

**MERCER STREET MARKETING & CONSULTING  
LIMITED**

**UNAUDITED ABBREVIATED ACCOUNTS**

**30th APRIL 2013**

FRIDAY



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26/07/2013  
COMPANIES HOUSE

**MERCER STREET MARKETING & CONSULTING LIMITED**

**ABBREVIATED ACCOUNTS**

**YEAR ENDED 30th APRIL 2013**

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**MERCER STREET MARKETING & CONSULTING LIMITED**  
**COMPANY REGISTRATION NUMBER: 04393256**  
**ABBREVIATED BALANCE SHEET**

**30th APRIL 2013**

	Note	2013		2012	
	2	£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets			-		-
Tangible assets			7,141		8,401
Investments			<u>293,958</u>		<u>42,708</u>
			<b>301,099</b>		<b>51,109</b>
<b>CURRENT ASSETS</b>					
Debtors		133,736		134,544	
Cash at bank and in hand		<u>663,776</u>		<u>709,501</u>	
		<b>797,512</b>		<b>844,045</b>	
<b>CREDITORS: Amounts falling due within one year</b>		<u>233,599</u>		<u>294,584</u>	
<b>NET CURRENT ASSETS</b>			<u>563,913</u>		<u>549,461</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>865,012</b>		<b>600,570</b>
<b>PROVISIONS FOR LIABILITIES</b>			<u>1,138</u>		<u>1,326</u>
			<u>863,874</u>		<u>599,244</u>
<b>CAPITAL AND RESERVES</b>					
Called-up equity share capital	3		2		2
Profit and loss account			<u>863,872</u>		<u>599,242</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>863,874</u>		<u>599,244</u>

The Balance sheet continues on the following page  
The notes on pages 3 to 5 form part of these abbreviated accounts

**MERCER STREET MARKETING & CONSULTING LIMITED**

**COMPANY REGISTRATION NUMBER: 04393256**

**ABBREVIATED BALANCE SHEET** *(continued)*

**30th APRIL 2013**

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The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act

The directors acknowledge their responsibilities for

- (i) ensuring that the company keeps adequate accounting records which comply with section 386 of the Act, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company

These abbreviated accounts have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These abbreviated accounts were approved by the directors and authorised for issue on *(2 July 2013)*, and are signed on their behalf by



A C Fletcher  
Director

The notes on pages 3 to 5 form part of these abbreviated accounts

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# MERCER STREET MARKETING & CONSULTING LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2013

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### 1. ACCOUNTING POLICIES

#### **Basis of accounting**

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

#### **Turnover**

Turnover represents the value of services provided during the year net of discounts and Value Added Tax. For services provided, turnover is recognised to the extent that and when there is a right to consideration.

#### **Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Goodwill - over 3 years

#### **Fixed assets**

All fixed assets are initially recorded at cost.

#### **Depreciation**

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Fixtures & Fittings - 15% reducing balance

#### **Pension costs**

The company operates a defined contribution pension scheme for employees. The assets of the scheme are held separately from those of the company. The annual contributions payable are charged to the profit and loss account.

#### **Deferred taxation**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

# MERCER STREET MARKETING & CONSULTING LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2013

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### 1. ACCOUNTING POLICIES *(continued)*

#### **Deferred taxation** *(continued)*

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

#### **Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

### 2. FIXED ASSETS

	<b>Intangible Assets £</b>	<b>Tangible Assets £</b>	<b>Investments £</b>	<b>Total £</b>
<b>COST</b>				
At 1st May 2012	140,000	29,864	42,708	212,572
Additions	—	—	251,250	251,250
<b>At 30th April 2013</b>	<u>140,000</u>	<u>29,864</u>	<u>293,958</u>	<u>463,822</u>
<b>DEPRECIATION</b>				
At 1st May 2012	140,000	21,463	—	161,463
Charge for year	—	1,260	—	1,260
<b>At 30th April 2013</b>	<u>140,000</u>	<u>22,723</u>	<u>—</u>	<u>162,723</u>
<b>NET BOOK VALUE</b>				
At 30th April 2013	<u>—</u>	<u>7,141</u>	<u>293,958</u>	<u>301,099</u>
At 30th April 2012	<u>—</u>	<u>8,401</u>	<u>42,708</u>	<u>51,109</u>

# MERCER STREET MARKETING & CONSULTING LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 30th APRIL 2013

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### 2. FIXED ASSETS *(continued)*

The company holds 28,948 'B' Ordinary Shares and 2,894 'C' Ordinary Shares in The Protector Group Limited, an unquoted company. The holding represents 27.5% of the voting capital of the company.

	Sept 2012 £	Sept 2011 £
<b>Aggregate capital and reserves</b>		
The Protector Group Limited	<u>1,262,895</u>	<u>1,418,252</u>
<b>Profit and (loss) for the year</b>		
The Protector Group Limited	<u>(8,524)</u>	<u>247,522</u>

Under the provision of section 398 of the Companies Act 2006 the company is exempt from preparing consolidated accounts and has not done so, therefore the accounts show information about the company as an individual entity.

### 3. SHARE CAPITAL

Allotted, called up and fully paid:

	2013		2012	
	No	£	No	£
2 Ordinary shares of £1 each	<u>2</u>	<u>2</u>	<u>2</u>	<u>2</u>

### 4. ULTIMATE CONTROLLING PARTY

The directors believe there is no ultimate controlling party.