

REGISTERED NUMBER: 09726999 (England and Wales)

ABBREVIATED ACCOUNTS
FOR THE PERIOD 11 AUGUST 2015 TO 31 JULY 2016
FOR
MEDIA PR LIMITED

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FOR THE PERIOD 11 AUGUST 2015 TO 31 JULY 2016**

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MEDIA PR LIMITED
COMPANY INFORMATION
FOR THE PERIOD 11 AUGUST 2015 TO 31 JULY 2016

DIRECTORS:	K J H Elsby I E B Elsby
REGISTERED OFFICE:	71-75 Shelton Street Covent Garden London WC2H 9J
REGISTERED NUMBER:	09726999 (England and Wales)
ACCOUNTANTS:	Lloyd Dowson Limited Medina House 2 Station Avenue Bridlington East Yorkshire YO16 4LZ

**ABBREVIATED BALANCE SHEET
31 JULY 2016**

	Notes	£	£
FIXED ASSETS			
Intangible assets	2		45,000
Tangible assets	3		<u>2,931</u>
			47,931
CURRENT ASSETS			
Debtors		16,880	
Cash at bank		<u>2,489</u>	
		19,369	
CREDITORS			
Amounts falling due within one year		<u>66,183</u>	
NET CURRENT LIABILITIES			<u>(46,814)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			1,117
PROVISIONS FOR LIABILITIES			<u>586</u>
NET ASSETS			<u><u>531</u></u>
CAPITAL AND RESERVES			
Called up share capital	4		20
Profit and loss account			<u>511</u>
SHAREHOLDERS' FUNDS			<u><u>531</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 July 2016.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 July 2016 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)

MEDIA PR LIMITED (REGISTERED NUMBER: 09726999)

ABBREVIATED BALANCE SHEET - continued
31 JULY 2016

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

The financial statements were approved by the Board of Directors on 16 January 2017 and were signed on its behalf by:

K J H Elsby - Director

I E B Elsby - Director

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE PERIOD 11 AUGUST 2015 TO 31 JULY 2016

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2015, is being amortised evenly over its estimated useful life of ten years.

Tangible fixed assets

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

Office equipment - 25% on reducing balance

Deferred tax

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

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
Additions	<u>50,000</u>
At 31 July 2016	<u>50,000</u>
AMORTISATION	
Amortisation for period	<u>5,000</u>
At 31 July 2016	<u>5,000</u>
NET BOOK VALUE	
At 31 July 2016	<u>45,000</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE PERIOD 11 AUGUST 2015 TO 31 JULY 2016

3. TANGIBLE FIXED ASSETS

	Total £
COST	
Additions	<u>3,908</u>
At 31 July 2016	<u>3,908</u>
DEPRECIATION	
Charge for period	<u>977</u>
At 31 July 2016	<u>977</u>
NET BOOK VALUE	
At 31 July 2016	<u><u>2,931</u></u>

4. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			
Number:	Class:	Nominal value:	£
20	Ordinary	£1	<u><u>20</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.