Registered number
02098313

Automotive PR Limited

Filleted Accounts

31 December 2016

Automotive PR Limited

Registered number: 02098313

Balance Sheet

as at 31 December 2016

	Notes		2016		2015
			£		£
Fixed assets					
Tangible assets	4		5,157		7,343
Current assets					
Debtors	5	120,226		151,716	
Cash at bank and in hand		83,545		191,632	
		203,771		343,348	
Creditors: amounts falling due within one year	6	(167,779)		(267,111)	
Net current assets			35,992		76,237
Net assets			41,149		83,580
Capital and reserves					
Called up share capital			100		100
Profit and loss account			41,049		83,480
Shareholders' funds			41,149		83,580

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

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

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.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

M Ferrari

Director

Approved by the board on 28 September 2017

Automotive PR Limited
Notes to the Accounts
for the year ended 31 December 2016

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the rendering of services. Turnover from the rendering of services is recognised when contractual commitments have been met, or on an accruals basis for retainer fees.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Fixtures and fittings	25% reducing balance
Computer equipment	33.33% reducing balance

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

2 Employees

	2016	2015
	Number	**Number**
Average number of persons employed by the company	-	10

3 Intangible fixed assets

	£
Goodwill:	
Cost	
At 1 January 2016	7,782
At 31 December 2016	7,782
Amortisation	
At 1 January 2016	7,782
At 31 December 2016	7,782
Net book value	
At 31 December 2016	-

Goodwill is being written off in equal annual instalments over its estimated economic life of 5 years.

4 Tangible fixed assets

	Plant and machinery etc
	£
Cost	
At 1 January 2016	98,953
At 31 December 2016	98,953
Depreciation	
At 1 January 2016	91,610
Charge for the year	2,186
At 31 December 2016	93,796
Net book value	
At 31 December 2016	5,157
At 31 December 2015	7,343

5 Debtors

	2016	2015
	£	£
Trade debtors	55,836	116,435
Amounts owed by group undertakings and undertakings in which the company has a participating interest	45,640	16,531
Other debtors	18,750	18,750
	120,226	151,716

6 Creditors: amounts falling due within one year

	2016	2015
	£	£
Trade creditors	-	1,584
Amounts owed to group undertakings and undertakings in which the company has a participating interest	129,210	116,210
Corporation tax	3,038	30,290
Other taxes and social security costs	5,712	26,363
Other creditors	29,819	92,664
	167,779	267,111

7 Controlling party

The company is a wholly owned subsidiary of Orb Communications Group Limited, which is controlled by Orb MSV Limited.

8 Other information

Automotive PR Limited is a private company limited by shares and incorporated in England. Its registered office is:

31 Union Street

London

SE1 1SD

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.