

VMR Publicity Limited

Annual Report and Unaudited Filleted Financial Statements
for the Year Ended 31 January 2020

VMR Publicity Limited

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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 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	<u>4</u>	44,734	26,937
Current assets			
Debtors	<u>5</u>	116,690	187,882
Cash at bank and in hand		44,592	31,260
		161,282	219,142
Creditors: Amounts falling due within one year	<u>6</u>	(63,792)	(95,667)
Net current assets		97,490	123,475
Total assets less current liabilities		142,224	150,412
Creditors: Amounts falling due after more than one year	<u>6</u>	(24,676)	(25,115)
Provisions for liabilities		(6,338)	-
Net assets		<u>111,210</u>	<u>125,297</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		111,110	125,197
Total equity		<u>111,210</u>	<u>125,297</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 2020

For the financial year ending 31 January 2020 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 23 November 2020

V M O'Shea
Director

The notes on pages 4 to 9 form an integral part of these financial statements.

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

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 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.

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

Deferred tax is recognised in respect of all timing differences between taxable profits and profits reported in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised when it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference.

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.

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
Plant and machinery	10% per annum straight line
Office equipment	25% per annum reducing balance
Motor vehicles	25% per annum reducing balance

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.

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

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.

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 (2019 - 4).

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

4 Tangible assets

	Fixtures and fittings £	Plant and machinery £	Office equipment £	Motor vehicles £
Cost or valuation				
At 1 February 2019	2,191	41,504	849	-
Additions	-	19,705	-	5,700
At 31 January 2020	2,191	61,209	849	5,700
Depreciation				
At 1 February 2019	2,191	14,813	603	-
Charge for the year	-	6,121	62	1,425
At 31 January 2020	2,191	20,934	665	1,425
Carrying amount				
At 31 January 2020		40,275	184	4,275
At 31 January 2019	-	26,691	246	-
			Total	£
Cost or valuation				
At 1 February 2019				44,544
Additions				25,405
At 31 January 2020				69,949
Depreciation				
At 1 February 2019				17,607
Charge for the year				7,608
At 31 January 2020				25,215
Carrying amount				
At 31 January 2020				44,734
At 31 January 2019				26,937

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

5 Debtors

	2020 £	2019 £
Trade debtors	52,852	20,685
Other debtors	63,838	167,197
	<u>116,690</u>	<u>187,882</u>

VMR Publicity Limited

Notes to the Unaudited Financial Statements Year Ended 31 January 2020

6 Creditors

Creditors: amounts falling due within one year

	Note	2020 £	2019 £
Due within one year			
Bank loans and overdrafts	7	18,424	12,512
Trade creditors		24,396	34,870
Taxation and social security		10,961	2,076
Accruals and deferred income		1,470	1,345
Other creditors		8,541	44,864
		<u>63,792</u>	<u>95,667</u>

Creditors: amounts falling due after more than one year

	Note	2020 £	2019 £
Due after one year			
Loans and borrowings	7	<u>24,676</u>	<u>25,115</u>

7 Loans and borrowings

	2020 £	2019 £
Non-current loans and borrowings		
Bank borrowings	10,937	17,187
Hire purchase contracts	13,739	7,928
	<u>24,676</u>	<u>25,115</u>

	2020 £	2019 £
Current loans and borrowings		
Bank borrowings	6,250	6,250
Hire purchase contracts	12,174	6,262
	<u>18,424</u>	<u>12,512</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.