

REGISTERED NUMBER: 09726999 (England and Wales)

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2017
FOR
MEDIA PR LIMITED**

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FOR THE YEAR ENDED 31 JULY 2017**

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MEDIA PR LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2017

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

**BALANCE SHEET
31 JULY 2017**

	Notes	31.7.17 £	£	31.7.16 £	£
FIXED ASSETS					
Intangible assets	4		40,000		45,000
Tangible assets	5		11,127		2,931
			51,127		47,931
CURRENT ASSETS					
Debtors	6	26,638		16,880	
Cash at bank		9,583		2,489	
		36,221		19,369	
CREDITORS					
Amounts falling due within one year	7	65,349		66,183	
NET CURRENT LIABILITIES			(29,128)		(46,814)
TOTAL ASSETS LESS CURRENT LIABILITIES			21,999		1,117
PROVISIONS FOR LIABILITIES			2,225		586
NET ASSETS			19,774		531
CAPITAL AND RESERVES					
Called up share capital	8		20		20
Retained earnings			19,754		511
SHAREHOLDERS' FUNDS			19,774		531

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

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

MEDIA PR LIMITED (REGISTERED NUMBER: 09726999)

BALANCE SHEET - continued
31 JULY 2017

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 14 November 2017 and were signed on its behalf by:

K J H Elsby - Director

I E B Elsby - Director

The notes form part of these financial statements

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2017**

1. STATUTORY INFORMATION

Media PR 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 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.

The company has adopted FRS 102 1A for small entities in these financial statements however, due to the nature of the company's trade, assets and liabilities, there are no transitional adjustments.

Turnover

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

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.

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 each asset over its estimated useful life.

Fixtures and fittings	- 15% on reducing balance
Office equipment	- 25% on reducing balance

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.

Hire purchase and leasing commitments

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

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JULY 2017

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 5 (2016 - 3) .

4. INTANGIBLE FIXED ASSETS

Goodwill
£

COST

At 1 August 2016
and 31 July 2017

50,000

AMORTISATION

At 1 August 2016

5,000

Charge for year

5,000

At 31 July 2017

10,000

NET BOOK VALUE

At 31 July 2017

40,000

At 31 July 2016

45,000

5. TANGIBLE FIXED ASSETS

Plant and
machinery
etc
£

COST

At 1 August 2016

3,908

Additions

11,391

At 31 July 2017

15,299

DEPRECIATION

At 1 August 2016

977

Charge for year

3,195

At 31 July 2017

4,172

NET BOOK VALUE

At 31 July 2017

11,127

At 31 July 2016

2,931

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

31.7.17

31.7.16

£

£

Trade debtors

21,873

11,851

Other debtors

4,765

5,029

26,638

16,880

MEDIA PR LIMITED (REGISTERED NUMBER: 09726999)

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JULY 2017**

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.7.17	31.7.16
	£	£
Trade creditors	4,853	8,338
Taxation and social security	14,937	1,278
Other creditors	45,559	56,567
	<u>65,349</u>	<u>66,183</u>

8. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	31.7.17	31.7.16
			£	£
20	Ordinary	£1	<u>20</u>	<u>20</u>

9. ULTIMATE CONTROLLING PARTY

The company is under the control of its directors, K J H Elsby and I E B Elsby.

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.