

**REAL RESPONSE MEDIA LIMITED
ABRIDGED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

Real Response Media Limited
Financial Statements
For The Year Ended 31 December 2021

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Real Response Media Limited
Abridged Balance Sheet
As at 31 December 2021

Registered number: 07501286

		2021		2020	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible Assets	3		188,477		259,157
Tangible Assets	4		12,921		13,781
Investments	5		102		102
			<u>201,500</u>		<u>273,040</u>
CURRENT ASSETS					
Debtors		521,625		319,358	
Cash at bank and in hand		<u>468,287</u>		<u>283,770</u>	
		989,912		603,128	
Creditors: Amounts Falling Due Within One Year		<u>(643,025)</u>		<u>(595,283)</u>	
NET CURRENT ASSETS (LIABILITIES)			<u>346,887</u>		<u>7,845</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>548,387</u>		<u>280,885</u>
Creditors: Amounts Falling Due After More Than One Year			<u>(241,879)</u>		<u>(329,278)</u>
PROVISIONS FOR LIABILITIES					
Deferred Taxation			<u>(2,456)</u>		<u>(2,619)</u>
NET ASSETS/(LIABILITIES)			<u>304,052</u>		<u>(51,012)</u>
CAPITAL AND RESERVES					
Called up share capital	7		145		111
Share premium account			184,955		9,989
Profit and Loss Account			<u>118,952</u>		<u>(61,112)</u>
SHAREHOLDERS' FUNDS			<u>304,052</u>		<u>(51,012)</u>

Real Response Media Limited
Abridged Balance Sheet (continued)
As at 31 December 2021

For the 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.

The member has not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The director acknowledges his 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.

All of the company's members have consented to the preparation of an Abridged Balance Sheet for the year end 31 December 2021 in accordance with section 444(2A) of the Companies Act 2006.

On behalf of the board

Mr Christopher Pitchford

Director

22 August 2022

The notes on pages 3 to 6 form part of these financial statements.

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. Intangible Fixed Assets and Amortisation - Other Intangible

Other intangible assets are amortised to profit and loss account over its estimated economic life of 5 years.

1.4. 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:

Fixtures & Fittings	25% Reducing balance
Computer Equipment	25% Reducing balance

1.5. Leasing and Hire Purchase Contracts

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives. Assets acquired under hire purchase contracts are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in the creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce a constant periodic rate of charge on the net obligation outstanding in each period.

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged to profit and loss account as incurred.

1.6. Foreign Currencies

Monetary 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 ruling on the date of the transaction. Exchange differences are taken into account in arriving at the operating profit.

Real Response Media Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 December 2021

1.7. Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other year and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and asset reflects the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

2. Average Number of Employees

Average number of employees, including directors, during the year was 14 (2020: 17)

3. Intangible Assets

	Total £
Cost	
As at 1 January 2021	353,397
As at 31 December 2021	<u>353,397</u>
Amortisation	
As at 1 January 2021	94,240
Provided during the period	<u>70,680</u>
As at 31 December 2021	<u>164,920</u>
Net Book Value	
As at 31 December 2021	<u>188,477</u>
As at 1 January 2021	<u>259,157</u>

Real Response Media Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 December 2021

4. Tangible Assets

	Total £
Cost	
As at 1 January 2021	27,979
Additions	2,751
As at 31 December 2021	<u>30,730</u>
Depreciation	
As at 1 January 2021	14,198
Provided during the period	3,611
As at 31 December 2021	<u>17,809</u>
Net Book Value	
As at 31 December 2021	<u>12,921</u>
As at 1 January 2021	<u>13,781</u>

5. Investments

	Total £
Cost	
As at 1 January 2021	102
As at 31 December 2021	<u>102</u>
Provision	
As at 1 January 2021	-
As at 31 December 2021	<u>-</u>
Net Book Value	
As at 31 December 2021	<u>102</u>
As at 1 January 2021	<u>102</u>

Real Response Media Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 December 2021

6. Obligations Under Finance Leases and Hire Purchase

	2021	2020
	£	£
The maturity of these amounts is as follows:		
Amounts Payable:		
Within one year	4,418	4,417
Between one and five years	1,104	5,522
	<u>5,522</u>	<u>9,939</u>
	<u>5,522</u>	<u>9,939</u>

7. Share Capital

	2021	2020
Allotted, Called up and fully paid	<u>145</u>	<u>111</u>

8. General Information

Real Response Media Limited is a private company, limited by shares, incorporated in England & Wales, registered number 07501286 . The registered office is Sigma House, Hadley Park East, Telford, Shropshire, TF1 6QJ.

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.