

# AMBITION PUBLIC RELATIONS LIMITED

## Abridged Accounts

### **Period of accounts**

**Start date:** 01 January 2023

**End date:** 31 December 2023

AMBITION PUBLIC RELATIONS LIMITED  
Contents Page  
For the year ended 31 December 2023

Accountants' report

Statement of financial position

Notes to the financial statements

**AMBITION PUBLIC RELATIONS LIMITED**  
**Accountants' Report**  
**For the year ended 31 December 2023**

**Accountant's report**

You consider that the company is exempt from an audit for the year ended 31 December 2023 . You have acknowledged, on the balance sheet, your responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts. These responsibilities include preparing accounts that give a true and fair view of the state of affairs of the company at the end of the financial year and of its profit or loss for the financial year. In accordance with your instructions, we have prepared the accounts which comprise the Profit and Loss Account, the Statement of Comprehensive Income, the Balance Sheet, the Statement of Changes in Equity and the related notes from the accounting records of the company and on the basis of information and explanations you have given to us.

We have not carried out an audit or any other review, and consequently we do not express any opinion on these accounts.

DJS Accounting Services  
31 December 2023

.....  
DJS Accounting Services  
Darren Smith  
6 Elizabeth Way  
Norwich  
NR8 5HF  
09 May 2024

**AMBITION PUBLIC RELATIONS LIMITED**  
**Statement of Financial Position**  
**As at 31 December 2023**

	<b>Notes</b>	<b>2023</b> <b>£</b>	<b>2022</b> <b>£</b>
<b>Fixed assets</b>			
Tangible fixed assets	3	38,080	40,267
		<b>38,080</b>	<b>40,267</b>
<b>Current assets</b>			
Debtors		29,664	46,749
Cash at bank and in hand		51,723	25,689
		<b>81,387</b>	<b>72,438</b>
<b>Creditors: amount falling due within one year</b>		(12,683)	(15,444)
<b>Net current assets</b>		<b>68,704</b>	<b>56,994</b>
<b>Total assets less current liabilities</b>		106,784	97,261
<b>Creditors: amount falling due after more than one year</b>		(73,835)	(73,981)
Provisions for liabilities		(947)	(810)
<b>Net assets</b>		<b>32,002</b>	<b>22,470</b>
<b>Capital and reserves</b>			
Called up share capital	4	100	100
Profit and loss account		31,902	22,370
<b>Shareholder's funds</b>		<b>32,002</b>	<b>22,470</b>

For the year ended 31 December 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' 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 Companies Act 2006 with respect to accounting records and the preparation of accounts.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime. In accordance with Section 444 of the Companies Act 2006, the income statement has not been delivered to the Registrar of Companies.

The members have agreed to the preparation of abridged accounts for this accounting period in accordance with section 444(2A).

The financial statements were approved by the board of directors on 09 May 2024 and were signed on its behalf by:

-----

Jenna Owen  
Director

**AMBITION PUBLIC RELATIONS LIMITED**  
**Notes to the Abridged Financial Statements**  
**For the year ended 31 December 2023**

**General Information**

Ambition Public Relations Limited is a private company, limited by shares, registered in England and Wales, registration number 12346398, registration address 71-75 Shelton Street, London, WC2H 9JQ.

The presentation currency is £ sterling.

**1. Accounting policies**

**Significant accounting policies**

**Statement of compliance**

These financial statements have been prepared in compliance with FRS 102 – The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

**Basis of preparation**

The financial statements have been prepared under the historical cost convention as modified by the revaluation of land and buildings and certain financial instruments measured at fair value in accordance with the accounting policies.

The financial statements are prepared in sterling which is the functional currency of the company.

**Turnover**

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

**Operating lease rentals**

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

**Taxation**

Taxation represents the sum of tax currently payable and deferred tax. Tax is recognised in the statement of income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves.

The company's liability for current tax is calculated using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Current and deferred tax assets and liabilities are not discounted

## **Tangible fixed assets**

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Motor Vehicles	15% Reducing Balance
Fixtures and Fittings	25% Straight Line
Computer Equipment	33% Straight Line

## **Provisions**

Provisions are recognised when the company has a present obligation as a result of a past event which it is more probable than not will result in an outflow of economic benefits that can be reasonably estimated.

## **2. Average number of employees**

Average number of employees during the year was 9 (2022 : 7).

### 3. Tangible fixed assets

<b>Cost or valuation</b>	<b>Motor Vehicles</b>	<b>Fixtures and Fittings</b>	<b>Computer Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
At 01 January 2023	44,685	1,662	12,728	59,075
Additions	-	7,571	-	7,571
Disposals	-	-	-	-
At 31 December 2023	<b>44,685</b>	<b>9,233</b>	<b>12,728</b>	<b>66,646</b>
<b>Depreciation</b>				
At 01 January 2023	6,703	932	11,173	18,808
Charge for year	5,697	2,506	1,555	9,758
On disposals	-	-	-	-
At 31 December 2023	<b>12,400</b>	<b>3,438</b>	<b>12,728</b>	<b>28,566</b>
<b>Net book values</b>				
Closing balance as at 31 December 2023	<b>32,285</b>	<b>5,795</b>	<b>-</b>	<b>38,080</b>
Opening balance as at 01 January 2023	<b>37,982</b>	<b>730</b>	<b>1,555</b>	<b>40,267</b>

### 4. Share Capital

<b>Allotted, called up and fully paid</b>	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
100 Class A shares of £1.00 each	100	100
	<b>100</b>	<b>100</b>

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.