

# VMR Publicity Limited

Annual Report and Unaudited Filleted Financial Statements

for the Year Ended 31 January 2024

**Contents**

Company Information	<a href="#"><u>1</u></a>
Balance Sheet	<a href="#"><u>2</u></a> to <a href="#"><u>3</u></a>
Notes to the Unaudited Financial Statements	<a href="#"><u>4</u></a> to <a href="#"><u>7</u></a>

**VMR Publicity Limited**

**Company Information**

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

The notes on pages [4](#) to [7](#) form an integral part of these financial statements.

# VMR Publicity Limited

(Registration number: 03596965)

## Balance Sheet

31 January 2024

	Note	2024 £	2023 £
<b>Fixed assets</b>			
Tangible assets	<a href="#">4</a>	32,516	28,401
<b>Current assets</b>			
Debtors	<a href="#">5</a>	23,606	42,738
Cash at bank and in hand		25,653	51,604
		49,259	94,342
<b>Creditors:</b> Amounts falling due within one year	<a href="#">6</a>	(50,396)	(44,983)
<b>Net current (liabilities)/assets</b>		(1,137)	49,359
<b>Total assets less current liabilities</b>		31,379	77,760
<b>Creditors:</b> Amounts falling due after more than one year	<a href="#">6</a>	(40,335)	(36,341)
<b>Provisions for liabilities</b>		(6,079)	(6,079)
<b>Net (liabilities)/assets</b>		(15,035)	35,340
<b>Capital and reserves</b>			
Called up share capital		100	100
Retained earnings		(15,135)	35,240
Shareholders' (deficit)/funds		(15,035)	35,340

The notes on pages [4](#) to [7](#) form an integral part of these financial statements.

**VMR Publicity Limited**

**(Registration number: 03596965)**

**Balance Sheet**

**31 January 2024**

For the financial year ending 31 January 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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.

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 delivered in accordance with the provisions applicable to companies subject to the small companies regime. As permitted by section 444 (5A) of the Companies Act 2006, the director has not delivered to the registrar a copy of the Profit and Loss Account.

Approved and authorised by the director on 28 October 2024

.....  
V M O'Shea  
Director

**Notes to the Unaudited Financial Statements  
Year Ended 31 January 2024**

**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

These financial statements were authorised for issue by the director on 28 October 2024.

**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 smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

**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.

**Going concern**

The financial statements have been prepared on a going concern basis.

**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.

**Notes to the Unaudited Financial Statements  
Year Ended 31 January 2024**

**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:

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

**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.

**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.

**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.

**Notes to the Unaudited Financial Statements  
Year Ended 31 January 2024****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 2 (2023 - 2).

**4 Tangible assets**

	<b>Plant and machinery £</b>	<b>Office equipment £</b>	<b>Motor vehicles £</b>	<b>Total £</b>
<b>Cost or valuation</b>				
At 1 February 2023	63,364	3,823	8,195	75,382
Additions	25,292	499	-	25,791
Disposals	(19,705)	(1,273)	(5,700)	(26,678)
At 31 January 2024	68,951	3,049	2,495	74,495
<b>Depreciation</b>				
At 1 February 2023	39,512	2,480	4,989	46,981
Charge for the year	6,868	831	351	8,050
Eliminated on disposal	(7,882)	(1,273)	(3,897)	(13,052)
At 31 January 2024	38,498	2,038	1,443	41,979
<b>Carrying amount</b>				
At 31 January 2024	30,453	1,011	1,052	32,516
At 31 January 2023	23,852	1,343	3,206	28,401

**5 Debtors**

	<b>2024 £</b>	<b>2023 £</b>
Trade debtors	20,066	22,875
Other debtors	3,540	19,863
	<u>23,606</u>	<u>42,738</u>



**Notes to the Unaudited Financial Statements  
Year Ended 31 January 2024**

**6 Creditors**

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

	<b>Note</b>	<b>2024 £</b>	<b>2023 £</b>
<b>Due within one year</b>			
Loans and borrowings	<a href="#">7</a>	13,565	5,590
Trade creditors		13,765	11,297
Taxation and social security		5,454	10,125
Accruals and deferred income		1,700	1,620
Other creditors		15,912	16,351
		<u>50,396</u>	<u>44,983</u>

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

	<b>Note</b>	<b>2024 £</b>	<b>2023 £</b>
<b>Due after one year</b>			
Loans and borrowings	<a href="#">7</a>	<u>40,335</u>	<u>36,341</u>

**7 Loans and borrowings**

**Non-current loans and borrowings**

	<b>2024 £</b>	<b>2023 £</b>
Bank borrowings	31,161	36,341
Hire purchase contracts	9,174	-
	<u>40,335</u>	<u>36,341</u>

**Current loans and borrowings**

	<b>2024 £</b>	<b>2023 £</b>
Bank borrowings	5,097	5,097
Hire purchase contracts	8,468	493
	<u>13,565</u>	<u>5,590</u>