

**BRAND AND SOUL LIMITED  
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2021**

**E d w a r d s   &   K e e p i n g**

Chartered Accountants

**BRAND AND SOUL LIMITED**

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# **BRAND AND SOUL LIMITED**

## **COMPANY INFORMATION**

**Directors** Mr J H Noel  
Mrs H M Noel

**Company secretary** Mrs H M Noel

**Registered office** Second Floor Studio  
27 Durngate Street  
DORCHESTER  
Dorset  
DT1 1JP

**Accountants** Edwards & Keeping  
Chartered Accountants  
Unity Chambers  
34 High East Street  
Dorchester  
Dorset  
DT1 1HA

**CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE  
PREPARATION OF THE UNAUDITED STATUTORY ACCOUNTS OF  
BRAND AND SOUL LIMITED  
FOR THE YEAR ENDED 30 APRIL 2021**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Brand and Soul Limited for the year ended 30 April 2021 as set out on pages 3 to 8 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of Brand and Soul Limited, as a body, in accordance with the terms of our engagement letter dated 17 November 2021. Our work has been undertaken solely to prepare for your approval the accounts of Brand and Soul Limited and state those matters that we have agreed to state to the Board of Directors of Brand and Soul Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Brand and Soul Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Brand and Soul Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Brand and Soul Limited. You consider that Brand and Soul Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Brand and Soul Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

Edwards & Keeping  
Chartered Accountants  
Unity Chambers  
34 High East Street  
Dorchester  
Dorset  
DT1 1HA

26 January 2022

# BRAND AND SOUL LIMITED

(REGISTRATION NUMBER: 04419169)  
BALANCE SHEET AS AT 30 APRIL 2021

	Note	2021		2020	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	<u>4</u>		2,834		2,242
<b>Current assets</b>					
Stocks		500		500	
Debtors	<u>5</u>	46,783		33,993	
Cash at bank and in hand		<u>34,511</u>		<u>8</u>	
		81,794		34,501	
<b>Creditors: Amounts falling due within one year</b>	<u>6</u>	<u>(51,406)</u>		<u>(36,252)</u>	
<b>Net current assets/(liabilities)</b>			<u>30,388</u>		<u>(1,751)</u>
<b>Total assets less current liabilities</b>			33,222		491
<b>Creditors: Amounts falling due after more than one year</b>	<u>6</u>		<u>(32,901)</u>		<u>-</u>
<b>Net assets</b>			<u><u>321</u></u>		<u><u>491</u></u>
<b>Capital and reserves</b>					
Called up share capital		2		2	
Profit and loss account		<u>319</u>		<u>489</u>	
<b>Total equity</b>			<u><u>321</u></u>		<u><u>491</u></u>

For the financial year ending 30 April 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 25 January 2022 and signed on its behalf by:

Mr J H Noel

**Director**

# BRAND AND SOUL LIMITED

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 APRIL 2021

	Share capital £	Profit and loss account £	Total £
At 1 May 2020	2	489	491
Profit for the year	-	76,830	76,830
Total comprehensive income	-	76,830	76,830
Dividends	-	(77,000)	(77,000)
At 30 April 2021	2	319	321
	Share capital £	Profit and loss account £	Total £
At 1 May 2019	2	2,707	2,709
Profit for the year	-	27,282	27,282
Total comprehensive income	-	27,282	27,282
Dividends	-	(29,500)	(29,500)
At 30 April 2020	2	489	491

# BRAND AND SOUL LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 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:

Second Floor Studio  
27 Durngate Street  
DORCHESTER  
Dorset  
DT1 1JP

### 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.

The accounts are presented in £ sterling.

#### 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.

#### 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.

#### 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

Fixtures, fittings and equipment

##### Depreciation method and rate

3 to 10 years straight line

## **BRAND AND SOUL LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2021**

#### **Trade debtors**

Trade debtors are amounts due from customers for goods sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost less provision for impairment. 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. 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.

Trade creditors are recognised at the transaction price.

#### **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.

#### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### **Dividends**

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

### **3 Staff numbers**

The average number of persons employed by the company (including directors) during the year, was 2 (2020 - 2).



# BRAND AND SOUL LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2021

### 4 Tangible assets

	Fixtures and fittings £	Total £
<b>Cost or valuation</b>		
At 1 May 2020	16,424	16,424
Additions	3,556	3,556
At 30 April 2021	19,980	19,980
<b>Depreciation</b>		
At 1 May 2020	14,182	14,182
Charge for the year	2,964	2,964
At 30 April 2021	17,146	17,146
<b>Carrying amount</b>		
At 30 April 2021	2,834	2,834
At 30 April 2020	2,242	2,242

### 5 Debtors

	2021 £	2020 £
Trade debtors	12,280	10,027
Other debtors	34,503	23,966
	46,783	33,993

### 6 Creditors

	Note	2021 £	2020 £
<b>Due within one year</b>			
Bank loans and overdrafts	8	19,266	22,113
Trade creditors		1,686	2,809
Corporation tax liability		17,907	6,499
Taxation and social security		6,838	2,715
Other creditors		5,709	2,116
		51,406	36,252
<b>Due after one year</b>			
Loans and borrowings	8	32,901	-

# BRAND AND SOUL LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2021

### 7 Share capital

Allotted, called up and fully paid shares

	2021		2020	
	No.	£	No.	£
Ordinary shares of £1 each	2	2	2	2

### 8 Loans and borrowings

	2021 £	2020 £
<b>Non-current loans and borrowings</b>		
Other borrowings	32,901	-

	2021 £	2020 £
<b>Current loans and borrowings</b>		
Bank overdrafts	-	3,346
Other borrowings	19,266	18,767
	19,266	22,113

### 9 Dividends

	2021 £	2020 £
Interim dividend of £38,500.00 (2020 - £14,750.00) per ordinary share	77,000	29,500

### 10 Related party transactions

Transactions with directors

	At 1 May 2020 £	Advances to directors £	Repayments by director £	At 30 April 2021 £
<b>2021</b>				
Mr J H Noel and Mrs H M Noel	23,474	6,413	(23,474)	6,413

	At 1 May 2019 £	Advances to directors £	Repayments by director £	At 30 April 2020 £
<b>2020</b>				
Mr J H Noel and Mrs H M Noel	17,706	23,474	(17,706)	23,474

**Directors' remuneration**

The directors' remuneration for the year was as follows:

		2021 £	2020 £
Remuneration	- 8 -	<u>15,394</u>	<u>15,873</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.