

**File Copy**

**Ideal Public Relations Limited**

Financial statements

For the year ended 31<sup>st</sup> August 2009

Registration number. 05904156



***Presented by Brywel Associates, 7 Chiltern Court, 37 St Peters Avenue, Reading, RG4 7DH***

**Ideal Public Relations Limited**  
**Registration Number: 05904156**

## **DIRECTORS REPORT**

The director presents her report and accounts for the year ended 31st August 2009

## **PRINCIPAL ACTIVITY**

The company's principal activity during the year was that of providing public relations solutions

## **DIRECTORS**

The director who served during the year and her beneficial interest in the company's share capital was as follows

	<b>—————Ordinary £1 shares—————</b>	
	<b>2009</b>	<b>2008</b>
Mrs A Yabsley	2	2

## **REGISTERED OFFICE**

17 Fernoy Road  
Greenford  
Middlesex  
UB6 9HX

## **DIRECTOR RESPONSIBILITIES**

Company law requires the Directors to prepare accounts for each financial period which give a true and fair view of the state of affairs of the company and the profit or loss of the company for that period.


In preparing those accounts, the Directors are required to:  
select suitable accounting policies and then apply them consistently,  
make judgements and estimates that are reasonable and prudent,  
follow applicable accounting standards, subject to any material departures disclosed and explained in the accounts,  
prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue in business

The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the accounts comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies

By order of the board

**Mrs A Yabsley**  
**Director**  
**13th October 2009**



**Ideal Public Relations Limited**  
**Profit and Loss Account for the year ended 31st August 2009**

		<b><u>2009</u></b>	<b><u>2008</u></b>
Turnover	Note 2	119,431	115,270
Cost of sales		<u>46,914</u>	<u>21,443</u>
<b>GROSS PROFIT</b>		72,517	93,827
Administration costs		<u>33,255</u>	<u>45,666</u>
<b>OPERATING PROFIT</b>		39,262	48,161
Interest receivable		<u>94</u>	<u>151</u>
<b>PROFIT BEFORE TAXATION</b>	Note 3	39,356	48,312
Taxation		<u>8,878</u>	<u>10,161</u>
<b>PROFIT AFTER TAXATION</b>		30,478	38,151
Dividends		<u>25,000</u>	<u>46,000</u>
<b>Profit for the financial period</b>		5,478	-7,849
<b>Profits brought forward</b>		123	7,972
<b>RETAINED PROFITS CARRIED FORWARD</b>		<u>5,601</u>	<u>123</u>

The company has no recognised gains or losses other than the profit and loss for this period

**Ideal Public Relations Limited**  
**Balance Sheet as at 31st August 2009**

		<b><u>2009</u></b>	<b><u>2008</u></b>
<b>CURRENT ASSETS</b>			
Cash at bank & in hand		3,420	3,809
Debtors	Note 4	19,679	21,994
		<hr/> 23,099	<hr/> 25,803
<b>CURRENT LIABILITIES</b>			
Creditors	Note 5	17,496	25,678
		<hr/> 17,496	<hr/> 25,678
<b>NET CURRENT ASSETS</b>		<hr/> 5,603	<hr/> 125
<b>TOTAL ASSETS</b>		<hr/> <u>5,603</u>	<hr/> <u>125</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	Note 6	2	2
Retained earnings		5,601	123
	Note 7	<hr/> <u>5,603</u>	<hr/> <u>125</u>

**Ideal Public Relations Limited**  
**Balance Sheet as at 31st August 2009**

For the year ending 31st August 2009 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies section 249B (2) of the companies act 1985.

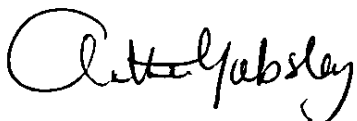
Director's responsibilities

- 1) The members have not required the company to obtain an audit of its accounts for the year in question in accordance with Section 476
- 2) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of the accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime

Approved by the board on 13th October 2009 and signed on their behalf

Mrs A Yabsley  
Director



**Ideal Public Relations Limited****Notes to the accounts for the year ended 31st August 2009****NOTE 1: ACCOUNTING POLICIES**

The principal accounting policies of the company are set out below:

**ACCOUNTING CONVENTION**

The accounts have been prepared under the historical cost convention

**NOTE 2: TURNOVER**

Turnover is the total amount receivable by the company in the ordinary course of business with outside customers for goods supplied and services provided, excluding VAT, and was earned wholly in the United Kingdom

**NOTE 3: PROFIT BEFORE TAXATION**

This is stated after charging

	<u>2009</u>	<u>2008</u>
Director's salaries	<u>15,000</u>	<u>5,563</u>

**NOTE 4: DEBTORS (within one year)**

	<u>2009</u>	<u>2008</u>
Trade debtors	17,213	17,528
Barter card account	2,466	4,466
	<u>19,679</u>	<u>21,994</u>

**NOTE 5: CREDITORS (within one year)**

	<u>2009</u>	<u>2008</u>
Trade creditors	4,066	5,136
PAYE account	269	0
Corporation tax	8,878	10,161
VAT account	2,953	9,038
Director's loan account	830	843
Credit card account	0	0
Accruals	500	500
	<u>17,496</u>	<u>25,678</u>

**NOTE 6. SHARE CAPITAL**

	<u>2009</u>	<u>2008</u>
<b>Authorised:</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
<b>Issued and fully paid:</b>		
2 Ordinary shares of £1 each	<u>2</u>	<u>2</u>

**Ideal Public Relations Limited**

**Notes to the accounts for the year ended 31st August 2009**

**NOTE 7: RECONCILIATION OF SHAREHOLDERS FUNDS**

	<b><u>2009</u></b>	<b><u>2008</u></b>
Profit for the financial period after taxation	30,478	38,151
New share capital	0	0
Dividend	-25,000	-46,000
Opening shareholders funds	<u>125</u>	<u>7,974</u>
Closing shareholders funds	<u>5,603</u>	<u>125</u>

**NOTE 8 : CAPITAL COMMITMENTS**

There were no capital commitments at 31st August 2009

**NOTE 9: CONTINGENT LIABILITIES**

There were no contingent liabilities at 31st August 2009

**Ideal Public Relations Limited**  
**Detailed Profit & Loss account for the year ended 31st August 2009**

	<u>2009</u>	<u>2008</u>
Income	119,431	115,270
Salaries & pensions	16,787	6,576
Sub-contractor costs	<u>30,127</u>	<u>14,867</u>
	46,914	21,443
<b>GROSS LOSS</b>	<u>72,517</u>	<u>93,827</u>
Interest received	94	151
Use of home as office	520	520
Telephone & internet	2,627	1,993
Postage, printing & stationery	1,526	1,836
Motor & travel expenses	4,280	5,609
Entertainment	2,918	1,455
Bank charges & interest	62	75
Journals & publications	1,142	1,384
Subscriptions	3,586	3,255
Advertising & marketing	1,676	1,145
Accountancy & book-keeping	8,188	7,783
Training	126	11,292
Legal & professional fees	15	-30
Repairs, renewals & equipment rental	2,142	4,048
Computer peripherals & consumables	3,669	4,468
Sundries	778	833
	<u>33,255</u>	<u>45,666</u>
Net profit for the period	<u>39,356</u>	<u>48,312</u>