

Registration number: 10550028

# Victoria Gilder PR Limited

Annual Report and Unaudited Financial Statements

for the Period from 6 January 2017 to 31 January 2018

Field Sullivan Limited  
70 Royal Hill  
Greenwich  
London  
SE10 8RF

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COMPANIES HOUSE

# **Victoria Gilder PR Limited**

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## **Victoria Gilder PR Limited**

### **Company Information**

<b>Director</b>	Victoria Gilder
<b>Registered office</b>	70 Royal Hill Greenwich London SE10 8RF
<b>Accountants</b>	Field Sullivan Limited 70 Royal Hill Greenwich London SE10 8RF

**Victoria Gilder PR Limited**  
**(Registration number: 10550028)**  
**Balance Sheet as at 31 January 2018**

	Note	2018 £
<b>Fixed assets</b>		
Tangible assets	4	322
<b>Current assets</b>		
Debtors	5	3,830
Cash at bank and in hand		<u>5,535</u>
		9,365
<b>Creditors: Amounts falling due within one year</b>	6	<u>(6,988)</u>
<b>Net current assets</b>		<u>2,377</u>
<b>Net assets</b>		<u><u>2,699</u></u>
<b>Capital and reserves</b>		
Called up share capital	7	100
Profit and loss account		<u>2,599</u>
<b>Total equity</b>		<u><u>2,699</u></u>

For the financial period ending 31 January 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

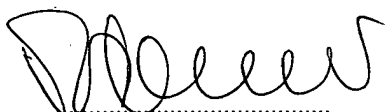
Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The director acknowledges her 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 director on 4 October 2018



Victoria Gilder  
Director

## **Victoria Gilder PR Limited**

### **Notes to the Financial Statements for the Period from 6 January 2017 to 31 January 2018**

#### **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:

70 Royal Hill

Greenwich

London

SE10 8RF

These financial statements were authorised for issue by the director on 4 October 2018.

#### **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.

##### **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.

## **Victoria Gilder PR Limited**

### **Notes to the Financial Statements for the Period from 6 January 2017 to 31 January 2018**

#### **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:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	25% straight line

#### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### **Trade debtors**

Trade debtors are amounts due from customers for merchandise 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 using the effective interest method, 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 initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### **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.

## Victoria Gilder PR Limited

### Notes to the Financial Statements for the Period from 6 January 2017 to 31 January 2018

#### 3 Staff numbers

The average number of persons employed by the company (including the director) during the period, was 1.

#### 4 Tangible assets

	Furniture, fittings and equipment £	Total £
<b>Cost or valuation</b>		
Additions	429	429
At 31 January 2018	429	429
<b>Depreciation</b>		
Charge for the period	107	107
At 31 January 2018	107	107
<b>Carrying amount</b>		
At 31 January 2018	322	322

#### 5 Debtors

	2018 £
Trade debtors	3,830
	3,830

#### 6 Creditors

##### Creditors: amounts falling due within one year

	2018 £
<b>Due within one year</b>	
Taxation and social security	141
Accruals and deferred income	1,080
Other creditors	5,767
	6,988

# Victoria Gilder PR Limited

## Notes to the Financial Statements for the Period from 6 January 2017 to 31 January 2018

### 7 Share capital

Allotted, called up and fully paid shares

	No.	2018 £
Ordinary shares of £1 each	<u>100</u>	<u>100</u>

### 8 Dividends

	2018 £
Interim dividend of £148.20 per ordinary share	<u>21,320</u>

### 9 Related party transactions

#### Directors' remuneration

The director's remuneration for the period was as follows:

	2018 £
Remuneration	<u>7,083</u>

#### Summary of transactions with other related parties

Victoria Gilder  
(Director)

During the year Victoria Gilder received £6,500 of dividends and incurred £2,587 of business expenditure personally. The director also received a salary of £7,468 and income totalling £8,525. At the balance sheet date the amount owed to Victoria Gilder was £153.