

William Hill Consulting Limited
Annual Report and Unaudited Financial Statements
Year Ended 31 March 2021

Registration number: 08900428

William Hill Consulting Limited

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William Hill Consulting Limited

Company Information

Directors	Mr W A Hill Miss V K M Hill Mrs C Hill
Registered office	Centenary House Peninsula Park Rydon Lane Exeter EX2 7XE
Accountants	Francis Clark LLP Centenary House Peninsula Park Rydon Lane Exeter EX2 7XE

William Hill Consulting Limited

Balance Sheet

31 March 2021

	Note	2021 £	2020 £
Fixed assets			
Intangible assets	<u>4</u>	66,577	19,000
Tangible assets	<u>5</u>	6,265	4,927
Other financial assets	<u>6</u>	108,537	90,031
		<u>181,379</u>	<u>113,958</u>
Current assets			
Debtors	<u>7</u>	20,968	95,654
Cash at bank and in hand		402,427	390,693
		423,395	486,347
Creditors: Amounts falling due within one year	<u>8</u>	(75,420)	(69,954)
Net current assets		<u>347,975</u>	<u>416,393</u>
Total assets less current liabilities		529,354	530,351
Provisions for liabilities		(400)	(900)
Net assets		<u>528,954</u>	<u>529,451</u>
Capital and reserves			
Called up share capital	<u>9</u>	100	100
Profit and loss account		528,854	529,351
Shareholders' funds		<u>528,954</u>	<u>529,451</u>

William Hill Consulting Limited

Balance Sheet

31 March 2021

For the financial year ending 31 March 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 and delivered in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 22 December 2021 and signed on its behalf by:

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Mr W A Hill

Director

Company Registration Number: 08900428

William Hill Consulting Limited

Notes to the Financial Statements

Year Ended 31 March 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:

Centenary House
Peninsula Park
Rydon Lane
Exeter
EX2 7XE

The principal place of business is:

Oaklawn
Burnhams Road
Bookham
Leatherhead
Surrey
KT23 3BB

These financial statements were authorised for issue by the Board on 22 December 2021.

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 - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', including Section 1A and the Companies Act 2006. There are no material departures from FRS 102.

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.

Going concern

The directors of William Hill Consulting Limited have considered the impact of COVID-19.

In the opinion of the director, the company has sufficient working capital within existing facilities to continue to trade for the foreseeable future, and therefore the financial statements have been prepared on a going concern basis.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the provision of services in the ordinary course of the company's activities. Turnover is shown net of value added tax.

The company recognises revenue when fees are invoiced.

William Hill Consulting Limited

Notes to the Financial Statements

Year Ended 31 March 2021

Tax

Tax is recognised in the 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 corporation 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.

Deferred tax is recognised on all timing differences at the balance sheet date unless indicated below. Timing differences are differences between taxable profits and the results as stated in the profit and loss account and other comprehensive income. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

Tangible assets

Tangible assets are stated 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	Depreciation method and rate
Office equipment	25% reducing balance

Intangible assets

In previous years the director invested in crypto currency. These investments have been recognised as intangible fixed assets. Any changes to the realised value of these assets have been recognised in the profit and loss.

Financial instruments

Classification

The company holds the following financial instruments:

- Short term trade and other debtors and creditors;
- Non-derivative equity instruments; and
- Cash and bank balances.

All financial instruments are classified as basic.

Recognition and measurement

The company has chosen to apply the recognition and measurement principles in FRS102.

Financial instruments are recognised when the company becomes party to the contractual provisions of the instrument and derecognised when in the case of assets, the contractual rights to cash flows from the assets expire or substantially all the risks and rewards of ownership are transferred to another party, or in the case of liabilities, when the company's obligations are discharged, expire or are cancelled.

William Hill Consulting Limited

Notes to the Financial Statements

Year Ended 31 March 2021

3 Staff numbers

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

4 Intangible assets

	Other intangible assets £	Total £
Cost or valuation		
At 1 April 2020	19,000	19,000
Revaluations	47,577	47,577
At 31 March 2021	66,577	66,577
Amortisation		
Carrying amount		
At 31 March 2021	66,577	66,577
At 31 March 2020	19,000	19,000

5 Tangible assets

	Office equipment £	Total £
Cost or valuation		
At 1 April 2020	9,611	9,611
Additions	3,097	3,097
At 31 March 2021	12,708	12,708
Depreciation		
At 1 April 2020	4,684	4,684
Charge for the year	1,759	1,759
At 31 March 2021	6,443	6,443
Carrying amount		
At 31 March 2021	6,265	6,265
At 31 March 2020	4,927	4,927

William Hill Consulting Limited

Notes to the Financial Statements

Year Ended 31 March 2021

6 Other financial assets (current and non-current)

	Financial assets at fair value through profit and loss £	Total £
Non-current financial assets		
Cost or valuation		
At 1 April 2020	90,032	90,032
Fair value adjustments	18,505	18,505
At 31 March 2021	108,537	108,537
Impairment		
Carrying amount		
At 31 March 2021	108,537	108,537

7 Debtors

	2021 £	2020 £
Trade debtors	18,000	-
Prepayments	255	-
Other debtors	2,713	95,654
	20,968	95,654

8 Creditors

	2021 £	2020 £
Due within one year		
Corporation tax	30,300	26,400
Taxation and social security	2,960	1,188
Accruals and deferred income	42,160	42,366
	75,420	69,954

William Hill Consulting Limited

Notes to the Financial Statements

Year Ended 31 March 2021

9 Share capital

Allotted, called up and fully paid shares

	No.	2021 £	No.	2020 £
Ordinary shares of £1 each	100	100	100	100

10 Related party transactions

Transactions with directors

	At 1 April 2020 £	Advances to director £	Repayments by director £	Other payments made to company by director £	At 31 March 2021 £
2021 Director					
Interest charged at 2.25% and repayable on demand	95,178	1,513	(95,500)	1,522	2,713

11 Contingent assets

Intangible assets

During the year, the company has completed a compensation deal relating to intangible assets purchased in the year to 31 March 2019 at a cost of £50,000. Under the terms of the agreement the company will receive compensation of 73% of the purchase cost. However as the timing of the payment of compensation is not clear, the proceeds have not been recognised as an asset at this time. The expected financial effect of the contingent asset is £36,500.

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.