

# Syren Strategy Limited

Annual Report and Unaudited Abridged Financial Statements  
for the Year Ended 31 December 2021

# Syren Strategy Limited

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# **Syren Strategy Limited**

## **Company Information**

**Directors** Mrs Emma Laney Smith  
Mrs Amanda Herbert

**Company secretary** Mr James Daniel Laney

**Registered office** 5 Parsons Street  
Dudley  
West Midlands  
DY1 1JJ

**Accountants** Walker Hubble  
5 Parsons Street  
Dudley  
West Midlands  
DY1 1JJ

# **Syren Strategy Limited**

## **Directors' Report for the Year Ended 31 December 2021**

The directors present their report and the abridged financial statements for the year ended 31 December 2021.

### **Directors of the company**

The directors who held office during the year were as follows:

Mrs Emma Laney Smith

Mrs Amanda Herbert

### **Principal activity**

The principal activity of the company is that of business management and consultancy.

### **Small companies provision statement**

This report has 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.

Approved by the Board on 21 February 2022 and signed on its behalf by:

.....  
Mr James Daniel Laney  
Company secretary

**Chartered Accountants' Report to the Board of Directors on the Preparation of the Unaudited  
Statutory Accounts of  
Syren Strategy Limited  
for the Year Ended 31 December 2021**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Syren Strategy Limited for the year ended 31 December 2021 as set out on pages 4 to 8 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/regulation>.

This report is made solely to the Board of Directors of Syren Strategy Limited, as a body, in accordance with the terms of our engagement letter dated 9 March 2016. Our work has been undertaken solely to prepare for your approval the accounts of Syren Strategy Limited and state those matters that we have agreed to state to the Board of Directors of Syren Strategy Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Syren Strategy Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Syren Strategy Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Syren Strategy Limited. You consider that Syren Strategy Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Syren Strategy Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

.....  
Walker Hubble  
5 Parsons Street  
Dudley  
West Midlands  
DY1 1JJ

21 February 2022

**Syren Strategy Limited**  
**(Registration number: 05660267)**  
**Abridged Balance Sheet as at 31 December 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	766	1,149
<b>Current assets</b>			
Debtors		153,973	228,680
Cash at bank and in hand		<u>307,303</u>	<u>169,078</u>
		461,276	397,758
<b>Creditors: Amounts falling due within one year</b>		<u>(266,719)</u>	<u>(262,621)</u>
<b>Net current assets</b>		<u>194,557</u>	<u>135,137</u>
<b>Total assets less current liabilities</b>		195,323	136,286
<b>Accruals and deferred income</b>		<u>(70,105)</u>	<u>(16,105)</u>
<b>Net assets</b>		<u><u>125,218</u></u>	<u><u>120,181</u></u>
<b>Capital and reserves</b>			
Called up share capital	<u>5</u>	100	100
Profit and loss account		<u>125,118</u>	<u>120,081</u>
<b>Shareholders' funds</b>		<u><u>125,218</u></u>	<u><u>120,181</u></u>

For the financial year ending 31 December 2021 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 of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their 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.

All of the company's members have consented to the preparation of an Abridged Profit and Loss Account and an Abridged Balance Sheet in accordance with Section 444(2A) of the Companies Act 2006.

Approved and authorised by the Board on 21 February 2022 and signed on its behalf by:

.....  
Mrs Emma Laney Smith  
Director

# **Syren Strategy Limited**

## **Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021**

### **1 General information**

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

The address of its registered office is:

5 Parsons Street  
Dudley  
West Midlands  
DY1 1JJ

The principal place of business is:

Langton Lodge  
2 Cudnall Street  
Charlton Kings  
Cheltenham  
Gloucestershire  
GL53 8HT

These financial statements were authorised for issue by the Board on 21 February 2022.

### **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 abridged 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 abridged 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 and deferred 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.

# Syren Strategy Limited

## Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021

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.

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference.

### 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	25% straight line

### 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.



# **Syren Strategy Limited**

## **Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021**

### **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.

### **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 directors) during the year, was 3 (2020 - 3).

# Syren Strategy Limited

## Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2021

### 4 Tangible assets

	Fixtures and fittings £	Total £
<b>Cost or valuation</b>		
At 1 January 2021	18,375	18,375
At 31 December 2021	18,375	18,375
<b>Depreciation</b>		
At 1 January 2021	17,226	17,226
Charge for the year	383	383
At 31 December 2021	17,609	17,609
<b>Carrying amount</b>		
At 31 December 2021	766	766
At 31 December 2020	1,149	1,149

### 5 Share capital

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

	2021		2020	
	No.	£	No.	£
Ordinary shares of £1 each	100	100	100	100

Dudley

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