

Registered number  
07351077

Serendipity Online Marketing Ltd

Unaudited Filleted Accounts

31 August 2021

**Serendipity Online Marketing Ltd****Registered number:** 07351077**Balance Sheet****as at 31 August 2021**

	<b>Notes</b>	<b>2021</b>	<b>2020</b>
		<b>£</b>	<b>£</b>
<b>Fixed assets</b>			
Tangible assets	3	965	1,287
<b>Current assets</b>			
Debtors	4	18,174	11,598
Cash at bank and in hand		3,414	1,797
		<u>21,588</u>	<u>13,395</u>
<b>Creditors: amounts falling due within one year</b>	5	(15,138)	(12,314)
<b>Net current assets</b>		<u>6,450</u>	<u>1,081</u>
<b>Net assets</b>		<u>7,415</u>	<u>2,368</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		7,315	2,268
<b>Shareholders' funds</b>		<u>7,415</u>	<u>2,368</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

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

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Mr G J R Baylis

Director

Approved by the board on 4 November 2021

**Serendipity Online Marketing Ltd**  
**Notes to the Accounts**  
**for the year ended 31 August 2021**

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**1 Accounting policies**

***Basis of preparation***

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

***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 from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. 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.

***Tangible fixed assets***

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Plant and machinery	25% reducing balance
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***Debtors***

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

***Creditors***

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

***Taxation***

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. 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, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

### ***Foreign currency translation***

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

<b>2 Employees</b>	<b>2021</b>	<b>2020</b>
	<b>Number</b>	<b>Number</b>
Average number of persons employed by the company	<u>2</u>	<u>2</u>
<b>3 Tangible fixed assets</b>		
		<b>Plant and machinery etc</b>
		<b>£</b>
<b>Cost</b>		
At 1 September 2020		<u>7,373</u>
At 31 August 2021		<u>7,373</u>
<b>Depreciation</b>		
At 1 September 2020		6,086
Charge for the year		<u>322</u>
At 31 August 2021		<u>6,408</u>
<b>Net book value</b>		
At 31 August 2021		<u>965</u>
At 31 August 2020		<u>1,287</u>
<b>4 Debtors</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade debtors	18,174	11,196
Other debtors	<u>-</u>	<u>402</u>
	<u>18,174</u>	<u>11,598</u>
<b>5 Creditors: amounts falling due within one year</b>	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	618	508
Taxation and social security costs	9,411	5,473

Other creditors	5,109	6,333
	<u>15,138</u>	<u>12,314</u>

## 6 Other information

Serendipity Online Marketing Ltd is a private company limited by shares and incorporated in England. Its registered office is:

Orchard House

Eaton Bishop

Hereford

HR2 9QD

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.