

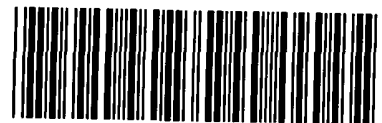
ARROW PUBLIC RELATIONS LTD

UNAUDITED

DIRECTOR'S REPORT AND FINANCIAL STATEMENTS

FOR THE PERIOD 1 NOVEMBER 2015 TO 31 MARCH 2017

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COMPANIES HOUSE

ARROW PUBLIC RELATIONS LTD
REGISTERED NUMBER: 08256421

BALANCE SHEET
AS AT 31 MARCH 2017

	Note	31 March 2017 £	31 October 2015 £
Fixed assets			
Tangible assets	4	260	347
		<u>260</u>	<u>347</u>
Current assets			
Debtors: amounts falling due within one year	5	11,260	4,920
Cash at bank and in hand	6	72,047	29,584
		<u>83,307</u>	<u>34,504</u>
Creditors: amounts falling due within one year	7	(52,882)	(28,975)
Net current assets		<u>30,425</u>	<u>5,529</u>
Total assets less current liabilities		<u>30,685</u>	<u>5,876</u>
Provisions for liabilities			
Deferred tax		(49)	-
		<u>(49)</u>	<u>-</u>
Net assets		<u><u>30,636</u></u>	<u><u>5,876</u></u>
Capital and reserves			
Called up share capital	8	1	1
Profit and loss account		30,635	5,875
		<u>30,636</u>	<u>5,876</u>

ARROW PUBLIC RELATIONS LTD
REGISTERED NUMBER: 08256421

BALANCE SHEET (CONTINUED)
AS AT 31 MARCH 2017

The director considers that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the period in question in accordance with section 476 of Companies Act 2006.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the provisions of FRS 102 Section 1A - small-entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 20 October 2017.



Mrs N Dally
Director

The notes on pages 3 to 7 form part of these financial statements.

ARROW PUBLIC RELATIONS LTD

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 MARCH 2017

1. General information

Arrow Public Relations Limited is a private limited company incorporated in England and Wales.

The company's registered number is 08256421.

The registered office is 8 King Edward Street, Oxford, OX1 4HL.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2017

2. Accounting policies (continued)

2.3 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, on a reducing balance basis.

Depreciation is provided on the following basis:

Plant and machinery	-	25%
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The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of income and retained earnings.

2.4 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.5 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.6 Financial instruments

The Company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of income and retained earnings.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2.7 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.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2017**

2. Accounting policies (continued)

2.8 Dividends

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting. Dividends on shares recognised as liabilities are recognised as expenses and classified within interest payable.

2.9 Pensions

Defined contribution pension plan

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 payment obligations.

The contributions are recognised as an expense in the Statement of income and retained earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

2.10 Current and deferred taxation

The tax expense for the period comprises current and deferred tax. Tax is recognised in the Statement of income and retained earnings, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the Balance sheet date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

3. Employees

The average monthly number of employees, including directors, during the period was 1 (2015 - 1).

ARROW PUBLIC RELATIONS LTD

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2017**

4. Tangible fixed assets

	Plant and machinery £
Cost or valuation	
At 1 November 2015	824
At 31 March 2017	<u>824</u>
Depreciation	
At 1 November 2015	477
Charge for the period on owned assets	87
At 31 March 2017	<u>564</u>
Net book value	
At 31 March 2017	<u><u>260</u></u>
At 31 October 2015	<u><u>347</u></u>

5. Debtors

	31 March 2017 £	31 October 2015 £
Trade debtors	11,260	4,920
	<u>11,260</u>	<u>4,920</u>

6. Cash and cash equivalents

	31 March 2017 £	31 October 2015 £
Cash at bank and in hand	72,047	29,584
	<u>72,047</u>	<u>29,584</u>

ARROW PUBLIC RELATIONS LTD

NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2017

7. Creditors: Amounts falling due within one year

	31 March 2017 £	31 October 2015 £
Corporation tax	8,149	8,856
Other taxation and social security	929	1,771
Director's loan account	39,304	15,348
Accruals and deferred income	4,500	3,000
	<u>52,882</u>	<u>28,975</u>

8. Share capital

	31 March 2017 £	31 October 2015 £
Shares classified as equity		
Allotted, called up and fully paid		
1 Ordinary share of £1	<u>1</u>	<u>1</u>

9. Pension commitments

The company makes contributions to a private defined contributions pension scheme held in the name of the company's Director. The pension cost charge represents contributions payable by the company to the fund and amounted to £3,000 (2015 - £NIL). Contributions totalling £Nil (2015 - £Nil) were payable to the fund at the balance sheet date.

10. Controlling party

The ultimate controlling party of the company in the year under review is Mrs N Dally with 100% of the share capital.

11. First time adoption of FRS 102

The policies applied under the entity's previous accounting framework are not materially different to FRS 102 and have not impacted on equity or profit or loss.