

**Unaudited Financial Statements for the Year Ended 31 July 2021**

**for**

**Media PR Ltd**

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for the Year Ended 31 July 2021

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Media PR Ltd  
Company Information  
for the Year Ended 31 July 2021

**Directors:**

Mr K Elsby  
Mrs I Elsby

**Registered office:**

71-75 Shelton Street  
Covent Garden  
London  
WC2H 9JQ

**Registered number:**

09726999 (England and Wales)

**Accountants:**

Ulliyott Limited  
6 George Street  
Driffield  
East Yorkshire  
YO25 6RA

Media PR Ltd (Registered number: 09726999)

Balance Sheet  
31 July 2021

|  | Notes | 2021<br>£      | £               | 2020<br>£ | £       |
|--|-------|----------------|-----------------|-----------|---------|
| <b>FIXED ASSETS</b>                          |       |                |                 |           |         |
| Intangible assets                            | 4     |                | <b>20,000</b>   |           | 25,000  |
| Tangible assets                              | 5     |                | <b>4,338</b>    |           | 8,625   |
|  |       |                | <b>24,338</b>   |           | 33,625  |
| <b>CURRENT ASSETS</b>                        |       |                |                 |           |         |
| Debtors                                      | 6     | <b>16,872</b>  |                 | 22,924    |         |
| Cash at bank                                 |       | <b>86,339</b>  |                 | 46,680    |         |
|  |       | <b>103,211</b> |                 | 69,604    |         |
| <b>CREDITORS</b>                             |       |                |                 |           |         |
| Amounts falling due within one year          | 7     | <b>31,424</b>  |                 | 24,310    |         |
| <b>NET CURRENT ASSETS</b>                    |       |                | <b>71,787</b>   |           | 45,294  |
| <b>TOTAL ASSETS LESS CURRENT LIABILITIES</b> |       |                | <b>96,125</b>   |           | 78,919  |
| <b>CREDITORS</b>                             |       |                |                 |           |         |
| Amounts falling due after more than one year | 8     |                | <b>(41,667)</b> |           | -       |
| <b>PROVISIONS FOR LIABILITIES</b>            |       |                | <b>(1,339)</b>  |           | (1,639) |
| <b>NET ASSETS</b>                            |       |                | <b>53,119</b>   |           | 77,280  |

The notes form part of these financial statements

Balance Sheet - continued  
31 July 2021

|                             | Notes | 2021<br>£ | £                    | 2020<br>£ | £                    |
|-----------------------------|-------|-----------|----------------------|-----------|----------------------|
| <b>CAPITAL AND RESERVES</b> |       |           |                      |           |                      |
| Called up share capital     | 9     |           | 20                   |           | 20                   |
| Retained earnings           |       |           | <u>53,099</u>        |           | <u>77,260</u>        |
| <b>SHAREHOLDERS' FUNDS</b>  |       |           | <u><b>53,119</b></u> |           | <u><b>77,280</b></u> |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2021 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.

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 9 September 2021 and were signed on its behalf by:

Mrs I Elsby - Director

Notes to the Financial Statements  
for the Year Ended 31 July 2021

**1. STATUTORY INFORMATION**

Media PR Ltd 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 | - 25% on reducing balance |
| Office equipment      | - 33% 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.

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2021

2. **ACCOUNTING POLICIES - continued**

**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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 (2020 - 3 ).

4. **INTANGIBLE FIXED ASSETS**

|                       | <b>Goodwill</b> |
|-----------------------|-----------------|
|                       | <b>£</b>        |
| <b>COST</b>           |                 |
| At 1 August 2020      |                 |
| and 31 July 2021      | <u>50,000</u>   |
| <b>AMORTISATION</b>   |                 |
| At 1 August 2020      | 25,000          |
| Charge for year       | <u>5,000</u>    |
| At 31 July 2021       | <u>30,000</u>   |
| <b>NET BOOK VALUE</b> |                 |
| At 31 July 2021       | <u>20,000</u>   |
| At 31 July 2020       | <u>25,000</u>   |

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2021

5. TANGIBLE FIXED ASSETS

|                        | Fixtures<br>and<br>fittings<br>£ | Office<br>equipment<br>£ | Totals<br>£ |
|------------------------|----------------------------------|--------------------------|-------------|
| <b>COST</b>            |                                  |                          |             |
| At 1 August 2020       | 3,849                            | 17,164                   | 21,013      |
| Additions              | 2,310                            | -                        | 2,310       |
| Disposals              | (3,217)                          | (8,803)                  | (12,020)    |
| At 31 July 2021        | 2,942                            | 8,361                    | 11,303      |
| <b>DEPRECIATION</b>    |                                  |                          |             |
| At 1 August 2020       | 1,840                            | 10,548                   | 12,388      |
| Charge for year        | 805                              | 1,760                    | 2,565       |
| Eliminated on disposal | (1,610)                          | (6,378)                  | (7,988)     |
| At 31 July 2021        | 1,035                            | 5,930                    | 6,965       |
| <b>NET BOOK VALUE</b>  |                                  |                          |             |
| At 31 July 2021        | 1,907                            | 2,431                    | 4,338       |
| At 31 July 2020        | 2,009                            | 6,616                    | 8,625       |

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|               | 2021<br>£     | 2020<br>£     |
|---------------|---------------|---------------|
| Trade debtors | 16,333        | 19,648        |
| Other debtors | 539           | 3,276         |
|               | <u>16,872</u> | <u>22,924</u> |

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

|                             | 2021<br>£     | 2020<br>£     |
|-----------------------------|---------------|---------------|
| Bank loans and overdrafts   | 8,333         | -             |
| Trade creditors             | 3,789         | 991           |
| Corporation tax             | 11,219        | 19,569        |
| VAT                         | 2,104         | 1,723         |
| Directors' current accounts | 4,929         | 28            |
| Accrued expenses            | 1,050         | 1,999         |
|                             | <u>31,424</u> | <u>24,310</u> |



Media PR Ltd (Registered number: 09726999)

Notes to the Financial Statements - continued  
for the Year Ended 31 July 2021

8. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

|                        | <b>2021</b>          | 2020     |
|------------------------|----------------------|----------|
|                        | <b>£</b>             | £        |
| Bank loans - 1-2 years | <b>10,000</b>        | -        |
| Bank loans - 2-5 years | <b>31,667</b>        | -        |
|                        | <b><u>41,667</u></b> | <u>-</u> |

9. **CALLED UP SHARE CAPITAL**

|                                  |          |                |                  |           |
|----------------------------------|----------|----------------|------------------|-----------|
| Allotted, issued and fully paid: |          |                |                  |           |
| Number:                          | Class:   | Nominal value: | <b>2021</b>      | 2020      |
|                                  |          |                | <b>£</b>         | £         |
| 20                               | Ordinary | £1             | <b><u>20</u></b> | <u>20</u> |

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