

Report of the Director and
Unaudited Financial Statements for the Year Ended 31 March 2021
for
Mercury Communication & Strategy Limited

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for the Year Ended 31 March 2021

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DIRECTOR:

Dr H Garden

REGISTERED OFFICE:

3rd Floor
207 Regent Street
London
W1B 3HH

REGISTERED NUMBER:

08490607 (England and Wales)

ACCOUNTANTS:

C D Nash Limited
11 Longwood Lane
Amersham
Buckinghamshire
HP7 9EN

Report of the Director
for the Year Ended 31 March 2021

The director presents his report with the financial statements of the company for the year ended 31 March 2021.

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of Communication and Strategy Consultancy.

DIRECTOR

Dr H Garden held office during the whole of the period from 1 April 2020 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

7 September 2021

Income Statement
for the Year Ended 31 March 2021

	Notes	31.3.21 £	31.3.20 £
TURNOVER		168,628	147,481
Administrative expenses		<u>60,202</u>	<u>66,062</u>
OPERATING PROFIT and			
PROFIT BEFORE TAXATION		108,426	81,419
Tax on profit	5	<u>20,481</u>	<u>15,585</u>
PROFIT FOR THE FINANCIAL YEAR		<u>87,945</u>	<u>65,834</u>

The notes form part of these financial statements

Balance Sheet
31 March 2021

	Notes	31.3.21 £	£	31.3.20 £	£
FIXED ASSETS					
Tangible assets	7		1,032		387
CURRENT ASSETS					
Debtors	8	20,445		34,822	
Cash at bank		<u>198,318</u>		<u>122,112</u>	
		218,763		156,934	
CREDITORS					
Amounts falling due within one year	9	<u>34,325</u>		<u>24,796</u>	
NET CURRENT ASSETS			<u>184,438</u>		<u>132,138</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>185,470</u>		<u>132,525</u>
CAPITAL AND RESERVES					
Called up share capital	10		1		1
Retained earnings	11		<u>185,469</u>		<u>132,524</u>
SHAREHOLDERS' FUNDS			<u>185,470</u>		<u>132,525</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 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
- (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 in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the director and authorised for issue on 7 September 2021 and were signed by:

Dr H Garden - Director

Notes to the Financial Statements
for the Year Ended 31 March 2021

1. **STATUTORY INFORMATION**

Mercury Communication & Strategy Limited 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.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on cost

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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.

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.

Hire purchase and leasing commitments

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

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 1 (2020 - 1) .

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	31.3.21	31.3.20
	£	£
Depreciation - owned assets	<u>730</u>	<u>386</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

5. **TAXATION**

Analysis of the tax charge

The tax charge on the profit for the year was as follows:

	31.3.21 £	31.3.20 £
Current tax:		
UK corporation tax	20,481	15,585
Tax on profit	<u>20,481</u>	<u>15,585</u>

6. **DIVIDENDS**

	31.3.21 £	31.3.20 £
Ordinary share of 1		
Final	<u>35,000</u>	<u>53,020</u>

7. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2020	-	1,545	1,545
Additions	<u>1,375</u>	-	<u>1,375</u>
At 31 March 2021	<u>1,375</u>	<u>1,545</u>	<u>2,920</u>
DEPRECIATION			
At 1 April 2020	-	1,158	1,158
Charge for year	<u>344</u>	<u>386</u>	<u>730</u>
At 31 March 2021	<u>344</u>	<u>1,544</u>	<u>1,888</u>
NET BOOK VALUE			
At 31 March 2021	<u>1,031</u>	<u>1</u>	<u>1,032</u>
At 31 March 2020	<u>-</u>	<u>387</u>	<u>387</u>

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

	31.3.21 £	31.3.20 £
Trade debtors	<u>20,445</u>	<u>34,822</u>

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

	31.3.21 £	31.3.20 £
Trade creditors	-	229
Tax	20,481	15,585
VAT	9,082	7,863
Other creditors	1,152	1,119
Directors' current accounts	<u>3,610</u>	<u>-</u>
	<u>34,325</u>	<u>24,796</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2021

10. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:		Nominal value:	31.3.21	31.3.20
Number:	Class:		£	£
1	Ordinary	1	<u>1</u>	<u>1</u>

11. **RESERVES**

	Retained earnings £
At 1 April 2020	132,524
Profit for the year	87,945
Dividends	<u>(35,000)</u>
At 31 March 2021	<u><u>185,469</u></u>

12. **RELATED PARTY DISCLOSURES**

During the year, total dividends of £35,000 (2020 - £53,020) were paid to the director .

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.