

**REGISTERED NUMBER: 02647150 (England and Wales)**

**UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021  
FOR  
WPR AGENCY LIMITED**

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FOR THE YEAR ENDED 31 MARCH 2021**

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**WPR AGENCY LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**DIRECTORS:**

J Willoughby  
J H Ainsworth  
J McCarthy  
A T Leatherbarrow  
R Williams  
D Skoyles

**SECRETARY:**

J Willoughby

**REGISTERED OFFICE:**

39-40 Calthorpe Road  
Edgbaston  
Birmingham  
West Midlands  
B15 1TS

**REGISTERED NUMBER:**

02647150 (England and Wales)

**ACCOUNTANTS:**

Crowe U.K. LLP  
Chartered Accountants  
Black Country House  
Rounds Green Road  
Oldbury  
West Midlands  
B69 2DG

**BALANCE SHEET**  
**31 MARCH 2021**

		2021		2020
	Notes	£	£	£
<b>FIXED ASSETS</b>				
Tangible assets	4	30,437		46,252
Investments	5	<u>1,937</u>		<u>1,262</u>
		<b>32,374</b>		<b>47,514</b>
<b>CURRENT ASSETS</b>				
Debtors	6	905,898	1,198,313	
Cash at bank and in hand		<u>1,636,941</u>	<u>1,009,149</u>	
		<b>2,542,839</b>	<b>2,207,462</b>	
<b>CREDITORS</b>				
Amounts falling due within one year	7	<u>1,489,967</u>	<u>1,227,634</u>	
<b>NET CURRENT ASSETS</b>		<u><b>1,052,872</b></u>		<u><b>979,828</b></u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u><b>1,085,246</b></u>		<u><b>1,027,342</b></u>
<b>CAPITAL AND RESERVES</b>				
Called up share capital		500		500
Share premium		22,660		22,660
Other reserves		1,450		775
Retained earnings		<u>1,060,636</u>		<u>1,003,407</u>
<b>SHAREHOLDERS' FUNDS</b>		<u><b>1,085,246</b></u>		<u><b>1,027,342</b></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 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
- (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.

**BALANCE SHEET - continued**  
**31 MARCH 2021**

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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 and authorised for issue on 14 October 2021 and were signed on its behalf by:

J H Ainsworth - Director

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021

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1. **STATUTORY INFORMATION**

WPR Agency 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 as modified by the revaluation of certain assets.

**Related party exemption**

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

**Turnover**

Turnover comprises revenue recognised by the company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

**Tangible fixed assets**

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

Fixtures and fittings - at varying rates on cost

**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.

**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.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021

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2. **ACCOUNTING POLICIES - continued**

**Leasing commitments**

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

**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.

**Going concern**

The company has cash resources and has no requirement for external funding. The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. They continue to believe the going concern basis appropriate in preparing the annual financial statements.

As a result of the spread of COVID-19 coronavirus, economic uncertainties have arisen which may negatively affect the financial position, results of operations, and cash flows of the Company. The duration of these uncertainties and the ultimate financial effects cannot be reasonably estimated at this time. The business has taken adequate provisions to control the impact the pandemic may have.

**Investments**

Investments held as fixed assets are shown at market value as at the balance sheet date.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 44 (2020 - 48 ) .

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**4. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £
<b>COST</b>	
At 1 April 2020	226,021
Additions	16,890
Disposals	<u>(16,761)</u>
At 31 March 2021	<u>226,150</u>
<b>DEPRECIATION</b>	
At 1 April 2020	179,769
Charge for year	32,625
Eliminated on disposal	<u>(16,681)</u>
At 31 March 2021	<u>195,713</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u>30,437</u>
At 31 March 2020	<u>46,252</u>

**5. FIXED ASSET INVESTMENTS**

	Other investments £
<b>COST OR VALUATION</b>	
At 1 April 2020	1,262
Revaluations	<u>675</u>
At 31 March 2021	<u>1,937</u>
<b>NET BOOK VALUE</b>	
At 31 March 2021	<u>1,937</u>
At 31 March 2020	<u>1,262</u>

Cost or valuation at 31 March 2021 is represented by:

	Other investments £
Valuation in 2021	<u>1,937</u>



**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**5. FIXED ASSET INVESTMENTS - continued**

Listed Investments were valued on an open market basis on 31 March 2021 by the London Stock Exchange .

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

	2021	2020
	£	£
Trade debtors	759,053	1,056,100
Other debtors	146,845	142,213
	<u>905,898</u>	<u>1,198,313</u>

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

	2021	2020
	£	£
Trade creditors	293,334	327,908
Taxation and social security	467,042	377,560
Other creditors	729,591	522,166
	<u>1,489,967</u>	<u>1,227,634</u>

**8. LEASING AGREEMENTS**

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

	2021	2020
	£	£
Within one year	155,301	76,598
Between one and five years	494,656	102,770
	<u>649,957</u>	<u>179,368</u>

**9. ULTIMATE CONTROLLING PARTY**

The controlling party is Willoughby Public Relations (Holdings) Limited.

**10. PENSION COMMITMENTS**

The company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the company in an independently administered fund. Included in creditors are pension amounts unpaid of NIL (2020: £15,940).

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.