

Report of the Director and
Unaudited Financial Statements for the Period 1 October 2014 to 31 March 2016
for
Mercury Communication & Strategy Limited

Contents of the Financial Statements
for the Period 1 October 2014 to 31 March 2016

	Page
Company Information	1
Report of the Director	2
Profit and Loss Account	3
Balance Sheet	4
Notes to the Financial Statements	5

DIRECTOR:

Dr H Garden

REGISTERED OFFICE:

52 Quarrendon Road
Amersham
Buckinghamshire
HP7 9EH

REGISTERED NUMBER:

08490607 (England and Wales)

ACCOUNTANTS:

C D Nash Limited
First Floor
15a Hill Avenue
Amersham
Buckinghamshire
HP6 5BD

Report of the Director
for the Period 1 October 2014 to 31 March 2016

The director presents his report with the financial statements of the company for the period 1 October 2014 to 31 March 2016.

PRINCIPAL ACTIVITY

The principal activity of the company in the period under review was that of Communication and Strategy Consultancy. Trading commenced on 1 October 2014.

DIRECTOR

Dr H Garden held office during the whole of the period from 1 October 2014 to the date of this report.

STATEMENT OF DIRECTOR'S RESPONSIBILITIES

The director is responsible for preparing the Report of the Director and the financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the director must not approve the financial statements unless he is satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the director is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The director is responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable him to ensure that the financial statements comply with the Companies Act 2006. He is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

Dr H Garden - Director

30 June 2016

Profit and Loss Account
for the Period 1 October 2014 to 31 March 2016

	Notes	Period 1.10.14 to 31.3.16 £	Period 1.4.14 to 30.9.14 £
TURNOVER		197,520	-
Cost of sales		<u>496</u>	<u>-</u>
GROSS PROFIT		197,024	-
Administrative expenses		<u>30,139</u>	<u>-</u>
OPERATING PROFIT	2	166,885	-
Interest receivable and similar income		<u>125</u>	<u>-</u>
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		167,010	-
Tax on profit on ordinary activities	3	<u>33,402</u>	<u>-</u>
PROFIT FOR THE FINANCIAL PERIOD		<u>133,608</u>	<u>-</u>

The notes form part of these financial statements

Balance Sheet
31 March 2016

	Notes	31.3.16 £	30.9.14 £
CURRENT ASSETS			
Debtors	5	28,078	1
Cash at bank		<u>121,246</u>	<u>-</u>
		149,324	1
CREDITORS			
Amounts falling due within one year	6	<u>44,315</u>	<u>-</u>
NET CURRENT ASSETS		<u>105,009</u>	<u>1</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>105,009</u>	<u>1</u>
CAPITAL AND RESERVES			
Called up share capital	7	1	1
Profit and loss account	8	<u>105,008</u>	<u>-</u>
SHAREHOLDERS' FUNDS		<u>105,009</u>	<u>1</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 March 2016.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 March 2016 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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 in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

The financial statements were approved by the director on 30 June 2016 and were signed by:

Dr H Garden - Director

Notes to the Financial Statements
for the Period 1 October 2014 to 31 March 2016

1. **ACCOUNTING POLICIES**

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

2. **OPERATING PROFIT**

The operating profit is stated after charging:

	Period 1.10.14 to 31.3.16 £	Period 1.4.14 to 30.9.14 £
Director's remuneration	<u>10,600</u>	<u>-</u>

3. **TAXATION**

Analysis of the tax charge

The tax charge on the profit on ordinary activities for the period was as follows:

	Period 1.10.14 to 31.3.16 £	Period 1.4.14 to 30.9.14 £
Current tax:		
UK corporation tax	<u>33,402</u>	<u>-</u>
Tax on profit on ordinary activities	<u>33,402</u>	<u>-</u>

4. **DIVIDENDS**

	Period 1.10.14 to 31.3.16 £	Period 1.4.14 to 30.9.14 £
Ordinary share of 1		
Final	<u>28,600</u>	<u>-</u>

Notes to the Financial Statements - continued
for the Period 1 October 2014 to 31 March 2016

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

	31.3.16	30.9.14
	£	£
Trade debtors	28,078	-
Other debtors	-	1
	<u>28,078</u>	<u>1</u>

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

	31.3.16	30.9.14
	£	£
Tax	33,402	-
Social security and other taxes	305	-
VAT	8,154	-
Other creditors	915	-
Directors' current accounts	1,539	-
	<u>44,315</u>	<u>-</u>

7. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.16	30.9.14
			£	£
1	Ordinary	1	<u>1</u>	<u>1</u>

8. **RESERVES**

	Profit and loss account
	£
Profit for the period	133,608
Dividends	(28,600)
At 31 March 2016	<u>105,008</u>

9. **RELATED PARTY DISCLOSURES**

Dr H Garden

Director of the company

Ordinary dividends paid to Dr H Garden in his capacity as a shareholder during the period amounted to £28,600.

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