

Unaudited Financial Statements
for the Year Ended 31 March 2024
for
Alex M Kennison Media Limited

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for the Year Ended 31 March 2024

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Alex M Kennison Media Limited

Company Information
for the Year Ended 31 March 2024

DIRECTOR: A M Kennison

REGISTERED OFFICE: 5 Villa Farm Close
Market Drayton
Shropshire
TF9 2UE

REGISTERED NUMBER: 09522708 (England and Wales)

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

Balance Sheet
31 March 2024

	Notes	2024 £	£	2023 £	£
FIXED ASSETS					
Intangible assets	4		-		-
Tangible assets	5		<u>702</u>		<u>1,345</u>
			702		1,345
CURRENT ASSETS					
Stocks		7,000		7,280	
Cash at bank		<u>47,314</u>		<u>32,037</u>	
		54,314		39,317	
CREDITORS					
Amounts falling due within one year	6	<u>42,498</u>		<u>26,319</u>	
NET CURRENT ASSETS			<u>11,816</u>		<u>12,998</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			12,518		14,343
CREDITORS					
Amounts falling due after more than one year	7		(3,185)		(5,827)
PROVISIONS FOR LIABILITIES			<u>(133)</u>		<u>(256)</u>
NET ASSETS			<u>9,200</u>		<u>8,260</u>
CAPITAL AND RESERVES					
Called up share capital	9		100		100
Retained earnings			<u>9,100</u>		<u>8,160</u>
SHAREHOLDERS' FUNDS			<u>9,200</u>		<u>8,260</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 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 14 August 2024 and were signed by:

A M Kennison - Director

Notes to the Financial Statements
for the Year Ended 31 March 2024

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

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Comprehensive Income.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Company would receive for the asset if it were to be sold at the balance sheet date.

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.

Notes to the Financial Statements - continued
for the Year Ended 31 March 2024

2. ACCOUNTING POLICIES - continued

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 (2023 - 1) .

4. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 April 2023	
and 31 March 2024	<u>11,000</u>
AMORTISATION	
At 1 April 2023	
and 31 March 2024	<u>11,000</u>
NET BOOK VALUE	
At 31 March 2024	<u>-</u>
At 31 March 2023	<u>-</u>

5. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 April 2023	
and 31 March 2024	<u>2,486</u>
DEPRECIATION	
At 1 April 2023	1,141
Charge for year	<u>643</u>
At 31 March 2024	<u>1,784</u>
NET BOOK VALUE	
At 31 March 2024	<u>702</u>
At 31 March 2023	<u>1,345</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Bank loans and overdrafts	2,854	2,854
Taxation and social security	10,215	9,651
Other creditors	<u>29,429</u>	<u>13,814</u>
	<u>42,498</u>	<u>26,319</u>

Notes to the Financial Statements - continued
for the Year Ended 31 March 2024

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

	2024	2023
	£	£
Bank loans	<u>3,185</u>	<u>5,827</u>

8. SECURED DEBTS

The following secured debts are included within creditors:

	2024	2023
	£	£
Bounce Back Loan	<u>6,039</u>	<u>8,682</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.

9. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	2024	2023
			£	£
100	Ordinary	£1	<u>100</u>	<u>100</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.