

Registration number: 05925751

The International Association for Measurement and Evaluation of Communication

trading as Intl Assn for Measurement & Evaluation of Communication

(A company limited by guarantee)

Annual Report and Unaudited Filleted Financial Statements

for the Year Ended 31 December 2021

Manningtons
Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

The International Association for Measurement and Evaluation of Communication
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Company Information

Directors	S Gebauer R Bagnall J De Buerba JR Ward B Levine C Pimm A Sood J Meakin F Van Dyk J Burke S Harton M Koleva A Adams J Crawford R D DeLange S Karakeva R Lazorova P Lynch C Villa S Bridgeman
Registered office	4 Old Park Lane Mayfair London W1K 1QW
Accountants	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE

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(Registration number: 05925751)
Balance Sheet as at 31 December 2021

	Note	2021 £	2020 £
Current assets			
Debtors	4	61,162	75,936
Cash at bank and in hand		<u>305,151</u>	<u>180,364</u>
		366,313	256,300
Creditors: Amounts falling due within one year	5	<u>(207,960)</u>	<u>(185,997)</u>
Total assets less current liabilities		158,353	70,303
Creditors: Amounts falling due after more than one year	5	<u>(45,018)</u>	<u>-</u>
Net assets		<u><u>113,335</u></u>	<u><u>70,303</u></u>
Capital and reserves			
Profit and loss account		<u>113,335</u>	<u>70,303</u>
Shareholders' funds		<u><u>113,335</u></u>	<u><u>70,303</u></u>

For the financial 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.

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 and signed on its behalf by:

.....
A Sood
Director

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Notes to the Unaudited Financial Statements for the Year Ended 31 December 2021

1 General information

The company is a company limited by guarantee incorporated in England and Wales. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation.

The address of its registered office is:

4 Old Park Lane

Mayfair

London

W1K 1QW

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

Monetary Assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the transactions. All differences are taken to the Profit and Loss account.

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.

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.

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Notes to the Unaudited Financial Statements for the Year Ended 31 December 2021

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 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.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

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 defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 19 (2020 - 25).

Only 2 of these persons were remunerated in 2021 and 2020.

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Notes to the Unaudited Financial Statements for the Year Ended 31 December 2021

4 Debtors

	2021	2020
	£	£
Trade debtors	35,833	50,642
Prepayments	19,876	22,180
Other debtors	5,453	3,114
	61,162	75,936

5 Creditors

Creditors: amounts falling due within one year

	2021	2020
	£	£
Due within one year		
Bank loans and overdrafts	4,982	-
Taxation and social security	7,177	9,110
Other creditors	195,801	176,887
	207,960	185,997

Due after one year

Loans and borrowings	45,018	-
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Creditors: amounts falling due after more than one year

	2021	2020	
	£	£	
Due after one year			
Loans and borrowings	45,018	-	6

	2021	2020
	£	£
Due after more than five years		
After more than five years by instalments	5,164	-

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Notes to the Unaudited Financial Statements for the Year Ended 31 December 2021

6 Loans and borrowings

	2021 £	2020 £
Non-current loans and borrowings		
Bank borrowings	<u>45,018</u>	<u>-</u>

	2021 £	2020 £
Current loans and borrowings		
Bank borrowings	<u>4,982</u>	<u>-</u>

Bank borrowings

Bounce back loan is denominated in with a nominal interest rate of 2.5%, and the final instalment is due on 1 June 2027. The carrying amount at year end is £50,000 (2020 - £Nil).

The loan is an unsecured loan backed by the government as part of COVID19 business support packages available.