

**REGISTERED NUMBER: 02135433 (England and Wales)**

**Unaudited Financial Statements**  
**for the Year Ended 31 December 2018**  
**for**  
**Venture Marketing Group Limited**

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for the Year Ended 31 December 2018**

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**Venture Marketing Group Limited**  
**Company Information**  
**for the Year Ended 31 December 2018**

<b>DIRECTORS:</b>	J C Hancock T S Shah
<b>SECRETARY:</b>	J C Hancock
<b>REGISTERED OFFICE:</b>	2-4 St. Georges Road London SW19 4DP
<b>REGISTERED NUMBER:</b>	02135433 (England and Wales)
<b>ACCOUNTANTS:</b>	Hughes Spencer The Stables Stansted Park Rowlands Castle Havant Hampshire PO9 6DX

**Venture Marketing Group Limited (Registered number: 02135433)**

**Balance Sheet  
31 December 2018**

	Notes	2018 £	£	2017 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		46,937		73,687
Tangible assets	5		166,429		148,465
Investments	6		<u>17,502</u>		<u>17,502</u>
			230,868		239,654
<b>CURRENT ASSETS</b>					
Stocks		167,927		190,363	
Debtors	7	1,617,950		1,290,958	
Cash at bank		<u>298,210</u>		<u>738,256</u>	
		2,084,087		2,219,577	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>1,809,187</u>		<u>1,913,058</u>	
<b>NET CURRENT ASSETS</b>			<u>274,900</u>		<u>306,519</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			505,768		546,173
<b>PROVISIONS FOR LIABILITIES</b>			<u>28,761</u>		<u>24,767</u>
<b>NET ASSETS</b>			<u><u>477,007</u></u>		<u><u>521,406</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			67		67
Share premium			61,567		61,567
Capital redemption reserve			36		36
Retained earnings			<u>415,337</u>		<u>459,736</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>477,007</u></u>		<u><u>521,406</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) 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 notes form part of these financial statements

**Venture Marketing Group Limited (Registered number: 02135433)**

**Balance Sheet - continued  
31 December 2018**

The 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.

The financial statements were approved by the Board of Directors on 12 September 2019 and were signed on its behalf by:

J C Hancock - Director

The notes form part of these financial statements

**Notes to the Financial Statements  
for the Year Ended 31 December 2018**

**1. STATUTORY INFORMATION**

Venture Marketing Group Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Turnover**

Revenue is recognised at the time the project takes place. In the case of exhibitions the date of the event, in the case of publications the date of issue and in the case of media advertising the revenue is apportioned across the term. Any monies received in relation to projects taking place after the period end will be shown under "Advance exhibition fees" in creditors.

All turnover excludes Value Added Tax.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 2000, is being written off evenly over its estimated useful life of twenty years.

**Intangible assets**

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Patents and licences are amortised evenly over their estimated useful life of five and twenty years.

**Tangible fixed assets**

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

Short leasehold	- 10% on cost
Fixtures and fittings	- 10% on cost
Office equipment	- at varying rates on cost
Computer equipment	- at varying rates on cost

**Stocks**

Stocks and work in progress are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2018

2. ACCOUNTING POLICIES - continued

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

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.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

3. AUDITORS' REMUNERATION

	2018 £	2017 £
Fees payable to the company's auditors for the audit of the company's financial statements	<u>-</u>	<u>8,689</u>

4. INTANGIBLE FIXED ASSETS

	Goodwill £	Other intangible assets £	Totals £
<b>COST</b>			
At 1 January 2018 and 31 December 2018	<u>431,000</u>	<u>130,500</u>	<u>561,500</u>
<b>AMORTISATION</b>			
At 1 January 2018	373,938	113,875	487,813
Charge for year	<u>20,750</u>	<u>6,000</u>	<u>26,750</u>
At 31 December 2018	<u>394,688</u>	<u>119,875</u>	<u>514,563</u>
<b>NET BOOK VALUE</b>			
At 31 December 2018	<u>36,312</u>	<u>10,625</u>	<u>46,937</u>
At 31 December 2017	<u>57,062</u>	<u>16,625</u>	<u>73,687</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2018

5. TANGIBLE FIXED ASSETS

	Short leasehold £	Fixtures and fittings £	Office equipment £	Computer equipment £	Totals £
<b>COST</b>					
At 1 January 2018	21,944	32,552	85,115	218,352	357,963
Additions	-	-	-	58,975	58,975
Disposals	-	-	-	(6,450)	(6,450)
At 31 December 2018	<u>21,944</u>	<u>32,552</u>	<u>85,115</u>	<u>270,877</u>	<u>410,488</u>
<b>DEPRECIATION</b>					
At 1 January 2018	7,864	11,666	58,688	131,280	209,498
Charge for year	2,194	3,255	3,964	31,598	41,011
Eliminated on disposal	-	-	-	(6,450)	(6,450)
At 31 December 2018	<u>10,058</u>	<u>14,921</u>	<u>62,652</u>	<u>156,428</u>	<u>244,059</u>
<b>NET BOOK VALUE</b>					
At 31 December 2018	<u>11,886</u>	<u>17,631</u>	<u>22,463</u>	<u>114,449</u>	<u>166,429</u>
At 31 December 2017	<u>14,080</u>	<u>20,886</u>	<u>26,427</u>	<u>87,072</u>	<u>148,465</u>

6. FIXED ASSET INVESTMENTS

	2018 £	2017 £
Participating interests	50	50
Loans to undertakings in which the company has a participating interest	17,450	17,450
Other investments not loans	<u>2</u>	<u>2</u>
	<u>17,502</u>	<u>17,502</u>

Additional information is as follows:

	Interest in joint venture £	Other investments £	Totals £
<b>COST</b>			
At 1 January 2018 and 31 December 2018	<u>50</u>	<u>2</u>	<u>52</u>
<b>NET BOOK VALUE</b>			
At 31 December 2018	<u>50</u>	<u>2</u>	<u>52</u>
At 31 December 2017	<u>50</u>	<u>2</u>	<u>52</u>
			Loans to joint ventures £
At 1 January 2018 and 31 December 2018			<u>17,450</u>



Notes to the Financial Statements - continued  
for the Year Ended 31 December 2018

7. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade debtors	1,251,498	1,082,267
Other debtors	366,452	208,691
	<u>1,617,950</u>	<u>1,290,958</u>

8. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2018	2017
	£	£
Trade creditors	367,924	457,743
Taxation and social security	127,158	132,528
Other creditors	1,314,105	1,322,787
	<u>1,809,187</u>	<u>1,913,058</u>

9. **LEASING AGREEMENTS**

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2018	2017
	£	£
Within one year	123,380	132,449
Between one and five years	455,324	101,727
In more than five years	42,338	-
	<u>621,042</u>	<u>234,176</u>

10. **ULTIMATE CONTROLLING PARTY**

The company was under control of the major shareholder, MJ Stride, throughout the year. During the year MJ Stride received dividends of £52,500 (2017 £59,000). At the year end, M J Stride owed the company £nil (2017 £10,000).

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.