

Company Registration No. 02018166 (England and Wales)

MARKET MEASURES LIMITED

**ANNUAL REPORT AND
UNAUDITED FINANCIAL STATEMENTS**

FOR THE YEAR ENDED 30 SEPTEMBER 2019

PAGES FOR FILING WITH REGISTRAR

MARKET MEASURES LIMITED

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MARKET MEASURES LIMITED

BALANCE SHEET

AS AT 30 SEPTEMBER 2019

		2019	2018
	Notes	£	£
Fixed assets			
Tangible assets	3	10,887	12,251
Current assets			
Stocks		2,000	20,000
Debtors	4	458,616	334,765
Cash at bank and in hand		325,173	764,468
		<u>785,789</u>	<u>1,119,233</u>
Creditors: amounts falling due within one year	5	<u>(370,210)</u>	<u>(518,401)</u>
Net current assets		<u>415,579</u>	<u>600,832</u>
Total assets less current liabilities		<u>426,466</u>	<u>613,083</u>
Creditors: amounts falling due after more than one year	6	-	(180,000)
Net assets		<u><u>426,466</u></u>	<u><u>433,083</u></u>
Capital and reserves			
Called up share capital	7	100	100
Other reserves		4	4
Profit and loss reserves		426,362	432,979
Total equity		<u><u>426,466</u></u>	<u><u>433,083</u></u>

MARKET MEASURES LIMITED

BALANCE SHEET (CONTINUED)

AS AT 30 SEPTEMBER 2019

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 30 September 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the board of directors and authorised for issue on 21 January 2020 and are signed on its behalf by:

Mr P A Gurd
Director

Company Registration No. 02018166

MARKET MEASURES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2019

1 Accounting policies

Company information

Market Measures Limited is a private company limited by shares incorporated in England and Wales. The registered office is Athenia House, 10-14 Andover Road, Winchester, Hampshire, SO23 7BS.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Turnover

Turnover represents the fair value of the consideration received or receivable for services provided in the normal course of business, and is shown net of VAT and trade discounts.

1.3 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% on cost
Computer equipment	20% / 33% on cost

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

MARKET MEASURES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2019

1 Accounting policies (Continued)

1.4 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

1.5 Financial instruments

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and loans are initially recognised at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest rate method. Financial liabilities classified as payable within one year are not amortised.

1.6 Taxation

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

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes 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 reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

MARKET MEASURES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2019

1 Accounting policies (Continued)

1.7 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.8 Retirement benefits

The company operates defined contribution pension schemes for directors and staff. Contributions payable to the pension schemes are charged to the profit and loss account in the period to which they relate.

1.9 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the lease.

2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 138 (2018 - 141).

MARKET MEASURES LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 SEPTEMBER 2019

3 Tangible fixed assets

	Plant and machinery etc
	£
Cost	
At 1 October 2018	76,725
Additions	7,393
Disposals	(17,414)
At 30 September 2019	66,704
Depreciation and impairment	
At 1 October 2018	64,474
Depreciation charged in the year	7,803
Eliminated in respect of disposals	(16,460)
At 30 September 2019	55,817
Carrying amount	
At 30 September 2019	10,887
At 30 September 2018	12,251

4 Debtors

	2019	2018
	£	£
Amounts falling due within one year:		
Trade debtors	378,263	292,857
Other debtors	80,353	41,908
	458,616	334,765

MARKET MEASURES LIMITED**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****FOR THE YEAR ENDED 30 SEPTEMBER 2019****5 Creditors: amounts falling due within one year**

	2019	2018
	£	£
Trade creditors	115,716	124,707
Taxation and social security	90,284	147,405
Other creditors	164,210	246,289
	<u>370,210</u>	<u>518,401</u>

6 Creditors: amounts falling due after more than one year

	2019	2018
	£	£
Other creditors	-	180,000
	<u>-</u>	<u>180,000</u>

7 Called up share capital

	2019	2018
	£	£
Ordinary share capital		
Issued and fully paid		
100 ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>

8 Financial commitments, guarantees and contingent liabilities

Total financial commitments, guarantees and contingencies at the year end which are not included in the balance sheet amount to £185,809 (2018: £35,408).

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.