

**Company Registration No. 01696389 (England and Wales)**

**MCCALLAN MARKETING LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**  
**PAGES FOR FILING WITH REGISTRAR**

# **MCCALLAN MARKETING LIMITED**

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**MCCALLAN MARKETING LIMITED****BALANCE SHEET****AS AT 31 DECEMBER 2019**

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	<b>Notes</b>	<b>2019</b>		<b>2018</b>	
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Fixed assets</b>					
Tangible assets	<b>3</b>		36,300		46,743
<b>Current assets</b>					
Stocks		41,981		-	
Debtors	<b>4</b>	105,664		180,987	
Cash at bank and in hand		289,124		189,075	
		<u>436,769</u>		<u>370,062</u>	
<b>Creditors: amounts falling due within one year</b>	<b>5</b>	<u>(126,522)</u>		<u>(81,291)</u>	
<b>Net current assets</b>			310,247		288,771
<b>Total assets less current liabilities</b>			<u>346,547</u>		<u>335,514</u>
<b>Provisions for liabilities</b>					
Deferred tax liability		2,306		2,900	
		<u>(2,306)</u>		<u>(2,900)</u>	
<b>Net assets</b>			<u>344,241</u>		<u>332,614</u>
<b>Capital and reserves</b>					
Called up share capital			10,000		10,000
Profit and loss reserves			334,241		322,614
<b>Total equity</b>			<u>344,241</u>		<u>332,614</u>

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**MCCALLAN MARKETING LIMITED**

**BALANCE SHEET (CONTINUED)**

**AS AT 31 DECEMBER 2019**

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

For the financial year ended 31 December 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges his 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 and signed by the director and authorised for issue on 16 November 2020

A J Caddell  
**Director**

**Company Registration No. 01696389**

**MCCALLAN MARKETING LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1 Accounting policies**

**Company information**

McCallan Marketing Limited is a private company limited by shares incorporated in England and Wales. The registered office is The Old Bakery, 16 Wordsworth Road, West Bridgford, Nottingham, NG2 7AN.

**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. The principal accounting policies adopted are set out below.

**1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

**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:

Leasehold improvements	10% straight line
Fixtures, fittings & equipment	10% straight line
Computer equipment	20% straight line

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.

**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.

**MCCALLAN MARKETING LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1 Accounting policies**

**(Continued)**

**1.5 Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

**1.6 Cash and cash equivalents**

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

**1.7 Financial instruments**

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the ~~Basic financial assets~~ and settle the liability simultaneously.

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 unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

***Classification of financial liabilities***

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

# MCCALLAN MARKETING LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2019

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#### 1 Accounting policies

(Continued)

##### ***Basic financial liabilities***

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### 1.8 Equity instruments

Share capital issued by the company is recorded at the proceeds received, net of transaction costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

#### 1.9 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.

#### 1.10 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.

**MCCALLAN MARKETING LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED 31 DECEMBER 2019**

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**1 Accounting policies (Continued)**

**1.11 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

**1.12 Leases**

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

**1.13 Foreign exchange**

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

**2 Employees**

The average monthly number of persons (including directors) employed by the company during the year was:

	<b>2019</b>	<b>2018</b>
	<b>Number</b>	<b>Number</b>
Total	5	6
	<u>    </u>	<u>    </u>



**MCCALLAN MARKETING LIMITED****NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****FOR THE YEAR ENDED 31 DECEMBER 2019****3 Tangible fixed assets**

	Leasehold improvement £	Fixtures, fittings & equipment £	Computer equipment £	Total £
<b>Cost</b>				
At 1 January 2019 and 31 December 2019	42,242	21,909	20,139	84,290
<b>Depreciation and impairment</b>				
At 1 January 2019	15,658	7,661	14,228	37,547
Depreciation charged in the year	4,224	2,191	4,028	10,443
At 31 December 2019	19,882	9,852	18,256	47,990
<b>Carrying amount</b>				
At 31 December 2019	22,360	12,057	1,883	36,300
At 31 December 2018	26,584	14,248	5,911	46,743

**4 Debtors**

	2019 £	2018 £
<b>Amounts falling due within one year:</b>		
Trade debtors	50,471	108,015
Other debtors	55,193	72,972
	105,664	180,987

**5 Creditors: amounts falling due within one year**

	2019 £	2018 £
Trade creditors	21,048	11,493
Corporation tax	23,306	29,300
Other taxation and social security	27,572	37,698
Other creditors	54,596	2,800
	126,522	81,291

## MCCALLAN MARKETING LIMITED

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

#### FOR THE YEAR ENDED 31 DECEMBER 2019

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#### 6 Operating lease commitments

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

	<b>2019</b>	<b>2018</b>
	<b>£</b>	<b>£</b>
	85,000	15,000
	<u>          </u>	<u>          </u>

#### 7 Directors' transactions

Advances or credits have been granted by the company to its directors as follows, included within debtors:

<b>Description</b>	<b>% Rate</b>	<b>Opening balance £</b>	<b>Amounts advanced £</b>	<b>Interest charged £</b>	<b>Amounts repaid £</b>	<b>Closing balance £</b>
Advances by company	2.50	65	95,689	176	(75,620)	20,310
		<u>        </u>	<u>          </u>	<u>        </u>	<u>          </u>	<u>          </u>
		65	95,689	176	(75,620)	20,310
		<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

#### 8 Parent company

McCallan Holdings Limited is the ultimate parent company, the registered office of which is The Old Bakery 16 Wordsworth Road, West Bridgford, Nottingham, NG2 7AN.

