditors: amounts falling due within one year note

	<i>2021</i>	<i>2020</i>
	£	£
Bank loans and overdrafts	4,939	7,756
Trade creditors	19,766	19,992
Taxation and social security	98,063	67,849
Accruals and deferred income	3,566	5,771
Other creditors	1,443	57,781
Total	127,777	159,149

On 19th May 2020 the company obtained a £50,000 loan on the Government Bounce Back Scheme. An amount of £3,800 relating to this loan is included in the total £4,939 above. The loan is repayable over 10 years and no interest or repayments were due within the first 12 months. Interest will be charged at 2.5% for years 2-10. This loan is secured by the government on the banks behalf.

HIGHJAM MARKETING LIMITED

Notes to the Financial Statements

for the Period Ended 28 February 2021

7.Creditors: amounts falling due after more than one year

	<i>2021</i>	<i>2020</i>
	<i>£</i>	<i>£</i>
Bank loans and overdrafts	46,200	
Other creditors	22,500	22,500
Total	68,700	22,500

On 19th May 2020 the company obtained a £50,000 loan on the Government Bounce Back Scheme. The amount of £46,200 above relates to this loan. The loan is repayable over 10 years and no interest or repayments were due within the first 12 months. Interest will be charged at 2.5% for years 2-10. This loan is secured by the government on the banks behalf.

Other creditors comprises unsecured loans from the directors. On 24th February 2020 the directors committed to not have these amounts repaid unless the company is in a position to be able to do so without adversely affecting the company's cashflow or going concern status.

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.