

# Cyber Media Solutions Limited

Annual Report and Unaudited Financial Statements  
for the Year Ended 31 March 2020

# Cyber Media Solutions Limited

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# **Cyber Media Solutions Limited**

## **Company Information**

**Director** Mr A B Bonser

**Company secretary** Mr S M Bidmead

**Registered office** Opus House  
Priestley Court  
Staff Tech Park  
Stafford  
Staffordshire  
ST18 0LQ

**Accountants** Winton Bath Limited  
Chartered Accountants  
First Floor  
6 Ferranti Court  
Staffordshire Technology Park  
Stafford  
Staffordshire  
ST18 0LQ

**Cyber Media Solutions Limited**  
**(Registration number: 03858761)**  
**Balance Sheet as at 31 March 2020**

	Note	2020 £	2019 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	5,840	16,575
<b>Current assets</b>			
Debtors	<u>5</u>	294,376	386,442
Cash at bank and in hand		<u>71</u>	<u>1,843</u>
		294,447	388,285
<b>Creditors: Amounts falling due within one year</b>	<u>6</u>	<u>(201,571)</u>	<u>(251,194)</u>
<b>Net current assets</b>		<u>92,876</u>	<u>137,091</u>
<b>Net assets</b>		<u><u>98,716</u></u>	<u><u>153,666</u></u>
<b>Capital and reserves</b>			
Called up share capital	<u>7</u>	100	100
Capital redemption reserve		40,000	40,000
Profit and loss account		<u>58,616</u>	<u>113,566</u>
<b>Shareholders' funds</b>		<u><u>98,716</u></u>	<u><u>153,666</u></u>

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

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the director on 13 March 2021

.....  
Mr A B Bonser  
Director

# **Cyber Media Solutions Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 31 March 2020**

### **1 General information**

The company is a private company limited by share capital, incorporated in England.

The address of its registered office is:

Opus House  
Priestley Court  
Staff Tech Park  
Stafford  
Staffordshire  
ST18 0LQ

These financial statements were authorised for issue by the director on 13 March 2021.

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;  
it is probable that future economic benefits will flow to the entity;  
and specific criteria have been met for each of the company's activities.

#### **Tax**

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

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

# Cyber Media Solutions Limited

## Notes to the Unaudited Financial Statements for the Year Ended 31 March 2020

### Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

### Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Fixtures and fittings	Straight line over 7 years
Computer equipment	20% on cost

### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

### Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

### Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

# **Cyber Media Solutions Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 31 March 2020**

### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis. The share capital disclosed on the balance sheet is allotted called up and fully paid.

### **Dividends**

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

### **Defined contribution pension obligation**

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

### **3 Staff numbers**

The average number of persons employed by the company (including the director) during the year, was 18 (2019 - 18).

# Cyber Media Solutions Limited

## Notes to the Unaudited Financial Statements for the Year Ended 31 March 2020

### 4 Tangible assets

	<b>Furniture, fittings and equipment £</b>	<b>Total £</b>
<b>Cost or valuation</b>		
At 1 April 2019	313,006	313,006
At 31 March 2020	313,006	313,006
<b>Depreciation</b>		
At 1 April 2019	296,431	296,431
Charge for the year	10,735	10,735
At 31 March 2020	307,166	307,166
<b>Carrying amount</b>		
At 31 March 2020	5,840	5,840
At 31 March 2019	16,575	16,575

### 5 Debtors

	<b>2020 £</b>	<b>2019 £</b>
Trade debtors	182,724	257,527
Prepayments	7,183	7,365
Other debtors	104,469	121,550
	294,376	386,442

Included in other debtors is a deferred tax asset of £35,069 (2019 £21,324) arising from research and development claims.

Included in other debtors is amounts recoverable on contracts of £69,400 (2019 £76,000).



# Cyber Media Solutions Limited

## Notes to the Unaudited Financial Statements for the Year Ended 31 March 2020

### 6 Creditors

#### Creditors: amounts falling due within one year

		2020 £	2019 £
<b>Due within one year</b>			
Bank loans and overdrafts	8	14,816	-
Trade creditors		13,415	22,313
Taxation and social security		87,477	82,935
Other creditors		85,863	145,946
		<u>201,571</u>	<u>251,194</u>

### 7 Share capital

#### Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary of £1 each	100	100	100	100

### 8 Loans and borrowings

	2020 £	2019 £
<b>Current loans and borrowings</b>		
Bank overdrafts	<u>14,816</u>	<u>-</u>

Stafford

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.