

5866369

Report of the Director and
Unaudited Financial Statements for the Year Ended 31 July 2011
for
Ward Public Relations Limited

SATURDAY



A17SZKU1

A16

28/04/2012

#472

COMPANIES HOUSE

Ward Public Relations Limited

Contents of the Financial Statements
for the Year Ended 31 July 2011

	Page
Company Information	1
Report of the Director	2
Profit and Loss Account	3
Balance Sheet	4
Notes to the Financial Statements	5
Profit and Loss Account	8

Ward Public Relations Limited

Company Information
for the Year Ended 31 July 2011

DIRECTOR

R Ward

REGISTERED OFFICE:

27A Great Percy Street
London
WC1X 9RD

REGISTERED NUMBER.

05866369 (England and Wales)

ACCOUNTANTS:

NMB Accounting
14 the Maples
Banstead
Surrey
SM7 3QZ

Ward Public Relations Limited

Report of the Director
for the Year Ended 31 July 2011

The director presents her report with the financial statements of the company for the year ended 31 July 2011

PRINCIPAL ACTIVITY

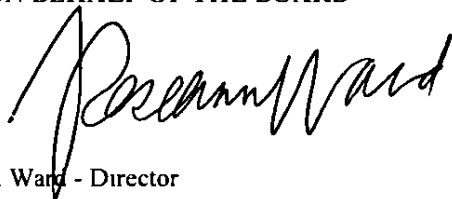
The principal activity of the company in the year under review was that of public relations consultancy services

DIRECTOR

R Ward held office during the whole of the period from 1 August 2010 to the date of this report

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

ON BEHALF OF THE BOARD

A handwritten signature in black ink, appearing to read 'Roseann Ward', is written over the printed name.

R Ward - Director

27 April 2012

Ward Public Relations Limited

Profit and Loss Account
for the Year Ended 31 July 2011

	Notes	31 7 11 £	31 7 10 £
TURNOVER		53,591	116,493
Administrative expenses		<u>19,236</u>	<u>37,623</u>
OPERATING PROFIT and PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	2	34,355	78,870
Tax on profit on ordinary activities	3	<u>8,674</u>	<u>17,735</u>
PROFIT FOR THE FINANCIAL YEAR		<u><u>25,681</u></u>	<u><u>61,135</u></u>

The notes form part of these financial statements

Ward Public Relations Limited

Balance Sheet

31 July 2011

	Notes	31 7 11 £	£	31 7 10 £	£
FIXED ASSETS					
Intangible assets	5		13,200		17,600
Tangible assets	6		430		537
			<u>13,630</u>		<u>18,137</u>
CURRENT ASSETS					
Debtors	7	13,355		10,164	
Cash at bank		4,129		38,493	
		<u>17,484</u>		<u>48,657</u>	
CREDITORS					
Amounts falling due within one year	8	36,068		50,429	
		<u>36,068</u>		<u>50,429</u>	
NET CURRENT LIABILITIES			(18,584)		(1,772)
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(4,954)</u>		<u>16,365</u>
CAPITAL AND RESERVES					
Called up share capital	9		100		100
Profit and loss account	10		(5,054)		16,265
			<u>(4,954)</u>		<u>16,365</u>
SHAREHOLDERS' FUNDS			<u>(4,954)</u>		<u>16,365</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 July 2011

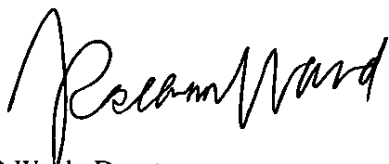
The members have not required the company to obtain an audit of its financial statements for the year ended 31 July 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges her responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved by the director on 27 April 2012 and were signed by



R Ward - Director

The notes form part of these financial statements

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

Turnover represents net invoiced sales of services, excluding value added tax

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2009, is being amortised evenly over its estimated useful life of five years

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Plant and machinery etc - 25% on reducing balance

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

2 OPERATING PROFIT

The operating profit is stated after charging

	31 7 11	31 7 10
	£	£
Depreciation - owned assets	107	179
Goodwill amortisation	4,400	4,400
	<u> </u>	<u> </u>
Director's remuneration and other benefits etc	2,400	-
	<u> </u>	<u> </u>

3 TAXATION

Analysis of the tax charge

The tax charge on the profit on ordinary activities for the year was as follows

	31 7 11	31 7 10
	£	£
Current tax		
UK corporation tax	8,674	17,735
	<u> </u>	<u> </u>
Tax on profit on ordinary activities	8,674	17,735
	<u> </u>	<u> </u>

4 DIVIDENDS

	31 7 11	31 7 10
	£	£
Ordinary shares of 1 each		
Final	47,000	78,000
	<u> </u>	<u> </u>

Notes to the Financial Statements - continued
for the Year Ended 31 July 2011

5 INTANGIBLE FIXED ASSETS

Goodwill
£

COST

At 1 August 2010
and 31 July 2011

22,000

AMORTISATION

At 1 August 2010
Charge for year

4,400

4,400

At 31 July 2011

8,800

NET BOOK VALUE

At 31 July 2011

13,200

At 31 July 2010

17,600

6 TANGIBLE FIXED ASSETS

Plant and
machinery
etc
£

COST

At 1 August 2010
and 31 July 2011

813

DEPRECIATION

At 1 August 2010
Charge for year

276

107

At 31 July 2011

383

NET BOOK VALUE

At 31 July 2011

430

At 31 July 2010

537

7 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

31 7 11

31 7 10

£

£

Trade debtors

10,164

10,164

Other debtors

3,191

-

13,355

10,164

8 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

31 7 11

31 7 10

£

£

Taxation and social security

34,768

47,688

Other creditors

1,300

2,741

36,068

50,429

Ward Public Relations Limited

Notes to the Financial Statements - continued
for the Year Ended 31 July 2011

9 CALLED UP SHARE CAPITAL

10 RESERVES

	Profit and loss account £
At 1 August 2010	16,265
Profit for the year	25,681
Dividends	(47,000)
At 31 July 2011	<u>(5,054)</u>

11 GOING CONCERN

The company has net liabilities at the year end of £4,954. The company director has indicated her intention of continuing to fund the company to enable it to continue as a going concern and anticipate the company will make sufficient profits in the future to rectify the deficit.

Ward Public Relations Limited

Profit and Loss Account
for the Year Ended 31 July 2011

	31 7 11		31 7 10
	£	£	£
Sales		53,591	116,493
Expenditure			
Telephone	562		2,027
Printing, postage & stationery	390		1,097
Travel & subsistence	3,551		14,825
Information & publications	722		237
Repairs & maintenance	269		119
Sundry expenses	138		597
Accountancy	2,242		1,055
Advertising	210		1,274
Subscriptions	255		118
Amortisation of intangible fixed assets	4,400		4,400
Directors' salaries	2,400		-
Entertainment	470		1,429
Bad debts	-		9,576
Use of home	612		589
Depreciation of tangible fixed assets	107		179
		16,328	37,522
		37,263	78,971
Finance costs			
Bank charges	265		101
Penalties & surcharges	2,643		-
		2,908	101
NET PROFIT		34,355	78,870

This page does not form part of the statutory financial statements