

Unaudited Financial Statements
for the Year Ended 31 May 2021
for
POWERS OF PERSUASION LTD

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for the year ended 31 May 2021**

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POWERS OF PERSUASION LTD

**Company Information
for the year ended 31 May 2021**

Director: Mrs C Mayhew

Secretary: Ms J Cleaver

Registered office: Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

Registered number: 06604112 (England and Wales)

Accountants: Haines Watts
Chartered Accountants
Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

**Chartered Accountants' Report to the Director
on the Unaudited Financial Statements of
Powers of Persuasion Ltd**

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Statement of Comprehensive Income and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Powers of Persuasion Ltd for the year ended 31 May 2021 which comprise the Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity and the related notes 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 within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the director of Powers of Persuasion Ltd in accordance with the terms of our engagement letter dated 23 May 2013. Our work has been undertaken solely to prepare for your approval the financial statements of Powers of Persuasion Ltd and state those matters that we have agreed to state to the director of Powers of Persuasion Ltd in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Powers of Persuasion Ltd and its director for our work or for this report.

It is your duty to ensure that Powers of Persuasion Ltd has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of Powers of Persuasion Ltd. You consider that Powers of Persuasion Ltd 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 financial statements of Powers of Persuasion Ltd. 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 financial statements.

Haines Watts
Chartered Accountants
Northside House
69 Tweedy Road
Bromley
Kent
BR1 3WA

31 May 2022

POWERS OF PERSUASION LTD (REGISTERED NUMBER: 06604112)

**Balance Sheet
31 May 2021**

	Notes	2021 £	£	2020 £	£
Fixed assets					
Tangible assets	4		6,035		3,237
Current assets					
Debtors	5	105,898		72,748	
Cash at bank		<u>8,617</u>		<u>2,374</u>	
		114,515		75,122	
Creditors					
Amounts falling due within one year	6	<u>34,373</u>		<u>31,402</u>	
Net current assets			<u>80,142</u>		<u>43,720</u>
Total assets less current liabilities			<u>86,177</u>		<u>46,957</u>
Creditors					
Amounts falling due after more than one year	7		<u>47,500</u>		-
Net assets			<u>38,677</u>		<u>46,957</u>
Capital and reserves					
Called up share capital	8		99		99
Retained earnings	9		<u>38,578</u>		<u>46,858</u>
Shareholders' funds			<u>38,677</u>		<u>46,957</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2021 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The notes form part of these financial statements

Balance Sheet - continued
31 May 2021

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

In accordance with Section 444 of the Companies Act 2006, the Statement of Comprehensive Income has not been delivered.

The financial statements were approved by the director and authorised for issue on 31 May 2022 and were signed by:

Mrs C Mayhew - Director

**Notes to the Financial Statements
for the year ended 31 May 2021**

1. Statutory information

Powers of Persuasion Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. Accounting policies

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Key source of estimation, uncertainty and judgement

The preparation of financial statements in conformity with generally accepted accounting practice requires management to make estimates and judgement that affect the reported amounts of assets and liabilities as well as the disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the reporting period.

There is estimation uncertainty in calculating depreciation. A full line by line review of fixed assets is carried out by management regularly. Whilst every attempt is made to ensure that the depreciation policy is as accurate as possible, there remains a risk that the policy does not match the useful life of the assets.

There is estimation uncertainty in calculating deferred tax. A full line by line review of deferred tax is carried out by management regularly. Whilst every attempt is made to ensure that the deferred tax is as accurate as possible, there remains a risk that the provisions do not match the actual tax liability when asset is disposed of.

There is estimation uncertainty in calculating bad debt provisions. A full line by line review of trade debtors is carried out at the end of each month. Whilst every attempt is made to ensure that the bad debt provisions are as accurate as possible, there remains a risk that the provisions do not match the level of debts which ultimately prove to be uncollectable.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 25% on reducing balance

Notes to the Financial Statements - continued
for the year ended 31 May 2021

2. Accounting policies - continued**Financial instruments**

Financial assets and financial liabilities are recognised in the balance sheet when the company becomes a party to the contractual provisions of the instrument.

Trade and other debtors and creditors are classified as basic financial instruments and measured at initial recognition at transaction price. Debtors and creditors are subsequently measured at amortised cost using the effective interest rate method. A provision is established when there is objective evidence that the company will not be able to collect all amounts due.

Cash and cash equivalents are classified as basic financial instruments and comprise cash in hand and at bank and bank overdrafts.

Financial liabilities and equity instruments issued by the company are classified in accordance with the substance of the contractual arrangements entered into and the definitions of a financial liability and an equity instrument. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs.

3. Employees and directors

The average number of employees during the year was 1 (2020 - 1) .

4. Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Totals £
Cost			
At 1 June 2020	3,109	3,929	7,038
Additions	4,775	293	5,068
At 31 May 2021	<u>7,884</u>	<u>4,222</u>	<u>12,106</u>
Depreciation			
At 1 June 2020	777	3,024	3,801
Charge for year	1,971	299	2,270
At 31 May 2021	<u>2,748</u>	<u>3,323</u>	<u>6,071</u>
Net book value			
At 31 May 2021	<u>5,136</u>	<u>899</u>	<u>6,035</u>
At 31 May 2020	<u>2,332</u>	<u>905</u>	<u>3,237</u>

5. Debtors: amounts falling due within one year

	2021 £	2020 £
Other debtors	<u>105,898</u>	<u>72,748</u>

POWERS OF PERSUASION LTD (REGISTERED NUMBER: 06604112)

**Notes to the Financial Statements - continued
for the year ended 31 May 2021**

6. Creditors: amounts falling due within one year

	2021	2020
	£	£
Bank loans and overdrafts	2,500	-
Trade creditors	45	336
Taxation and social security	28,922	28,297
Other creditors	2,906	2,769
	<u>34,373</u>	<u>31,402</u>

7. Creditors: amounts falling due after more than one year

	2021	2020
	£	£
Bank loans	<u>47,500</u>	<u>-</u>
Amounts falling due in more than five years:		
Repayable by instalments		
Bank loans more 5 yr by instal	<u>7,500</u>	<u>-</u>

8. Called up share capital

Allotted, issued and fully paid:			2021	2020
Number:	Class:	Nominal value:	£	£
99	Ordinary	£1	<u>99</u>	<u>99</u>

9. Reserves

	Retained earnings
	£
At 1 June 2020	46,858
Profit for the year	32,932
Dividends	<u>(41,212)</u>
At 31 May 2021	<u>38,578</u>

Notes to the Financial Statements - continued
for the year ended 31 May 202110. **Director's advances, credits and guarantees**

The following advances and credits to a director subsisted during the years ended 31 May 2021 and 31 May 2020:

	2021 £	2020 £
Mrs C Mayhew		
Balance outstanding at start of year	72,748	-
Amounts advanced	158,150	72,748
Amounts repaid	(125,000)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>105,898</u>	<u>72,748</u>

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.