

**REGISTERED NUMBER: 09726999 (England and Wales)**

**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 JULY 2019**  
**FOR**  
**MEDIA PR LIMITED**

**CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JULY 2019**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Balance Sheet</b>	<b>2</b>
<b>Notes to the Financial Statements</b>	<b>4</b>

**MEDIA PR LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 JULY 2019**

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

**BALANCE SHEET  
31 JULY 2019**

	Notes	31.7.19 £	£	31.7.18 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		30,000		35,000
Tangible assets	5		<u>9,520</u>		<u>9,871</u>
			<b>39,520</b>		<b>44,871</b>
<b>CURRENT ASSETS</b>					
Debtors	6	23,082		37,761	
Cash at bank		<u>2,419</u>		<u>12,575</u>	
		<b>25,501</b>		<b>50,336</b>	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<u>23,374</u>		<u>70,944</u>	
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>2,127</u>		<u>(20,608)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>41,647</b>		<b>24,263</b>
<b>PROVISIONS FOR LIABILITIES</b>			<u>1,618</u>		<u>1,875</u>
<b>NET ASSETS</b>			<u><b>40,029</b></u>		<u><b>22,388</b></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		20		20
Retained earnings			<u>40,009</u>		<u>22,368</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><b>40,029</b></u>		<u><b>22,388</b></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2019 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)

**BALANCE SHEET - continued**  
**31 JULY 2019**

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 Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the Board of Directors on 8 November 2019 and were signed on its behalf by:

K J H Elsby - Director

I E B Elsby - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JULY 2019**

**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 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.

**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 Statement of Income and Retained Earnings, 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 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.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 JULY 2019

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 4 (2018 - 5) .

4. INTANGIBLE FIXED ASSETS

Goodwill  
£

**COST**

At 1 August 2018  
and 31 July 2019

50,000

**AMORTISATION**

At 1 August 2018

15,000

Charge for year

5,000

At 31 July 2019

20,000

**NET BOOK VALUE**

At 31 July 2019

30,000

At 31 July 2018

35,000

5. TANGIBLE FIXED ASSETS

Plant and  
machinery  
etc  
£

**COST**

At 1 August 2018

16,897

Additions

2,451

At 31 July 2019

19,348

**DEPRECIATION**

At 1 August 2018

7,026

Charge for year

2,802

At 31 July 2019

9,828

**NET BOOK VALUE**

At 31 July 2019

9,520

At 31 July 2018

9,871

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

31.7.19

31.7.18

£

£

Trade debtors

15,399

32,293

Other debtors

7,683

5,468

23,082

37,761

**MEDIA PR LIMITED (REGISTERED NUMBER: 09726999)**

**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 JULY 2019**

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

	<b>31.7.19</b>	31.7.18
	£	£
Trade creditors	<b>13,572</b>	13,793
Taxation and social security	<b>7,569</b>	24,729
Other creditors	<b>2,233</b>	32,422
	<b><u>23,374</u></b>	<u>70,944</u>

**8. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:					
Number:	Class:	Nominal value:	<b>31.7.19</b>	31.7.18	
			£	£	
20	Ordinary	£1	<b><u>20</u></b>	<u>20</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.