

Company registration number: 05034705

Flame Public Relations Limited

Unaudited financial statements

28 February 2017

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Flame Public Relations Limited

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Flame Public Relations Limited

Directors and other information

Director	Kully Dhadha
Company number	05034705
Registered office	37 Pear Tree Street London EC1V 3AG
Business address	37 Pear Tree Street London EC1V 3AG
Accountants	BG Partnership First Floor 23 Princes Street London W1B 2LX

Flame Public Relations Limited

Statement of financial position 28 February 2017

	Note	2017 £	£	2016 £	£
Fixed assets					
Tangible assets	5	49,958		8,242	
			49,958		8,242
Current assets					
Debtors	7	116,901		97,168	
Cash at bank and in hand		177,778		267,659	
		294,679		364,827	
Creditors: amounts falling due within one year	8	(189,779)		(260,540)	
Net current assets			104,900		104,287
Total assets less current liabilities			154,858		112,529
Net assets			154,858		112,529
Capital and reserves					
Called up share capital			1		1
Profit and loss account			154,857		112,528
Shareholders funds			154,858		112,529

For the year ending 28 February 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

- The shareholders have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The director acknowledges their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

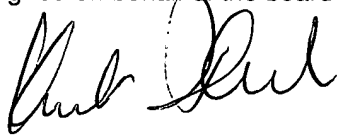
In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

The notes on pages 5 to 9 form part of these financial statements.

Flame Public Relations Limited

Statement of financial position (continued)
28 February 2017

These financial statements were approved by the board of directors and authorised for issue on 30 June 2017, and are signed on behalf of the board by:



Kully Dhadda
Director

Company registration number: 05034705

The notes on pages 5 to 9 form part of these financial statements.

Flame Public Relations Limited

**Statement of changes in equity
Year ended 28 February 2017**

	Called up share capital £	Profit and loss account £	Total £
At 1 March 2015	1	941,824	941,825
Profit for the year	<u> </u>	409,704	409,704
Total comprehensive income for the year	-	409,704	409,704
Dividends paid and payable	<u> </u>	(1,239,000)	(1,239,000)
Total investments by and distributions to owners	-	(1,239,000)	(1,239,000)
At 28 February 2016 and 1 March 2016	<u> </u>	<u> </u>	<u> </u>
	1	112,528	112,529
Profit for the year	<u> </u>	179,829	179,829
Total comprehensive income for the year	-	179,829	179,829
Dividends paid and payable	<u> </u>	(137,500)	(137,500)
Total investments by and distributions to owners	-	(137,500)	(137,500)
At 28 February 2017	<u> </u>	<u> </u>	<u> </u>
	1	154,857	154,858

Flame Public Relations Limited

Notes to the financial statements Year ended 28 February 2017

1. General information

The company is a private company limited by shares, registered in England & Wales. The address of the registered office is 37 Pear Tree Street, London, EC1V 3AG.

2. Statement of compliance

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Transition to FRS 102

The entity transitioned from previous UK GAAP to FRS 102 as at 1 March 2015. Details of how FRS 102 has affected the reported financial position and financial performance is given in note 10.

Turnover

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Taxation

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that 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 that are expected to apply to the reversal of the timing difference.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

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Notes to the financial statements (continued)

Year ended 28 February 2017

Tangible assets

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Short leasehold property	- Straight line over the life of the lease
Fittings fixtures and equipment	- 25% reducing balance

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

Fixed asset investments

Fixed asset investments are initially recorded at cost, and subsequently stated at cost less any accumulated impairment losses. Listed investments are measured at fair value with changes in fair value being recognised in profit or loss.

Impairment

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

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Notes to the financial statements (continued)

Year ended 28 February 2017

Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised in finance costs in profit or loss in the period in which it arises.

4. Staff costs

The average number of persons employed by the company during the year, including the directors was 19 (2016: 10).

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Notes to the financial statements (continued)
Year ended 28 February 2017

5. Tangible assets

	Short leasehold property £	Fixtures, fittings and equipment £	Total £
Cost			
At 1 March 2016	-	29,134	29,134
Additions	45,842	5,160	51,002
At 28 February 2017	<u>45,842</u>	<u>34,294</u>	<u>80,136</u>
Depreciation			
At 1 March 2016	-	20,891	20,891
Charge for the year	6,093	3,194	9,287
At 28 February 2017	<u>6,093</u>	<u>24,085</u>	<u>30,178</u>
Carrying amount			
At 28 February 2017	<u>39,749</u>	<u>10,209</u>	<u>49,958</u>
At 28 February 2016	<u>-</u>	<u>8,243</u>	<u>8,243</u>

6. Investments

	Other unlisted investments £	Total £
Cost		
At 1 March 2016 and 28 February 2017	<u>525,000</u>	<u>525,000</u>
Impairment		
At 1 March 2016 and 28 February 2017	<u>525,000</u>	<u>525,000</u>
Carrying amount		
At 28 February 2017	<u>-</u>	<u>-</u>
At 28 February 2016	<u>-</u>	<u>-</u>

7. Debtors

	2017 £	2016 £
Trade debtors	107,980	81,219
Other debtors	8,921	15,949
	<u>116,901</u>	<u>97,168</u>

Flame Public Relations Limited

Notes to the financial statements (continued)
Year ended 28 February 2017

8. Creditors: amounts falling due within one year

	2017	2016
	£	£
Trade creditors	13,475	14,753
Corporation tax	47,360	103,755
Social security and other taxes	18,421	64,499
Other creditors	110,523	77,533
	<u>189,779</u>	<u>260,540</u>

9. Related party transactions

During the period the company leased a commercial office premise from the director, Kully Dhadda, at a cost of £18,000 per month. At the reporting date this director was owed £453 (2016: £1,576) by the company. The director was paid a dividend of £137,500 for the year ended 28 February 2017 (2016: 1,239,000).

10. Transition to FRS 102

These are the first financial statements that comply with FRS 102. The company transitioned to FRS 102 on 1 March 2015.

Reconciliation of equity

No transitional adjustments were required.

Reconciliation of profit or loss for the year

No transitional adjustments were required.