

Unaudited Financial Statements
for the Year Ended 31 March 2021
for
Alex M Kennison Media Limited

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for the Year Ended 31 March 2021

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Alex M Kennison Media Limited

Company Information
for the Year Ended 31 March 2021

DIRECTOR: A M Kennison

REGISTERED OFFICE: 11 Lacey Green
Balderton
Newark
Nottinghamshire
NG24 3NJ

REGISTERED NUMBER: 09522708 (England and Wales)

ACCOUNTANTS: Wright Vigar Limited
Chartered Accountants & Business Advisers
15 Newland
Lincoln
Lincolnshire
LN1 1XG

Balance Sheet
31 March 2021

	Notes	2021 £	£	2020 £	£
FIXED ASSETS					
Intangible assets	4		-		-
Tangible assets	5		<u>761</u>		<u>-</u>
			761		-
CURRENT ASSETS					
Debtors	6	16,836		9,097	
Cash at bank		<u>8,965</u>		<u>6,413</u>	
		25,801		15,510	
CREDITORS					
Amounts falling due within one year	7	<u>5,099</u>		<u>8,870</u>	
NET CURRENT ASSETS			<u>20,702</u>		<u>6,640</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			21,463		6,640
CREDITORS					
Amounts falling due after more than one year	8		(13,402)		-
PROVISIONS FOR LIABILITIES			<u>(145)</u>		<u>-</u>
NET ASSETS			<u>7,916</u>		<u>6,640</u>
CAPITAL AND RESERVES					
Called up share capital	10		100		100
Retained earnings			<u>7,816</u>		<u>6,540</u>
SHAREHOLDERS' FUNDS			<u>7,916</u>		<u>6,640</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:

- 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 and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the director and authorised for issue on 22 July 2021 and were signed by:

A M Kennison - Director

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

1. STATUTORY INFORMATION

Alex M Kennison Media 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.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2016, is being amortised evenly over its estimated useful life of five years.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

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 - 33% on cost

Government grants

During the period the company received Government grants due to the impact of Covid-19. These amounts have been recognised using the accrual method and are recognised in income on a systematic basis over the periods in which the entity recognises the related costs for which the grant is intended to compensate.

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 material 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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 1 (2020 - 1).

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

4. INTANGIBLE FIXED ASSETS

COST

At 1 April 2020
and 31 March 2021

AMORTISATION

At 1 April 2020
and 31 March 2021

NET BOOK VALUE

At 31 March 2021

At 31 March 2020

Goodwill
£

11,000

11,000

-
-

5. TANGIBLE FIXED ASSETS

COST

Additions

At 31 March 2021

DEPRECIATION

Charge for year

At 31 March 2021

NET BOOK VALUE

At 31 March 2021

Computer
equipment
£

948

948

187

187

761

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Trade debtors

Other debtors

2021

£

6,890

9,946

16,836

2020

£

-

9,097

9,097

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

Taxation and social security

Other creditors

2021

£

4,024

1,075

5,099

2020

£

7,846

1,024

8,870

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

Bank loans

2021

£

13,402

2020

£

-

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

9. SECURED DEBTS

The following secured debts are included within creditors:

	2021 £	2020 £
Bounce Back Loan	<u>13,402</u>	<u>-</u>

The Bounce Back scheme loan is secured against a guarantee by the bank in which the bank guarantees the repayment of the loan if the client was to default on this.

10. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2021 £	2020 £
100	Ordinary	1	<u>100</u>	<u>100</u>

11. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 March 2021 and 31 March 2020:

	2021 £	2020 £
A M Kennison		
Balance outstanding at start of year	9,096	5,650
Amounts advanced	17,828	30,044
Amounts repaid	(16,977)	(26,598)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>9,947</u>	<u>9,096</u>

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.