

Ideal Public Relations limited

Financial statements

For the year ended 31st August 2010

Registration number 05904156

THURSDAY



AKC5DOT5

A19

04/11/2010

245

COMPANIES HOUSE

Ideal Public Relations Limited
Registration Number 05904156

DIRECTORS REPORT

The director presents her report and accounts for the year ended 31st August 2010

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

	-----Ordinary £1 shares-----	
	2010	2009
Mrs A Yabsley	2	2

REGISTERED OFFICE

17 Fermoy 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

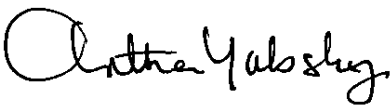
The Directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the 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 provisions applicable to companies subject to the small companies regime

By order of the board

Mrs A Yabsley
Director

20th October 2010



Ideal Public Relations Limited
Profit and Loss Account for the year ended 31st August 2010

		<u>2010</u>	<u>2009</u>
Turnover	Note 2	131,471	119,431
Cost of sales		<u>49,841</u>	<u>46,914</u>
GROSS PROFIT		81,630	72,517
Administration costs		<u>31,645</u>	<u>33,255</u>
OPERATING PROFIT		49,985	39,262
Interest receivable		<u>2</u>	<u>94</u>
PROFIT BEFORE TAXATION	Note 3	49,987	39,356
Taxation		<u>10,905</u>	<u>8,878</u>
PROFIT AFTER TAXATION		39,082	30,478
Dividends		<u>40,000</u>	<u>25,000</u>
Loss for the financial period		(918)	5,478
Profits brought forward		5,601	123
RETAINED PROFITS CARRIED FORWARD		<u><u>4,683</u></u>	<u><u>5,601</u></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 2010

		<u>2010</u>	<u>2009</u>
CURRENT ASSETS			
Cash at bank & in hand		8,497	3,420
Debtors	Note 4	16,287	19,679
		<u>24,784</u>	<u>23,099</u>
CURRENT LIABILITIES			
Creditors	Note 5	20,099	17,496
		<u>20,099</u>	<u>17,496</u>
NET CURRENT ASSETS		<u>4,685</u>	<u>5,603</u>
TOTAL ASSETS		<u><u>4,685</u></u>	<u><u>5,603</u></u>
CAPITAL AND RESERVES			
Called up share capital	Note 6	2	2
Retained earnings		4,683	5,601
	Note 7	<u><u>4,685</u></u>	<u><u>5,603</u></u>

Ideal Public Relations Limited
Balance Sheet as at 31st August 2010

For the year ending 31st August 2010 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies

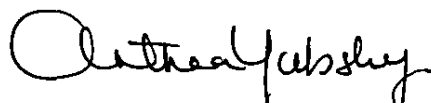
Director's responsibilities

- 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 20th October 2010 and signed on their behalf

Mrs A Yabsley
Director

A handwritten signature in black ink, appearing to read 'A Yabsley', written over a horizontal line.

Ideal Public Relations Limited**Notes to the accounts for the year ended 31st August 2010****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>2010</u>	<u>2009</u>
Director's salaries	<u>15,000</u>	<u>15,000</u>

NOTE 4: DEBTORS (within one year)

	<u>2010</u>	<u>2009</u>
Trade debtors	15,881	17,213
Barter card account	406	2,466
	<u>16,287</u>	<u>19,679</u>

NOTE 5. CREDITORS (within one year)

	<u>2010</u>	<u>2009</u>
Trade creditors	5,540	4,066
PAYE account	-	269
Corporation tax	10,905	8,878
VAT account	2,630	2,953
Director's loan account	524	830
Accruals	500	500
	<u>20,099</u>	<u>17,496</u>

NOTE 6 SHARE CAPITAL

	<u>2010</u>	<u>2009</u>
Authorised:		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>
Issued and fully paid		
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 2010

NOTE 7 RECONCILIATION OF SHAREHOLDERS FUNDS

	<u>2010</u>	<u>2009</u>
Profit for the financial period after taxation	39,082	30,478
New share capital	-	-
Dividend	(40,000)	(25,000)
Opening shareholders funds	<u>5,603</u>	<u>125</u>
Closing shareholders funds	<u><u>4,685</u></u>	<u><u>5,603</u></u>

NOTE 8 CAPITAL COMMITMENTS

There were no capital commitments at 31st August 2010

NOTE 9: CONTINGENT LIABILITIES

There were no contingent liabilities at 31st August 2010