

Victoria Gilder PR Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 31 January 2022

Field Sullivan Limited
70 Royal Hill
Greenwich
London
SE10 8RF

Victoria Gilder PR Limited

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Victoria Gilder PR Limited

Company Information

Director Victoria Gilder

Registered office 70 Royal Hill
Greenwich
London
SE10 8RF

Accountants Field Sullivan Limited
70 Royal Hill
Greenwich
London
SE10 8RF

Victoria Gilder PR Limited
(Registration number: 10550028)
Balance Sheet as at 31 January 2022

| | Note | 2022 £ | 2021 £ |
|---|----------|-----------|-----------|
| Fixed assets | | | |
| Tangible assets | <u>5</u> | 449 | 192 |
| Current assets | | | |
| Debtors | <u>6</u> | 6,590 | 3,874 |
| Cash at bank and in hand | | 8,637 | 4,664 |
| | | 15,227 | 8,538 |
| Creditors: Amounts falling due within one year | <u>7</u> | (8,805) | (5,351) |
| Net current assets | | 6,422 | 3,187 |
| Net assets | | 6,871 | 3,379 |
| Capital and reserves | | | |
| Called up share capital | <u>8</u> | 100 | 100 |
| Retained earnings | | 6,771 | 3,279 |
| Shareholders' funds | | 6,871 | 3,379 |

For the financial year ending 31 January 2022 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 year 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 5 August 2022

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Victoria Gilder
Director

Victoria Gilder PR Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2022

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 5 August 2022.

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 smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

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.

Judgements and key sources of estimation uncertainty

In the application of the company's accounting policies, the director is required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the periods in which the estimate is revised where revisions affects only that period, or in the period of the revision and future periods where the revisions affects both current and future periods.

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 when the service is performed, if the service straddles more than one accounting period, income is recognised on a pro rata basis.

Victoria Gilder PR Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2022

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.

Tangible assets

Tangible assets are stated in the balance sheet 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% 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.

Victoria Gilder PR Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2022

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.

3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 1 (2021 - 1).

4 Taxation

Tax charged/(credited) in the income statement

| | 2022 £ | 2021 £ |
|-------------------------|--------------|--------------|
| Current taxation | | |
| UK corporation tax | <u>6,319</u> | <u>3,986</u> |

Victoria Gilder PR Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2022

5 Tangible assets

| | Furniture, fittings and equipment £ | Total £ |
|--------------------------|--|--------------------|
| Cost or valuation | | |
| At 1 February 2021 | 877 | 877 |
| Additions | 492 | 492 |
| At 31 January 2022 | 1,369 | 1,369 |
| Depreciation | | |
| At 1 February 2021 | 685 | 685 |
| Charge for the year | 235 | 235 |
| At 31 January 2022 | 920 | 920 |
| Carrying amount | | |
| At 31 January 2022 | 449 | 449 |
| At 31 January 2021 | 192 | 192 |

6 Debtors

| | 2022 £ | 2021 £ |
|----------------|-------------------|-------------------|
| Current | | |
| Trade debtors | 3,846 | 3,614 |
| Prepayments | 170 | 260 |
| Other debtors | 2,574 | - |
| | 6,590 | 3,874 |

7 Creditors

Creditors: amounts falling due within one year

| | 2022 £ | 2021 £ |
|------------------------------|-------------------|-------------------|
| Due within one year | | |
| Taxation and social security | 6,319 | 3,986 |
| Accruals and deferred income | 1,284 | 1,182 |
| Directors loan account | 1,202 | 183 |
| | 8,805 | 5,351 |

Victoria Gilder PR Limited

Notes to the Unaudited Financial Statements for the Year Ended 31 January 2022

8 Share capital

Allotted, called up and fully paid shares

| | 2022 | | 2021 | |
|----------------------------|------|-----|------|-----|
| | No. | £ | No. | £ |
| Ordinary shares of £1 each | 100 | 100 | 100 | 100 |
| | | | | |

9 Dividends

| | 2022 | 2021 |
|---|--------|--------|
| | £ | £ |
| Interim dividend of £238.50 (2021 - £138.00) per ordinary share | 23,850 | 13,800 |
| | | |

10 Related party transactions

Director's remuneration

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

| | 2022 | 2021 |
|--------------|-------|-------|
| | £ | £ |
| Remuneration | 9,000 | 9,000 |
| | | |

Summary of transactions with other related parties

Victoria Gilder

(Director and share holder)

During the year Victoria Gilder received £23,850 (2021: £13,800) of dividends, a salary of £9,000 (2021: £9,000) and incurred £1,280 (2021: £640) of business expenditure personally. At the balance sheet date the amount owed by the company to Victoria Gilder was £1,202 (2021: £183).

12 COVID 19

During and subsequently to the year end the company's activities have not been affected by the outbreak of COVID 19. The pandemic had very little effect on the director's PR business, and was able to continue work throughout the lockdowns. However her yoga classes were affected, but shortly began teaching online.

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.