

# **The Content Brain Limited**

Annual Report and Unaudited Financial Statements  
for the Year Ended 30 November 2021

# **The Content Brain Limited**

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# **The Content Brain Limited**

## **Company Information**

<b>Directors</b>	Mr K W Stafford Mrs R M Stafford
<b>Registered office</b>	186 (Core 4) Leetham House Leetham Lane York North Yorkshire YO1 7PE
<b>Accountants</b>	Steve Goodchild Ltd trading as AIMS Accountants for Business 8 Duchy Avenue Scalby Scarborough North Yorkshire YO13 0SE

**The Content Brain Limited**  
**(Registration number: 10462300)**  
**Balance Sheet as at 30 November 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	639	105
<b>Current assets</b>			
Cash at bank and in hand		14,686	12,634
<b>Creditors: Amounts falling due within one year</b>	<u>5</u>	<u>(20,777)</u>	<u>(19,729)</u>
<b>Net current liabilities</b>		<u>(6,091)</u>	<u>(7,095)</u>
<b>Total assets less current liabilities</b>		(5,452)	(6,990)
<b>Provisions for liabilities</b>		<u>(121)</u>	<u>(20)</u>
<b>Net liabilities</b>		<u><u>(5,573)</u></u>	<u><u>(7,010)</u></u>
<b>Capital and reserves</b>			
Called up share capital		20	20
Profit and loss account		<u>(5,593)</u>	<u>(7,030)</u>
Shareholders' deficit		<u><u>(5,573)</u></u>	<u><u>(7,010)</u></u>

For the financial year ending 30 November 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 11 August 2022 and signed on its behalf by:

.....  
Mr K W Stafford  
Director

# **The Content Brain Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 30 November 2021**

### **1 General information**

The company is a private company limited by share capital, incorporated in England.

The address of its registered office is:

186 (Core 4) Leetham House  
Leetham Lane  
York  
North Yorkshire  
YO1 7PE

These financial statements were authorised for issue by the Board on 11 August 2022.

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

#### **Tax**

The tax expense for the period comprises deferred tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference.

# **The Content Brain Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 30 November 2021**

### **Tangible assets**

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

### **Depreciation**

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office Equipment	33% straight line basis

### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

## **3 Staff numbers**

The average number of persons employed by the company (including directors) during the year, was 2 (2020 - 2).

# The Content Brain Limited

## Notes to the Unaudited Financial Statements for the Year Ended 30 November 2021

### 4 Tangible assets

	Furniture, fittings and equipment £	Total £
<b>Cost or valuation</b>		
At 1 December 2020	1,387	1,387
Additions	639	639
At 30 November 2021	2,026	2,026
<b>Depreciation</b>		
At 1 December 2020	1,282	1,282
Charge for the year	105	105
At 30 November 2021	1,387	1,387
<b>Carrying amount</b>		
At 30 November 2021	639	639
At 30 November 2020	105	105

### 5 Creditors

#### Creditors: amounts falling due within one year

	2021 £	2020 £
<b>Due within one year</b>		
Accruals and deferred income	17	28
Other creditors	20,760	19,701
	20,777	19,729

### 6 Related party transactions

#### Directors' remuneration

The directors' remuneration for the year was as follows:

	2021 £	2020 £
Remuneration	1,000	300

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.