

REGISTERED NUMBER: 09726999 (England and Wales)

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2020
FOR
MEDIA PR LIMITED**

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FOR THE YEAR ENDED 31 JULY 2020**

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MEDIA PR LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JULY 2020

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 2020**

	Notes	31.7.20 £	£	31.7.19 £	£
FIXED ASSETS					
Intangible assets	4		25,000		30,000
Tangible assets	5		<u>8,625</u>		<u>9,520</u>
			33,625		39,520
CURRENT ASSETS					
Debtors	6	22,924		23,082	
Cash at bank		<u>46,680</u>		<u>2,419</u>	
		69,604		25,501	
CREDITORS					
Amounts falling due within one year	7	<u>24,310</u>		<u>23,374</u>	
NET CURRENT ASSETS			<u>45,294</u>		<u>2,127</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			78,919		41,647
PROVISIONS FOR LIABILITIES			<u>1,639</u>		<u>1,618</u>
NET ASSETS			<u><u>77,280</u></u>		<u><u>40,029</u></u>
CAPITAL AND RESERVES					
Called up share capital	8		20		20
Retained earnings			<u>77,260</u>		<u>40,009</u>
SHAREHOLDERS' FUNDS			<u><u>77,280</u></u>		<u><u>40,029</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2020 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
- (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.

BALANCE SHEET - continued
31 JULY 2020

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 and authorised for issue on 6 November 2020 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 2020**

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 2020

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 3 (2019 - 4) .

4. INTANGIBLE FIXED ASSETS

Goodwill
£

COST

At 1 August 2019
and 31 July 2020

50,000

AMORTISATION

At 1 August 2019

20,000

Charge for year

5,000

At 31 July 2020

25,000

NET BOOK VALUE

At 31 July 2020

25,000

At 31 July 2019

30,000

5. TANGIBLE FIXED ASSETS

Plant and
machinery
etc
£

COST

At 1 August 2019

19,348

Additions

1,665

At 31 July 2020

21,013

DEPRECIATION

At 1 August 2019

9,828

Charge for year

2,560

At 31 July 2020

12,388

NET BOOK VALUE

At 31 July 2020

8,625

At 31 July 2019

9,520

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

31.7.20

31.7.19

£

£

Trade debtors

19,648

15,399

Other debtors

3,276

7,683

22,924

23,082

MEDIA PR LIMITED (REGISTERED NUMBER: 09726999)

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JULY 2020**

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.7.20	31.7.19
	£	£
Trade creditors	991	13,572
Taxation and social security	21,292	7,569
Other creditors	2,027	2,233
	<u>24,310</u>	<u>23,374</u>

8. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:			
Number:	Class:	Nominal value:	31.7.20
			£
20	Ordinary	£1	<u>20</u>
			<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.