

Unaudited Financial Statements for the Year Ended 31 July 2023

for

Media PR Ltd

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for the Year Ended 31 July 2023

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Media PR Ltd
Company Information
for the Year Ended 31 July 2023

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 2023

	Notes	2023 £	£	2022 £	£
FIXED ASSETS					
Intangible assets	4		10,000		15,000
Tangible assets	5		<u>5,269</u>		<u>3,851</u>
			15,269		18,851
CURRENT ASSETS					
Debtors	6	56,422		25,890	
Cash at bank		<u>1,164</u>		<u>23,527</u>	
		57,586		49,417	
CREDITORS					
Amounts falling due within one year	7	<u>37,183</u>		<u>29,438</u>	
NET CURRENT ASSETS			<u>20,403</u>		<u>19,979</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			35,672		38,830
CREDITORS					
Amounts falling due after more than one year	8		(10,666)		(15,666)
PROVISIONS FOR LIABILITIES			<u>(1,001)</u>		<u>(732)</u>
NET ASSETS			<u>24,005</u>		<u>22,432</u>

The notes form part of these financial statements

Balance Sheet - continued
31 July 2023

	Notes	2023 £	£	2022 £	£
CAPITAL AND RESERVES					
Called up share capital	9		20		20
Retained earnings			<u>23,985</u>		<u>22,412</u>
SHAREHOLDERS' FUNDS			<u>24,005</u>		<u>22,432</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2023 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 October 2023 and were signed on its behalf by:

Mrs I Elsby - Director

Notes to the Financial Statements
for the Year Ended 31 July 2023

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 2023

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 (2022 - 2).

4. **INTANGIBLE FIXED ASSETS**

	Goodwill
	£
COST	
At 1 August 2022	
and 31 July 2023	<u>50,000</u>
AMORTISATION	
At 1 August 2022	35,000
Charge for year	<u>5,000</u>
At 31 July 2023	<u>40,000</u>
NET BOOK VALUE	
At 31 July 2023	<u>10,000</u>
At 31 July 2022	<u>15,000</u>

Notes to the Financial Statements - continued
for the Year Ended 31 July 2023

5. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Office equipment £	Totals £
COST			
At 1 August 2022	2,942	9,560	12,502
Additions	-	3,533	3,533
At 31 July 2023	2,942	13,093	16,035
DEPRECIATION			
At 1 August 2022	1,512	7,139	8,651
Charge for year	358	1,757	2,115
At 31 July 2023	1,870	8,896	10,766
NET BOOK VALUE			
At 31 July 2023	1,072	4,197	5,269
At 31 July 2022	1,430	2,421	3,851

6. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023 £	2022 £
Trade debtors	55,590	25,388
Other debtors	832	502
	<u>56,422</u>	<u>25,890</u>

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

	2023 £	2022 £
Bank loans and overdrafts	5,000	5,000
Trade creditors	12,237	8,150
Corporation tax	16,414	13,565
VAT	2,444	1,586
Directors' current accounts	38	87
Accrued expenses	1,050	1,050
	<u>37,183</u>	<u>29,438</u>

Media PR Ltd (Registered number: 09726999)

Notes to the Financial Statements - continued
for the Year Ended 31 July 2023

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

	2023	2022
	£	£
Bank loans - 1-2 years	5,000	5,000
Bank loans - 2-5 years	5,666	10,666
	<u>10,666</u>	<u>15,666</u>

9. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2023	2022
			£	£
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.