

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 DECEMBER 2020

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

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THE MARKETING CENTRE LIMITED

REGISTERED NUMBER:07326925

BALANCE SHEET AS AT 31 DECEMBER 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	4	1,061	886
		<u>1,061</u>	<u>886</u>
Current assets			
Debtors: amounts falling due within one year	5	366,370	400,513
Cash at bank and in hand		687,291	472,985
		<u>1,053,661</u>	<u>873,498</u>
Creditors: amounts falling due within one year	6	(635,565)	(593,539)
Net current assets		<u>418,096</u>	<u>279,959</u>
Total assets less current liabilities		<u>419,157</u>	<u>280,845</u>
Creditors: amounts falling due after more than one year	7	(45,038)	-
Net assets		<u><u>374,119</u></u>	<u><u>280,845</u></u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		374,019	280,745
		<u><u>374,119</u></u>	<u><u>280,845</u></u>

THE MARKETING CENTRE LIMITED

REGISTERED NUMBER:07326925

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2020

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 Company's financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

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

.....
Clare Methven
Director

Date: 11 June 2021

Date: 11 June 2021

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 2020

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.

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 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 Going concern

The directors have reasonable expectation that the Company has adequate resources to continue in operational existence for the foreseeable future despite the Covid-19 pandemic. For this reason the directors continue to adopt the going concern basis in preparing the annual financial statements.

2.3 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.

2.4 Government grants

Grants are accounted under the accruals model as permitted by FRS 102. Grants relating to expenditure on tangible fixed assets are credited to profit or loss at the same rate as the depreciation on the assets to which the grant relates. The deferred element of grants is included in creditors as deferred income.

Grants of a revenue nature are recognised in the Statement of Income and Retained Earnings in the same period as the related expenditure.

2.5 Finance costs

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

2. Accounting policies (continued)

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 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.

2.8 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.

3. Employees

The average monthly number of employees, including the directors, during the year was as follows:

	2020 No.	2019 No.
Staff	<u>3</u>	<u>2</u>

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

4. Tangible fixed assets

	Computer equipment £
Cost or valuation	
At 1 January 2020	5,223
Additions	1,073
At 31 December 2020	<u>6,296</u>
Depreciation	
At 1 January 2020	4,337
Charge for the year on owned assets	898
At 31 December 2020	<u>5,235</u>
Net book value	
At 31 December 2020	<u>1,061</u>
<i>At 31 December 2019</i>	<u>886</u>

5. Debtors

	2020 £	2019 £
Trade debtors	338,283	385,403
Other debtors	3,000	3,000
Prepayments and accrued income	25,087	12,110
	<u>366,370</u>	<u>400,513</u>

THE MARKETING CENTRE LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

6. Creditors: Amounts falling due within one year

	2020	2019
	£	£
Bank overdrafts	-	282
Bank loans	4,422	-
Trade creditors	364,766	438,724
Corporation tax	40,520	47,708
Other taxation and social security	113,738	56,217
Other creditors	19,856	767
Accruals and deferred income	92,263	49,841
	<u>635,565</u>	<u>593,539</u>

7. Creditors: Amounts falling due after more than one year

	2020	2019
	£	£
Bank loans	45,038	-
	<u>45,038</u>	<u>-</u>

8. Loans

Analysis of the maturity of loans is given below:

	2020	2019
	£	£
Amounts falling due within one year		
Bank loans	4,422	-
	<u>4,422</u>	<u>-</u>
Amounts falling due 2-5 years		
Bank loans	45,038	-
	<u>45,038</u>	<u>-</u>
	<u>49,460</u>	<u>-</u>

9. Related party transactions

During the year, total dividends of £101,000 (2019: £141,050) were paid to the directors.

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.