

Unaudited Financial Statements for the Year Ended 31 May 2021

for

Sherlock PR & Communications Ltd

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for the Year Ended 31 May 2021

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Sherlock PR & Communications Ltd

Company Information **for the Year Ended 31 May 2021**

DIRECTORS: Mr P O'Neill
Mr A D J Townsend

SECRETARY: Mr A D J Townsend

REGISTERED OFFICE: 18 St. Cross Street
4th Floor
London
EC1N 8UN

REGISTERED NUMBER: 10263183 (England and Wales)

ACCOUNTANTS: Wilson Partners Limited
Chartered Accountants
5a Frascati Way
Maidenhead
Berkshire
SL6 4UY

Sherlock PR & Communications Ltd (Registered number: 10263183)

Balance Sheet **31 May 2021**

	Notes	31.5.21 £	31.5.20 £
FIXED ASSETS			
Tangible assets	4	6,264	12,981
CURRENT ASSETS			
Debtors	5	181,075	104,175
Cash at bank		<u>133,160</u>	<u>60,922</u>
		314,235	165,097
CREDITORS			
Amounts falling due within one year	6	<u>(96,777)</u>	<u>(45,495)</u>
NET CURRENT ASSETS		<u>217,458</u>	<u>119,602</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		223,722	132,583
PROVISIONS FOR LIABILITIES		<u>(1,190)</u>	<u>(2,467)</u>
NET ASSETS		<u><u>222,532</u></u>	<u><u>130,116</u></u>
CAPITAL AND RESERVES			
Called up share capital		106	106
Retained earnings		<u>222,426</u>	<u>130,010</u>
		<u><u>222,532</u></u>	<u><u>130,116</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 notes form part of these financial statements

Sherlock PR & Communications Ltd (Registered number: 10263183)

Balance Sheet - continued

31 May 2021

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 Board of Directors and authorised for issue on 28 February 2022 and were signed on its behalf by:

Mr A D J Townsend - Director

Sherlock PR & Communications Ltd (Registered number: 10263183)

Notes to the Financial Statements **for the Year Ended 31 May 2021**

1. STATUTORY INFORMATION

Sherlock PR & Communications Ltd 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.

The presentation currency of the financial statements is the Pound Sterling (£).

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.

Significant judgements and estimates

In the application of the company's accounting policies the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The company does not make significant estimates and assumptions concerning the future.

Turnover

Turnover represents net invoiced sales of goods and services, excluding value added tax, except in respect of service contracts where turnover is recognised when the company obtains the right to consideration.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Fixtures and fittings	- 25% on cost
Computer equipment	- 33% on cost

Tangible fixed assets are included at cost less depreciation and impairment.

Notes to the Financial Statements - continued
for the Year Ended 31 May 2021

2. ACCOUNTING POLICIES - continued

Financial instruments

Basic financial instruments are recognised at amortised cost using the effective interest method, except for investments in non-convertible preference and non-puttable preference and ordinary shares, which are measured at fair value, with changes recognised in profit or loss. Derivative financial instruments are initially recorded at cost and thereafter at fair value, with changes recognised in profit and loss.

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.

Deferred tax

Deferred tax is recognised in respect of all 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

Sherlock PR & Communications Ltd (Registered number: 10263183)

Notes to the Financial Statements - continued
for the Year Ended 31 May 2021

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 2 (2020 - 2) .

4. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 June 2020	28,770
Additions	<u>1,645</u>
At 31 May 2021	<u>30,415</u>
DEPRECIATION	
At 1 June 2020	15,789
Charge for year	<u>8,362</u>
At 31 May 2021	<u>24,151</u>
NET BOOK VALUE	
At 31 May 2021	<u>6,264</u>
At 31 May 2020	<u>12,981</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.5.21 £	31.5.20 £
Trade debtors	139,191	97,296
Other debtors	<u>41,884</u>	<u>6,879</u>
	<u>181,075</u>	<u>104,175</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.5.21 £	31.5.20 £
Trade creditors	75,916	1,030
Taxation and social security	16,104	8,899
Other creditors	<u>4,757</u>	<u>35,566</u>
	<u>96,777</u>	<u>45,495</u>

Sherlock PR & Communications Ltd (Registered number: 10263183)

Notes to the Financial Statements - continued
for the Year Ended 31 May 2021

7. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to directors subsisted during the years ended 31 May 2021 and 31 May 2020:

	31.5.21	31.5.20
	£	£
Mr P O'Neill		
Balance outstanding at start of year	-	-
Amounts advanced	32,497	-
Amounts repaid	-	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>32,497</u>	<u>-</u>
Mr A D J Townsend		
Balance outstanding at start of year	-	-
Amounts advanced	9,386	-
Amounts repaid	-	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>9,386</u>	<u>-</u>

8. ULTIMATE CONTROLLING PARTY

There is no ultimate controlling party.

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.