

**REGISTERED NUMBER: 02288361 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED**  
**30 SEPTEMBER 2017**  
**FOR**  
**INTERACTION MARKETING & PUBLIC RELATIONS**  
**LIMITED**

**INTERACTION MARKETING & PUBLIC RELATIONS  
LIMITED (REGISTERED NUMBER: 02288361)**

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FOR THE YEAR ENDED 30 SEPTEMBER 2017**

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**INTERACTION MARKETING & PUBLIC RELATIONS  
LIMITED (REGISTERED NUMBER: 02288361)**

**BALANCE SHEET  
30 SEPTEMBER 2017**

		2017		2016	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets	5		77,400		90,300
Tangible assets	6		<u>66,390</u>		<u>78,408</u>
			143,790		168,708
<b>CURRENT ASSETS</b>					
Debtors	7	89,504		97,112	
Cash at bank		<u>2</u>		<u>4,882</u>	
		89,506		101,994	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>286,185</u>		<u>208,392</u>	
<b>NET CURRENT LIABILITIES</b>			(196,679)		(106,398)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			(52,889)		62,310
<b>CREDITORS</b>					
Amounts falling due after more than one year	9		(15,435)		(41,852)
<b>PROVISIONS FOR LIABILITIES</b>	10		(994)		(915)
<b>NET (LIABILITIES)/ASSETS</b>			<u>(69,318)</u>		<u>19,543</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	11		100		100
Retained earnings			<u>(69,418)</u>		<u>19,443</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(69,318)</u>		<u>19,543</u>

The notes form part of these financial statements

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**BALANCE SHEET -  
continued  
30 SEPTEMBER 2017**

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The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her 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
- (b) 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 and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Profit and Loss account has not been delivered.

The financial statements were approved by the director on 29 June 2018 and were signed by:

Ms K Rowe - Director

The notes form part of these financial statements

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2017**

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**1. STATUTORY INFORMATION**

Interaction Marketing & Public Relations Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address are as below:

<b>Registered number:</b>	02288361
<b>Registered office:</b>	Little Criol Farm Business Centre Bethersden Road Shadoxhurst Kent TN26 1LL

**2. STATEMENT OF COMPLIANCE**

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

**3. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements have been prepared under the historical cost convention.

**Turnover**

Turnover represents net amounts invoiced during the year, excluding value added tax.

**Goodwill**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Goodwill - 10% straight line

**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.

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
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**3. ACCOUNTING POLICIES - continued**

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter.

Plant and machinery	- 15% on reducing balance
Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Equipment	- 25% on reducing balance

All fixed assets are initially recorded at cost.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Profit and Loss account, 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.

**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.

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to profit or loss over the relevant period. The capital element of the future payments is treated as a liability.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2017**

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**3. ACCOUNTING POLICIES - continued**

**Financial instruments**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

**Going concern**

The accounts have been prepared on a going concern basis as the Director is willing to support the company for the foreseeable future.

**4. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 .

**5. INTANGIBLE FIXED ASSETS**

	<b>Goodwill</b>
	<b>£</b>
<b>COST</b>	
At 1 October 2016	
and 30 September 2017	<u>129,000</u>
<b>AMORTISATION</b>	
At 1 October 2016	38,700
Amortisation for year	<u>12,900</u>
At 30 September 2017	<u>51,600</u>
<b>NET BOOK VALUE</b>	
At 30 September 2017	<u>77,400</u>
At 30 September 2016	<u>90,300</u>

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2017**

**6. TANGIBLE FIXED ASSETS**

	<b>Plant and machinery £</b>	<b>Fixtures and fittings £</b>	<b>Motor vehicles £</b>	<b>Equipment £</b>	<b>Totals £</b>
<b>COST</b>					
At 1 October 2016	-	34,686	98,268	12,067	145,021
Additions	421	-	9,000	635	10,056
At 30 September 2017	<u>421</u>	<u>34,686</u>	<u>107,268</u>	<u>12,702</u>	<u>155,077</u>
<b>DEPRECIATION</b>					
At 1 October 2016	-	14,290	47,015	5,308	66,613
Charge for year	63	5,099	15,064	1,848	22,074
At 30 September 2017	<u>63</u>	<u>19,389</u>	<u>62,079</u>	<u>7,156</u>	<u>88,687</u>
<b>NET BOOK VALUE</b>					
At 30 September 2017	<u>358</u>	<u>15,297</u>	<u>45,189</u>	<u>5,546</u>	<u>66,390</u>
At 30 September 2016	<u>-</u>	<u>20,396</u>	<u>51,253</u>	<u>6,759</u>	<u>78,408</u>

Fixed assets, included in the above, which are held under hire purchase contracts are as follows:

	<b>Motor vehicles £</b>
<b>COST</b>	
At 1 October 2016 and 30 September 2017	<u>69,660</u>
<b>DEPRECIATION</b>	
At 1 October 2016	30,476
Charge for year	9,796
At 30 September 2017	<u>40,272</u>
<b>NET BOOK VALUE</b>	
At 30 September 2017	<u>29,388</u>
At 30 September 2016	<u>39,184</u>



**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2017**

<b>7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Trade debtors	24,910	39,867
Amount recoverable on contracts	61,596	47,888
Corporation tax repayable	2,136	9,357
Prepayments	862	-
	<u>89,504</u>	<u>97,112</u>
<b>8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	54,330	7,860
Hire purchase contracts	18,333	18,333
Trade creditors	32,968	44,865
Corporation tax	-	750
PAYE and social security	6,298	4,692
VAT	25,655	13,230
Company credit card	9,397	9,025
Pensions	147	-
Director's current account	134,861	98,797
Accruals and deferred income	4,196	10,840
	<u>286,185</u>	<u>208,392</u>
<b>9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Bank loans - 1-2 years	15,435	23,519
Hire purchase contracts	-	18,333
	<u>15,435</u>	<u>41,852</u>
<b>10. PROVISIONS FOR LIABILITIES</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Deferred tax		
Accelerated capital allowances	<u>994</u>	<u>915</u>

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2017**

**10. PROVISIONS FOR LIABILITIES - continued**

	<b>Deferred tax £</b>
Balance at 1 October 2016	915
Provided during year	79
Balance at 30 September 2017	<u>994</u>

**11. CALLED UP SHARE CAPITAL**

**Allotted, issued and fully paid:**

<b>Number:</b>	<b>Class:</b>	<b>Nominal value:</b>	<b>2017 £</b>	<b>2016 £</b>
100	Ordinary	1	<u>100</u>	<u>100</u>

**12. FIRST YEAR ADOPTION**

These are the first financial statements that comply with FRS 102. The company transitioned to FRS 102 on 1 October 2015.

No transitional adjustments were required in equity or profit and loss for the year.

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.