

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 DECEMBER 2022

THE MARKETING CENTRE
LIMITED

MENZIES

THE MARKETING CENTRE LIMITED

COMPANY INFORMATION

Directors	Lucy Hogarth Clare Methven
Registered number	07326925
Registered office	The Old Coach House Castle Square Betchingley Redhill Surrey RH1 4LB
Accountants	Menzies LLP Chartered Accountants 1st Floor Midas House 62 Goldsworth Road Woking Surrey GU21 6LQ

THE MARKETING CENTRE LIMITED

CONTENTS

	Page
Balance Sheet	1 - 2
Notes to the Financial Statements	3 - 6

THE MARKETING CENTRE LIMITED

REGISTERED NUMBER:07326925

BALANCE SHEET AS AT 31 DECEMBER 2022

	Note	2022 £	2021 £
Fixed assets			
Intangible assets		32,011	-
Tangible assets	5	286	643
		<u>32,297</u>	<u>643</u>
Current assets			
Debtors: amounts falling due within one year	6	751,755	555,267
Cash at bank and in hand		1,060,796	764,197
		<u>1,812,551</u>	<u>1,319,464</u>
Creditors: amounts falling due within one year	7	(1,060,738)	(867,384)
Net current assets		<u>751,813</u>	<u>452,080</u>
Total assets less current liabilities		<u>784,110</u>	<u>452,723</u>
Net assets		<u><u>784,110</u></u>	<u><u>452,723</u></u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		784,010	452,623
		<u>784,110</u>	<u>452,723</u>

THE MARKETING CENTRE LIMITED

REGISTERED NUMBER:07326925

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2022

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

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

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

.....
Lucy Hogarth

Director

Date: 9 May 2023

.....
Clare Methven

Director

Date: 9 May 2023

The notes on pages 3 to 6 form part of these financial statements.

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1. General information

The Marketing Centre Limited is a private company limited by shares, registered in England and Wales. The address of its registered office and principal place of business are disclosed on the Company Information page.

The company's functional and presentational currency is GBP.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Operating leases: the Company as lessee

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

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight-line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

2.4 Interest income

Interest income is recognised in the Statement of Income and Retained Earnings using the effective interest method.

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

2. Accounting policies (continued)

2.5 Pensions

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of Income and Retained Earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. The assets of the plan are held separately from the Company in independently administered funds.

2.6 Taxation

Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

2.7 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

2.8 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Plant and machinery	-	33%	on cost
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The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

2.9 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

3. Employees

The average monthly number of employees, including directors, during the year was 5 (2021 - 3).

4. Intangible assets

	Development expenditure £
Cost	
Additions	35,448
At 31 December 2022	35,448
Amortisation	
Charge for the year on owned assets	3,437
At 31 December 2022	3,437
Net book value	
At 31 December 2022	32,011
At 31 December 2021	-

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

5. Tangible fixed assets

	Computer equipment £
Cost or valuation	
At 1 January 2022	6,296
At 31 December 2022	6,296
Depreciation	
At 1 January 2022	5,653
Charge for the year on owned assets	357
At 31 December 2022	6,010
Net book value	
At 31 December 2022	286
<i>At 31 December 2021</i>	<i>643</i>

6. Debtors

	2022 £	2021 £
Trade debtors	722,078	532,963
Other debtors	18,590	3,000
Prepayments and accrued income	11,087	19,304
	<u>751,755</u>	<u>555,267</u>

7. Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	642,994	514,066
Corporation tax	139,754	93,016
Other taxation and social security	142,827	78,619
Other creditors	131,030	154,769
Accruals and deferred income	4,133	26,914
	<u>1,060,738</u>	<u>867,384</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.