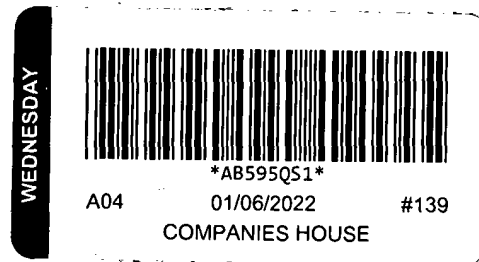


Registration number: 07030467

MY CRM Ltd

Annual Report and Unaudited Financial Statements

for the Year Ended 30 September 2021



Morleys
Chartered Accountants
Kings House Business Centre
Home Park Estate Station Road
Kings Langley
Herts
WD4 8LZ

MY CRM Ltd

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MY CRM Ltd

Company Information

Directors	Mr Alistair Dickinson Mrs Judith Anne Dickinson Mr Mark Christopher James Morley
Registered office	Suite 6, Unit 2, The Courtyard, Monks Brook, Newport Isle of Wight PO30 5BF
Accountants	Morleys Chartered Accountants Kings House Business Centre Home Park Estate Station Road Kings Langley Herts WD4 8LZ

MY CRM Ltd

(Registration number: 07030467) Balance Sheet as at 30 September 2021

	Note	2021 £	2020 £
Fixed assets			
Tangible assets	4	10,178	12,867
Current assets			
Debtors	5	98,244	108,044
Cash at bank and in hand		<u>87,646</u>	<u>99,161</u>
		185,890	207,205
Creditors: Amounts falling due within one year	6	<u>(132,707)</u>	<u>(134,037)</u>
Net current assets		<u>53,183</u>	<u>73,168</u>
Total assets less current liabilities		63,361	86,035
Creditors: Amounts falling due after more than one year	6	<u>(43,014)</u>	<u>(50,000)</u>
Net assets		<u>20,347</u>	<u>36,035</u>
Capital and reserves			
Called up share capital	7	200	200
Profit and loss account		<u>20,147</u>	<u>35,835</u>
Shareholders' funds		<u>20,347</u>	<u>36,035</u>

For the financial year ending 30 September 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

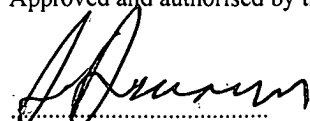
Directors' responsibilities:

- 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.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 15 February 2022 and signed on its behalf by:



Mr Alistair Dickinson
Director

The notes on pages 3 to 8 form an integral part of these financial statements.

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2021

1 General information

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

The address of its registered office is:

Suite 6, Unit 2,
The Courtyard,
Monks Brook,
Newport
Isle of Wight
PO30 5BF
England

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 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 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.

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rate on the date when the fair value is re-measured.

Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

Tax

The tax expense for the period comprises current 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.

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 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.

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 office equipment	25% written down value

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.

Leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.

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.

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2021

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 the defined contribution plan is recognised as expenditure when they fall due.

Grants

Government grants towards current operational costs are taken to other income as they accrue.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 4 (2020 - 6).

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2021

4 Tangible assets

	Furniture, fittings and equipment	Total
	£	£
Cost or valuation		
At 1 October 2020	53,776	53,776
Additions	704	704
At 30 September 2021	<u>54,480</u>	<u>54,480</u>
Depreciation		
At 1 October 2020	40,909	40,909
Charge for the year	3,393	3,393
At 30 September 2021	<u>44,302</u>	<u>44,302</u>
Carrying amount		
At 30 September 2021	<u>10,178</u>	<u>10,178</u>
At 30 September 2020	<u>12,867</u>	<u>12,867</u>

5 Debtors

	2021	2020
	£	£
Trade debtors	70,256	42,485
Prepayments	4,859	4,694
Other debtors	23,129	60,865
	<u>98,244</u>	<u>108,044</u>

6 Creditors

Creditors: amounts falling due within one year

		2021	2020
	Note	£	£
Due within one year			
Loans and borrowings	8	5,583	-
Trade creditors		14,889	16,966
Taxation and social security		32,096	31,580
Accruals and deferred income		24,386	27,854
Other creditors		55,753	57,637
		<u>132,707</u>	<u>134,037</u>

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2021

Creditors: amounts falling due after more than one year

	Note	2021 £	2020 £
Due after one year			
Loans and borrowings	8	43,014	50,000
		2021 £	2020 £
Due after more than five years			
After more than five years by instalments		20,784	50,000

7 Share capital

Allotted, called up and fully paid shares

	2021		2020	
	No.	£	No.	£
Ordinary shares of £1 each	200	200	200	200

8 Loans and borrowings

		2021 £	2020 £
Non-current loans and borrowings			
Bank borrowings		43,014	50,000
		2021 £	2020 £
Current loans and borrowings			
Bank borrowings		5,583	-

Included in the loans and borrowings are the following amounts due after more than five years:

Bank borrowings and debenture loans after five years

The Business Bounce Back Loan is repayable by instalments over a term of 10 years to 25th June 2030 with no repayment in the first twelve months and then in 108 monthly instalments thereafter. Interest accrues on a daily rate at 2.5% of which the first 12 months is met by the government via grant.

MY CRM Ltd

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2021

9 Related party transactions

Directors' remuneration

The directors' remuneration for the year was as follows:

	2021	2020
	£	£
Remuneration	<u>104,868</u>	<u>92,466</u>

The non cash benefits represent healthcare provision.

During the year the number of directors who were receiving benefits and share incentives was as follows:

	2021	2020
	No.	No.
Accruing benefits under money purchase pension scheme	<u>2</u>	<u>2</u>

Loans from related parties

	Key management	Total
	£	£
2021		
At start of period	<u>54,149</u>	<u>54,149</u>
At end of period	<u>54,149</u>	<u>54,149</u>
	Key management	Total
	£	£
2020		
At start of period	<u>54,149</u>	<u>54,149</u>
At end of period	<u>54,149</u>	<u>54,149</u>