

# VMR Publicity Limited

Annual Report and Unaudited Filleted Financial Statements  
for the Year Ended 31 January 2021

**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 2021

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	<u>4</u>	37,815	44,734
<b>Current assets</b>			
Debtors	<u>5</u>	63,264	116,690
Cash at bank and in hand		<u>110,193</u>	<u>44,592</u>
		173,457	161,282
<b>Creditors: Amounts falling due within one year</b>	<u>6</u>	<u>(53,552)</u>	<u>(63,792)</u>
<b>Net current assets</b>		<u>119,905</u>	<u>97,490</u>
<b>Total assets less current liabilities</b>		157,720	142,224
<b>Creditors: Amounts falling due after more than one year</b>	<u>6</u>	<u>(48,071)</u>	<u>(24,676)</u>
<b>Provisions for liabilities</b>		<u>(6,079)</u>	<u>(6,338)</u>
<b>Net assets</b>		<u>103,570</u>	<u>111,210</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>103,470</u>	<u>111,110</u>
<b>Total equity</b>		<u>103,570</u>	<u>111,210</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 2021**

For the financial year ending 31 January 2021 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 25 October 2021

V M O'Shea  
Director

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

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# **VMR Publicity Limited**

## **Notes to the Unaudited Financial Statements Year Ended 31 January 2021**

### **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 2021**

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:

<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 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.

#### **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.

## **VMR Publicity Limited**

### **Notes to the Unaudited Financial Statements Year Ended 31 January 2021**

#### **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 3 (2020 - 2).



# VMR Publicity Limited

## Notes to the Unaudited Financial Statements Year Ended 31 January 2021

### 4 Tangible assets

	Fixtures and fittings £	Plant and machinery £	Office equipment £	Motor vehicles £	Total £
<b>Cost or valuation</b>					
At 1 February 2020	2,191	61,209	849	5,700	69,949
Additions	-	-	424	-	424
Disposals	(2,191)	-	-	-	(2,191)
At 31 January 2021	-	61,209	1,273	5,700	68,182
<b>Depreciation</b>					
At 1 February 2020	2,191	20,934	665	1,425	25,215
Charge for the year	-	6,121	153	1,069	7,343
Eliminated on disposal	(2,191)	-	-	-	(2,191)
At 31 January 2021	-	27,055	818	2,494	30,367
<b>Carrying amount</b>					
At 31 January 2021	-	34,154	455	3,206	37,815
At 31 January 2020	-	40,275	184	4,275	44,734

## VMR Publicity Limited

### Notes to the Unaudited Financial Statements Year Ended 31 January 2021

#### 5 Debtors

	2021 £	2020 £
Trade debtors	25,233	52,852
Other debtors	38,031	63,838
	<u>63,264</u>	<u>116,690</u>

#### 6 Creditors

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

	Note	2021 £	2020 £
<b>Due within one year</b>			
Bank loans and overdrafts	7	15,910	18,424
Trade creditors		10,974	24,396
Taxation and social security		9,977	10,961
Accruals and deferred income		1,400	1,470
Other creditors		15,291	8,541
		<u>53,552</u>	<u>63,792</u>

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

	Note	2021 £	2020 £
<b>Due after one year</b>			
Loans and borrowings	7	<u>48,071</u>	<u>24,676</u>

Creditors include bank loans repayable by instalments of £8,334.00 (2020 - £0.00) due after more than five years.

#### 7 Loans and borrowings

	2021 £	2020 £
<b>Non-current loans and borrowings</b>		
Bank borrowings	41,667	10,937
Hire purchase contracts	6,404	13,739
	<u>48,071</u>	<u>24,676</u>

## VMR Publicity Limited

### Notes to the Unaudited Financial Statements Year Ended 31 January 2021

	2021 £	2020 £
<b>Current loans and borrowings</b>		
Bank borrowings	8,333	6,250
Hire purchase contracts	<u>7,577</u>	<u>12,174</u>
	<u>15,910</u>	<u>18,424</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.