

# VMR Publicity Limited

Annual Report and Unaudited Financial Statements (Filleled)

for the Year Ended 31 January 2019

**VMR Publicity Limited**

**Contents**

Company Information	<a href="#">1</a>
Balance Sheet	<a href="#">2</a> to <a href="#">3</a>
Notes to the Financial Statements	<a href="#">4</a> to <a href="#">9</a>

# VMR Publicity Limited

## Company Information

Director	V M O'Shea
Company secretary	J Tolfree
Registered office	Unit 5 Septimus Hawkfield Business Park Bristol BS14 0BN
Accountants	Burton Sweet Chartered Accountants and Business Advisers Cooper House Lower Charlton Estate Shepton Mallet Somerset BA4 5QE

# VMR Publicity Limited

(Registration number: 03596965)

## Balance Sheet

31 January 2019

	Note	2019 £	2018 £
<b>Fixed assets</b>			
Tangible assets	<a href="#">4</a>	26,937	29,985
Investments		-	2
		<u>26,937</u>	<u>29,987</u>
<b>Current assets</b>			
Debtors	<a href="#">5</a>	187,881	240,290
Cash at bank and in hand		31,260	-
		<u>219,141</u>	<u>240,290</u>
<b>Creditors:</b> Amounts falling due within one year	<a href="#">6</a>	<u>(95,666)</u>	<u>(135,737)</u>
<b>Net current assets</b>		<u>123,475</u>	<u>104,553</u>
<b>Total assets less current liabilities</b>		150,412	134,540
<b>Creditors:</b> Amounts falling due after more than one year	<a href="#">6</a>	<u>(25,115)</u>	<u>(14,190)</u>
<b>Net assets</b>		<u>125,297</u>	<u>120,350</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>125,197</u>	<u>120,250</u>
<b>Total equity</b>		<u>125,297</u>	<u>120,350</u>

The notes on pages [4](#) to [9](#) form an integral part of these financial statements.

# **VMR Publicity Limited**

**(Registration number: 03596965)**

## **Balance Sheet**

**31 January 2019**

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

Director's 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 director acknowledges her 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 director on 22 January 2020

.....

V M O'Shea  
Director

The notes on pages [4](#) to [9](#) form an integral part of these financial statements.

---

**Notes to the Financial Statements  
Year Ended 31 January 2019**

**1 General information**

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

The address of its registered office is:  
Unit 5 Septimus  
Hawkfield Business Park  
Bristol  
BS14 0BN

**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 value added tax, returns, rebates and discounts.

**Tax**

The tax expense for the period comprises current tax and is recognised in profit or loss,

The current corporation 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 statement of financial position 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.

## **Notes to the Financial Statements Year Ended 31 January 2019**

### **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:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Plant and machinery	10% per annum straight line
Office equipment	25% per annum reducing balance

### **Business combinations**

Business combinations are accounted for using the purchase method. The consideration for each acquisition is measured at the aggregate of the fair values at acquisition date of assets given, liabilities incurred or assumed, and equity instruments issued by the group in exchange for control of the acquired, plus any costs directly attributable to the business combination. When a business combination agreement provides for an adjustment to the cost of the combination contingent on future events, the group includes the estimated amount of that adjustment in the cost of the combination at the acquisition date if the adjustment is probable and can be measured reliably.

### **Investments**

Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business and are recognised initially at the transaction price. 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.

### **Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers and are classified as current liabilities unless there is an unconditional right to defer settlement for at least twelve months after the reporting date. Then they are presented as non-current liabilities.

**Notes to the Financial Statements**  
**Year Ended 31 January 2019**

**Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. 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.

**Leases**

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee.

**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.

**3 Staff numbers**

The average number of persons employed by the company (including the director) during the year, was 4 (2018 - 6).



**Notes to the Financial Statements  
Year Ended 31 January 2019**

**4 Tangible assets**

	<b>Furniture, fittings and equipment £</b>	<b>Other tangible assets £</b>	<b>Total £</b>
<b>Cost or valuation</b>			
At 1 February 2018	3,040	41,504	44,544
At 31 January 2019	3,040	41,504	44,544
<b>Depreciation</b>			
At 1 February 2018	2,712	11,847	14,559
Charge for the year	82	2,966	3,048
At 31 January 2019	2,794	14,813	17,607
<b>Carrying amount</b>			
At 31 January 2019	246	26,691	26,937
At 31 January 2018	328	29,657	29,985

**5 Debtors**

	<b>2019 £</b>	<b>2018 £</b>
Trade debtors	20,685	65,946
Other debtors	167,196	174,344
	<u>187,881</u>	<u>240,290</u>

**Notes to the Financial Statements**  
**Year Ended 31 January 2019**

**6 Creditors**

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

	<b>Note</b>	<b>2019 £</b>	<b>2018 £</b>
<b>Due within one year</b>			
Loans and borrowings	<a href="#">7</a>	12,512	36,107
Trade creditors		34,870	27,457
Taxation and social security		2,075	20,861
Other creditors		46,209	51,312
		<u>95,666</u>	<u>135,737</u>

**Due after one year**

Loans and borrowings	<a href="#">7</a>	<u>25,115</u>	<u>14,190</u>
----------------------	-------------------	---------------	---------------

**Creditors: amounts falling due after more than one year**

	<b>Note</b>	<b>2019 £</b>	<b>2018 £</b>
<b>Due after one year</b>			
Loans and borrowings	<a href="#">7</a>	<u>25,115</u>	<u>14,190</u>

**7 Loans and borrowings**

	<b>2019 £</b>	<b>2018 £</b>
<b>Non-current loans and borrowings</b>		
Bank borrowings	17,187	-
HP and finance lease liabilities	<u>7,928</u>	<u>14,190</u>
	<u>25,115</u>	<u>14,190</u>

## **VMR Publicity Limited**

### **Notes to the Financial Statements Year Ended 31 January 2019**

	<b>2019 £</b>	<b>2018 £</b>
<b>Current loans and borrowings</b>		
Bank borrowings	6,250	-
Bank overdrafts	-	29,845
HP and finance lease liabilities	<u>6,262</u>	<u>6,262</u>
	<u><b>12,512</b></u>	<u><b>36,107</b></u>