

**NATURAL HR LIMITED  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

**Natural HR Limited**  
**Unaudited Financial Statements**  
**For The Year Ended 31 December 2020**

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**Natural HR Limited**  
**Balance Sheet**  
**As at 31 December 2020**

Registered number: 08292934

	Notes	2020		2019	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible Assets	3		381,588		223,229
Tangible Assets	4		32,677		38,161
			414,265		261,390
<b>CURRENT ASSETS</b>					
Debtors	5	238,106		122,398	
Cash at bank and in hand		310,331		175,694	
			548,437		298,092
<b>Creditors: Amounts Falling Due Within One Year</b>	6	(982,672 )		(543,925 )	
			(434,235 )		(245,833 )
<b>NET CURRENT ASSETS (LIABILITIES)</b>			(434,235 )		(245,833 )
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			(19,970 )		15,557
<b>Creditors: Amounts Falling Due After More Than One Year</b>	7		(50,000 )		-
			(69,970 )		15,557
<b>NET (LIABILITIES)/ASSETS</b>			(69,970 )		15,557
<b>CAPITAL AND RESERVES</b>					
Called up share capital	8		235		235
Share premium account			916,918		916,918
Profit and Loss Account			(987,123 )		(901,596 )
			(69,970)		15,557
<b>SHAREHOLDERS' FUNDS</b>			(69,970)		15,557

**Natural HR Limited**  
**Balance Sheet (continued)**  
**As at 31 December 2020**

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For the year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.
- The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.

On behalf of the board

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**Mrs Sarah Dowzell**

Director

**24/09/2021**

The notes on pages 3 to 5 form part of these financial statements.

**Natural HR Limited**  
**Notes to the Financial Statements**  
**For The Year Ended 31 December 2020**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**1.2. Turnover**

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**Sale of goods**

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

**Rendering of services**

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

**1.3. Tangible Fixed Assets and Depreciation**

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Leasehold	25% Reducing Balance
Fixtures & Fittings	15% reducing balance
Computer Equipment	25% Reducing Balance

**2. Average Number of Employees**

Average number of employees, including directors, during the year was as follows:

24 (2019: 25)

**3. Intangible Assets**

	<b>Development Costs</b>
	<b>£</b>
<b>Cost</b>	
As at 1 January 2020	279,036
Additions	197,949
As at 31 December 2020	<u>476,985</u>
<b>Amortisation</b>	
As at 1 January 2020	55,807
Provided during the period	39,590
As at 31 December 2020	<u>95,397</u>
<b>Net Book Value</b>	
As at 31 December 2020	<u>381,588</u>
As at 1 January 2020	<u>223,229</u>

**Natural HR Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2020**

**4. Tangible Assets**

	<b>Land &amp; Property</b>		
	<b>Leasehold</b>	<b>Fixtures &amp; Fittings</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Cost</b>			
As at 1 January 2020	16,274	42,455	58,729
Additions	326	9,170	9,496
As at 31 December 2020	<u>16,600</u>	<u>51,625</u>	<u>68,225</u>
<b>Depreciation</b>			
As at 1 January 2020	2,471	18,097	20,568
Provided during the period	4,943	10,037	14,980
As at 31 December 2020	<u>7,414</u>	<u>28,134</u>	<u>35,548</u>
<b>Net Book Value</b>			
As at 31 December 2020	<u>9,186</u>	<u>23,491</u>	<u>32,677</u>
As at 1 January 2020	<u>13,803</u>	<u>24,358</u>	<u>38,161</u>

**5. Debtors**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	213,989	108,448
Prepayments and accrued income	13,007	2,840
Other debtors (2)	10,833	10,833
Net wages	277	277
	<u>238,106</u>	<u>122,398</u>

**6. Creditors: Amounts Falling Due Within One Year**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Trade creditors	37,549	44,393
Other taxes and social security	329,395	37,049
VAT	71,145	5,211
Other creditors	2,968	2,968
Accruals and deferred income	541,615	454,304
	<u>982,672</u>	<u>543,925</u>

**7. Creditors: Amounts Falling Due After More Than One Year**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Bank loans	50,000	-
	<u>50,000</u>	<u>-</u>

**Natural HR Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 December 2020**

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**8. Share Capital**

	<b>2020</b>	<b>2019</b>
Allotted, Called up and fully paid	<u>235</u>	<u>235</u>

**9. General Information**

Natural HR Limited is a private company, limited by shares, incorporated in England & Wales, registered number 08292934 . The registered office is 4th Floor, Regent House, 50 Frederick Street, Birmingham, B1 3HR.

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.