Carousel PR Limited Filleted
Accounts Cover

Carousel PR Limited

Company No. 08063113

Information for Filing with The Registrar

30 June 2025

Carousel PR Limited Directors
Report Registrar
The Directors present their report and the accounts for the year ended 30 June 2025.

Principal activities
The principal activity of the company during the year under review was the provision of public relations and digital communications services. This includes strategic media relations, influencer marketing, social media management, press launches, content creation, event management and crisis communications for clients across a range of sectors.

Statement of Directors' Responsibilities
The directors are responsible for preparing the Directors' Report and the financial statements in accordance

Directors

The Directors who served at any time during the year were as follows:

G. Higgins
J. Higgins

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006.

Signed on behalf of the board

G. Higgins
Director
28 February 2026

Carousel PR Limited Balance Sheet
Registrar
at 30 June 2025

Company No. 08063113	**Notes**	**2025**	**2024**
		£	**£**
Fixed assets			
Tangible assets	4	21,603	37,826
		21,603	37,826
Current assets			
Debtors	5	828,441	682,329
Cash at bank and in hand		141,486	106,831
		969,927	789,160
Creditors: Amount falling due within one year	6	(776,519)	(641,184)
Net current assets		193,408	147,976
Total assets less current liabilities		215,011	185,802
Creditors: Amounts falling due after more than one year	7	(126,308)	(181,543)
Net assets		88,703	4,259
Capital and reserves			
Called up share capital		2	2
Profit and loss account	9	88,701	4,257
Total equity		88,703	4,259

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

For the year ended 30 June 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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.

As permitted by section 444 (5A)of the Companies Act 2006 the directors have not delivered to the Registrar a copy of the company's profit and loss account.

Approved by the board on 28 February 2026 and signed on its behalf by:

G. Higgins
Director
28 February 2026

Carousel PR Limited Notes to the Accounts Registrar for the year ended 30 June 2025

1 General information

Carousel PR Limited is a private company limited by shares and incorporated in England and Wales.
Its registered number is: 08063113
Its registered office is:
Ducie House
37 Ducie Street
Manchester
M1 2JW

The accounts have been prepared in accordance with FRS 102 Section 1A - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

2 Accounting policies

Turnover

Turnover is measured at the fair value of the consideration received or receivable. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Revenue from the sale of goods is recognised when all the following conditions are satisfied:
• the Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
• the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
• the amount of revenue can be measured reliably;
• it is probable that the economic benefits associated with the transaction will flow to the Company; and
• the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Specifically, revenue from the sale of goods is recognised when goods are delivered and legal title is passed.

Intangible fixed assets

Intangible fixed assets are carried at cost less accumulated amortisation and impairment losses.

Tangible fixed assets and depreciation

Tangible fixed assets held for the company's own use are stated at cost less accumulated depreciation and accumulated impairment losses.

At each balance sheet date, the company reviews the carrying amount of its tangible fixed assets to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss.

Depreciation is provided at the following annual rates in order to write off the cost or valuation less the estimated residual value of each asset over its estimated useful life:

Freehold buildings	20% Straight Line
Leasehold land and buildings	20% Straight Line
Plant and machinery	33% Straight Line
Furniture, fittings and equipment	25% Reducing Balance

Research and development costs

Expenditure on research and development is written off in the year it is incurred unless it meets the criteria to allow it to be capitalised. Costs of research are always written off in the year in which they are incurred. Where development costs are recognised as an asset, they are amortised over the period expected to benefit from them. Amortisation of the capitalised costs begins once the developed product comes into use, typically at rate of 33.33% straight line.

Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the profit and loss account because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The Company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are generally recognised for all deductible timing differences to the extent that it is probable that taxable profits will be available against which those deductible temporary differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period.

Current or deferred tax for the year is recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

Freehold investment property

Investment properties are revalued annually and any surplus or deficit is dealt with through the profit and loss account.

No depreciation is provided in respect of investment properties.

Investments

Unlisted investments (except those held as subsidiaries, associates or joint ventures) are recognised initially at fair value less attributable transaction costs. Subsequent to initial recognition, any changes in fair value are recognised in profit and loss.

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Costs, which comprise direct production costs, are based on the method most appropriate to the type of inventory class, but usually on a first-in-first-out basis. Overheads are charged to profit or loss as incurred. Net realisable value is based on the estimated selling price less any estimated completion or selling costs.

When stocks are sold, the carrying amount of those stocks is recognised as an expense in the period in which the related revenue is recognised. The amount of any write-down of stocks to net realisable value and all losses of stocks are recognised as an expense in the period in which the write-down or loss occurs. The amount of any reversal of any write-down of stocks is recognised as a reduction in the amount of inventories recognised as an expense in the period in which the reversal occurs.

Work in progress is reflected in the accounts on a contract by contract basis by recording revenue and related costs as contract activity progresses.

Trade and other debtors

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts.

Trade and other creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

Foreign currencies

The functional and presentational currency of the company is Sterling. The accounts are rounded to the nearest pound.
Transactions in currencies, other than the functional currency of the Company, are recorded at the rate of exchange on the date the transaction occurred. Monetary items denominated in other currencies are translated at the rate prevailing at the end of the reporting period. all differences are taken to the profit and loss account. Non-monetary items that are measured at historic cost in a foreign currency are not retranslated.

Leased assets

Where the company enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.

Leases which do not transfer substantially all the risks and rewards of ownership to the Company are classified as operating leases.

Assets held under finance leases are initially recognised as assets of the Company at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation. Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately in profit or loss, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the Company's policy on borrowing costs (see the accounting policy above).

Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.

In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Defined contribution pensions

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations.

The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Provisions

Provisions are made where an event has taken place that gives the Company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to the profit and loss account in the year that the Company becomes aware of the obligation, and are measured at the best estimate at balance sheet date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the balance sheet.

3 Employees

	2025 Number	2024 Number
The average monthly number of employees (including directors) during the year was:	28	29

4 **Tangible fixed assets**

	Land and buildings	Plant and machinery	Motor vehicles	Fixtures, fittings and equipment	Total
	£	£	£	£	£
Cost or revaluation					
At 1 July 2024	26,167	51,228	51,060	21,423	149,878
Additions	-	-	5,466	797	6,263
Disposals	-	-	(791)	-	(791)
At 30 June 2025	26,167	51,228	55,735	22,220	155,350
Depreciation					
At 1 July 2024	15,700	30,501	47,274	18,577	112,052
Charge for the year	5,233	10,246	5,832	911	22,222
Disposals	-	-	(527)	-	(527)
At 30 June 2025	20,933	40,747	52,579	19,488	133,747
Net book values					
At 30 June 2025	5,234	10,481	3,156	2,732	21,603
At 30 June 2024	10,467	20,727	3,786	2,846	37,826

5 **Debtors**

	2025	2024
	£	£
Trade debtors	357,164	193,840
Loans to directors	335,425	328,044
Other debtors	84,412	95,906
Prepayments and accrued income	51,440	64,539
	828,441	682,329

6 **Creditors:**
amounts falling due within one year

	2025	2024
	£	£
Bank loans and overdrafts	85,379	69,402
Trade creditors	146,078	156,978
Taxes and social security	238,623	209,182
Other creditors	5,104	5,971
Accruals and deferred income	301,335	199,651
	776,519	641,184

7 **Creditors:**
amounts falling due after more than one year

	2025	2024
	£	£
Bank loans and overdrafts	126,308	181,543
	126,308	181,543

8 **Share Capital**

Ordinary

9 **Reserves**

Profit and loss account - includes all current and prior period retained profits and losses.

10 **Dividends**

	2025	2024
	£	£
Dividends for the period:		
Dividends paid in the period	204,664	156,517
	204,664	156,517
Dividends by type:		
Equity dividends	204,664	156,517
	204,664	156,517

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.