

**FEEDFIRST MEDIA LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023**

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Feedfirst Media Limited
Unaudited Financial Statements
For The Year Ended 31 March 2023

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Feedfirst Media Limited
Balance Sheet
As At 31 March 2023

Registered number: 10079535

		2023		2022	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible Assets	4		49,734		5,866
			<u>49,734</u>		<u>5,866</u>
CURRENT ASSETS					
Debtors	5	50,520		23,960	
Cash at bank and in hand		<u>130,564</u>		<u>96,288</u>	
		181,084		120,248	
Creditors: Amounts Falling Due Within One Year	6	<u>(84,294)</u>		<u>(42,066)</u>	
NET CURRENT ASSETS (LIABILITIES)			<u>96,790</u>		<u>78,182</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>146,524</u>		<u>84,048</u>
PROVISIONS FOR LIABILITIES					
Deferred Taxation	7		<u>(9,449)</u>		<u>(1,115)</u>
NET ASSETS			<u>137,075</u>		<u>82,933</u>
CAPITAL AND RESERVES					
Called up share capital	8		100		100
Profit and Loss Account			<u>136,975</u>		<u>82,833</u>
SHAREHOLDERS' FUNDS			<u>137,075</u>		<u>82,933</u>

Feedfirst Media Limited
Balance Sheet (continued)
As At 31 March 2023

For the year ending 31 March 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

Mrs Tracy Alexander

Director

19th December 2023

The notes on pages 3 to 5 form part of these financial statements.

Feedfirst Media Limited
Notes to the Financial Statements
For The Year Ended 31 March 2023

1. General Information

Feedfirst Media Limited is a private company, limited by shares, incorporated in England & Wales, registered number 10079535 . The registered office is Wrockwardine Quarry Lane, Kelsall, Cheshire, CW6 0NJ.

2. Accounting Policies

2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

2.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

2.3. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Motor Vehicles	20% DV
Fixtures & Fittings	20% SL
Computer Equipment	20% SL

2.4. Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other year and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and asset reflects the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

3. Average Number of Employees

Average number of employees, including directors, during the year was: 2 (2022: 2)

Feedfirst Media Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 March 2023

4. Tangible Assets

	Motor Vehicles	Fixtures & Fittings	Computer Equipment	Total
	£	£	£	£
Cost				
As at 1 April 2022	-	1,486	6,577	8,063
Additions	44,729	1,297	270	46,296
Disposals	-	-	(118)	(118)
As at 31 March 2023	44,729	2,783	6,729	54,241
Depreciation				
As at 1 April 2022	-	888	1,309	2,197
Provided during the period	745	359	1,324	2,428
Disposals	-	-	(118)	(118)
As at 31 March 2023	745	1,247	2,515	4,507
Net Book Value				
As at 31 March 2023	43,984	1,536	4,214	49,734
As at 1 April 2022	-	598	5,268	5,866

5. Debtors

	2023	2022
	£	£
Due within one year		
Trade debtors	29,466	5,941
Prepayments and accrued income	16	-
Corporation tax recoverable assets	63	-
Net wages	2,132	-
Directors' loan accounts	18,843	18,019
	50,520	23,960

6. Creditors: Amounts Falling Due Within One Year

	2023	2022
	£	£
Trade creditors	35,823	3,684
Corporation tax	23,030	25,340
Other taxes and social security	166	201
VAT	18,380	6,845
Accruals and deferred income	6,895	5,996
	84,294	42,066

7. Deferred Taxation

The provision for deferred tax is made up as follows:

	2023	2022
	£	£
Other timing differences	9,449	1,115

Feedfirst Media Limited
Notes to the Financial Statements (continued)
For The Year Ended 31 March 2023

8. Share Capital

	2023	2022
	£	£
Allotted, Called up and fully paid	100	100

9. Directors Advances, Credits and Guarantees

Included within Debtors are the following loans to directors:

	As at 1 April 2022	Amounts advanced	Amounts repaid	Amounts written off	As at 31 March 2023
	£	£	£	£	£
Mrs Tracy Alexander	9,027	12,610	12,158	-	9,479
Mr Simon Alexander	8,992	11,817	11,445	-	9,364

The above loan is unsecured, interest free and repayable on demand.

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.