

**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED**  
**30 SEPTEMBER 2020**  
**FOR**  
**INTERACTION MARKETING & PUBLIC RELATIONS**  
**LIMITED**

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

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FOR THE YEAR ENDED 30 SEPTEMBER 2020**

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

**BALANCE SHEET  
30 SEPTEMBER 2020**

		<b>2020</b>		<b>2019</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>FIXED ASSETS</b>					
Intangible assets	5		38,700		51,600
Tangible assets	6		<u>34,140</u>		<u>37,401</u>
			72,840		89,001
<b>CURRENT ASSETS</b>					
Debtors	7	56,264		42,566	
Cash at bank		<u>5,663</u>		<u>-</u>	
		61,927		42,566	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>126,952</u>		<u>154,080</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(65,025)</u>		<u>(111,514)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			7,815		(22,513)
<b>CREDITORS</b>					
Amounts falling due after more than one year	9		<u>50,096</u>		<u>25,406</u>
<b>NET LIABILITIES</b>			<u>(42,281)</u>		<u>(47,919)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	12		100		100
Retained earnings			<u>(42,381)</u>		<u>(48,019)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(42,281)</u>		<u>(47,919)</u>

The notes form part of these financial statements

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

**BALANCE SHEET - continued  
30 SEPTEMBER 2020**

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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 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2020 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
- (b) 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 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 Profit and Loss account has not been delivered.

The financial statements were approved by the director and authorised for issue on 23 June 2021 and were signed by:

Ms K Rowe - Director

The notes form part of these financial statements

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

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

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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:

**Registered number:** 02288361

**Registered office:** Little Criol Farm Business Centre  
Bethersden Road  
Shadoxhurst  
Kent  
TN26 1LL

**2. STATEMENT OF COMPLIANCE**

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.

**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  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

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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.

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.

**Government grants**

The entity has adopted the use of the accruals model in respect of grants received.

Any grant that becomes receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs shall be recognised in 'Other income', in the period to which it relates.

**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**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

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**3. ACCOUNTING POLICIES - continued**

**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.

**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.

The company has prepared these accounts on a going concern basis, however there are material uncertainties in respect of COVID-19 and management have taken into consideration the existing and potential effects of coronavirus on the activities of the business in future.

**4. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 2 (2019 - 4) .

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

**5. INTANGIBLE FIXED ASSETS**

	<b>Goodwill £</b>
<b>COST</b>	
At 1 October 2019 and 30 September 2020	<u>129,000</u>
<b>AMORTISATION</b>	
At 1 October 2019	77,400
Amortisation for year	<u>12,900</u>
At 30 September 2020	<u>90,300</u>
<b>NET BOOK VALUE</b>	
At 30 September 2020	<u>38,700</u>
At 30 September 2019	<u>51,600</u>

**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 2019	421	34,686	107,268	12,702	155,077
Additions	<u>-</u>	<u>7,583</u>	<u>-</u>	<u>500</u>	<u>8,083</u>
At 30 September 2020	<u>421</u>	<u>42,269</u>	<u>107,268</u>	<u>13,202</u>	<u>163,160</u>
<b>DEPRECIATION</b>					
At 1 October 2019	163	26,082	81,849	9,582	117,676
Charge for year	<u>38</u>	<u>4,046</u>	<u>6,355</u>	<u>905</u>	<u>11,344</u>
At 30 September 2020	<u>201</u>	<u>30,128</u>	<u>88,204</u>	<u>10,487</u>	<u>129,020</u>
<b>NET BOOK VALUE</b>					
At 30 September 2020	<u>220</u>	<u>12,141</u>	<u>19,064</u>	<u>2,715</u>	<u>34,140</u>
At 30 September 2019	<u>258</u>	<u>8,604</u>	<u>25,419</u>	<u>3,120</u>	<u>37,401</u>



**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

<b>7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>			
	<b>2020</b>	<b>2019</b>	
	<b>£</b>	<b>£</b>	
Trade debtors	34,421	25,044	
Amount recoverable on contracts	7,375	8,257	
Deferred tax asset	7,344	9,265	
Prepayments	7,124	-	
	<u>56,264</u>	<u>42,566</u>	
<b>8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>			
	<b>2020</b>	<b>2019</b>	
	<b>£</b>	<b>£</b>	
Bank loans and overdrafts	21,352	7,322	
Trade creditors	31,516	28,067	
Corporation tax	2	2	
PAYE and social security	2,329	12,099	
VAT	20,311	19,083	
Company credit card	15,888	24,101	
Director's current account	33,098	60,099	
Accruals and deferred income	2,456	3,307	
	<u>126,952</u>	<u>154,080</u>	
<b>9. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR</b>			
	<b>2020</b>	<b>2019</b>	
	<b>£</b>	<b>£</b>	
Bank loans - after 1 year	<u>50,096</u>	<u>25,406</u>	

**INTERACTION MARKETING & PUBLIC RELATIONS  
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**NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 30 SEPTEMBER 2020**

**10. SECURED DEBTS**

The following secured debts are included within creditors:

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Bank overdraft	12,572	-
Bank loans	<u>58,876</u>	<u>-</u>
	<u><b>71,448</b></u>	<u><b>-</b></u>

The National Westminster Bank has a charge over the assets of the company.

**11. DEFERRED TAX**

	<b>£</b>
Balance at 1 October 2019	(9,265)
Provided during year	<u>1,921</u>
Balance at 30 September 2020	<u><b>(7,344)</b></u>

**12. CALLED UP SHARE CAPITAL**

**Allotted, issued and fully paid:**

<b>Number:</b>	<b>Class:</b>	<b>Nominal value:</b>	<b>2020</b>	<b>2019</b>
			<b>£</b>	<b>£</b>
100	Ordinary	£1	<u>100</u>	<u>100</u>

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.