

Company Registration No. 3353751

Avalon Public Relations Limited

Report and Financial Statements

30 June 2013



Avalon Public Relations Limited

Report and financial statements 2013

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Avalon Public Relations Limited

Report and financial statements 2013

Officers and professional advisers

Directors

R Allen-Turner
R Aslett
J Gregory
C Meller
G Perkins
J L Taylor
J Thoday

Secretary

R Allen-Turner

Registered Office

4a Exmoor Street
London
W10 6BD

Bankers

The Royal Bank of Scotland Plc
62/63 Threadneedle Street
PO Box 412
London
EC2R 8LA

Auditor

Deloitte LLP
Chartered Accountants
London

Avalon Public Relations Limited

Directors' report

The directors present their annual report and the audited financial statements for the year ended 30 June 2013. This Directors' Report has been prepared in accordance with the special provisions relating to small companies under s418 of the Companies Act 2006.

Principal activity

The principal activity of the company in the year under review was that of the provision of public relations and marketing services for products and artists of the Group. A dividend of £nil was paid during the year (2012 £622,268).

Going concern

Post year end, the directors have taken the decision that the company cease to trade and therefore have prepared these financial statements on a basis other than that of going concern. No material adjustments to the financial statements arose as a result of this decision.

Directors

The directors who served throughout the year, except where noted were as follows:

R Allen-Turner

R Aslett

R Bennett (resigned 31 March 2013)

J Gregory

C Meller

G Perkins

J L Taylor

J Thoday

Auditor


Each of the persons who is a director at the date of approval of this report confirms that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that he/she ought to have taken as a director in order to make himself/herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

Deloitte LLP were appointed as auditor to the company following the resignation of the previous auditor, and have expressed their willingness to continue in office as auditor and a resolution to reappoint them will be proposed at the forthcoming Annual General Meeting.

Approved by the Board of Directors
and signed on behalf of the Board



J Gregory, Director
2014, March 21st

Avalon Public Relations Limited

Statement of directors' responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions with reasonable accuracy at any time, the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Independent auditor's report to the members of Avalon Public Relations Limited

We have audited the financial statements of Avalon Public Relations Limited for the year ended 30 June 2013 which comprise the profit and loss account, the balance sheet and the related notes 1 to 12. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the Company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the Company's affairs as at 30 June 2013 and of its loss for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006
- In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Emphasis of matter – Financial statements prepared other than on a going concern basis

In forming our opinion on the financial statements, which is not modified, we have considered the adequacy of the disclosure made in note 1 to the financial statements, which explains that the financial statements have been prepared on a basis other than that of a going concern.

Opinion on matters prescribed by the Companies Act 2006

In our opinion the information in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent auditor's report to the members of Avalon Public Relations Limited (continued)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to take advantage of the small companies exemption in preparing the directors' report



James Bates (Senior Statutory Auditor)
for and on behalf of Deloitte LLP
Chartered Accountants and Statutory Auditor
London, United Kingdom
21 March 2014

Avalon Public Relations Limited

Profit and loss account Year ended 30 June 2013

	Notes	2013 £	2012 £
Turnover		1,710,916	1,957,114
Cost of sales		<u>(941,860)</u>	<u>(946,361)</u>
Gross profit		769,056	1,010,753
Administrative expenses		<u>(884,434)</u>	<u>(1,082,618)</u>
Operating loss on ordinary activities before tax	2	(115,378)	(71,865)
Tax on loss on ordinary activities	5	<u>-</u>	<u>(853)</u>
Loss for the financial year after tax		<u><u>(115,378)</u></u>	<u><u>(72,718)</u></u>

The profit and loss account for 2013 has been prepared on the basis that all operations are discontinued operations

The company has no recognised gains or losses other than the losses for the current year and previous year

The accompanying notes form an integral part of these financial statements

Avalon Public Relations Limited

Balance sheet 30 June 2013

	Notes	2013 £	2012 £
Fixed assets			
Investments	6	<u>1</u>	<u>1</u>
		1	1
Current assets			
Debtors	7	981,848	587,494
Cash at bank		<u>100,516</u>	<u>1,313,704</u>
		1,082,364	1,901,198
Creditors: amounts falling due within one year	8	<u>(197,643)</u>	<u>(901,099)</u>
Net current assets		<u>884,721</u>	<u>1,000,099</u>
Net assets		<u>884,722</u>	<u>1,000,100</u>
Capital and reserves			
Called up share capital	9	1,000,100	1,000,100
Profit and loss account	10	<u>(115,378)</u>	<u>-</u>
Total equity shareholders' funds		<u>884,722</u>	<u>1,000,100</u>

The accompanying notes form an integral part of these financial statements

The financial statements of Avalon Public Relations Limited, registered number 3353751 were approved by the Board of Directors on **21st March** 2014

Signed on behalf of the Board of Directors


J. Thoday
Director

Avalon Public Relations Limited

Notes to the accounts Year ended 30 June 2013

1. Accounting policies

The financial statements are prepared in accordance with applicable United Kingdom generally accepted accounting standards. The particular accounting policies adopted are described below.

Basis of accounting

The financial statements are prepared under the historical cost convention.

Preparation of consolidated financial statements

The financial statements contain information about Avalon Public Relations Limited as an individual company and do not contain consolidated financial information as the parent of a group. The company is exempt under Section 400 of the Companies Act 2006 from the requirements to prepare consolidated financial statements as it and its subsidiary undertaking are included by full consolidation in the consolidated financial statements of its parent, Porlock Holdings Limited, a company incorporated in the United Kingdom and registered in England and Wales.

Going concern

Post year end, the directors have taken the decision that the company cease to trade and therefore have prepared these financial statements on a basis other than that of going concern. No material adjustments to the financial statements arose as a result of this decision.

Turnover

Turnover and loss before tax are attributable to the principal activity of the company and is wholly derived from sales made in the UK. This is consistent with the year ended 30 June 2012.

Turnover represents fees receivable during the year stated net of value added tax.

Pension costs and other post-retirement benefits

Eligible company employees are offered membership of a defined contribution pension scheme which is operated by Avalon Management Group Limited. Contributions payable to the Company's pension scheme are charged to the profit and loss account in the period to which they relate.

Fixed asset investments

Fixed asset investments are included at cost less amounts written off. Profits or losses arising from disposals of fixed asset investments are treated as part of the result from ordinary activities.

Taxation

Current tax, including UK corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred taxation is provided in full on timing differences that result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law if these future benefits are considered recoverable. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in financial statements. Deferred tax assets and liabilities are not discounted.

Cash flow statement

The company is exempt from the requirement of FRS 1 (revised 1996) to present a cash flow statement on the basis that it is a subsidiary of Tiverton Holdings Limited whose Group accounts are publicly available.

Avalon Public Relations Limited

Notes to the accounts Year ended 30 June 2013

2. Operating loss

The operating loss is stated after charging

	2013 £	2012 £
Fees paid to the Company's auditor for the audit of the Company's annual accounts	<u>6,500</u>	<u>5,590</u>

3. Staff costs

The average monthly number of employees was

	2013 £	2012 £
	<u>14</u>	<u>17</u>

The aggregate remuneration comprised of

	2013 £	2012 £
Wages and salaries	526,554	627,737
Social security costs	64,688	71,891
Other pension costs	8,850	27,040
	<u>600,092</u>	<u>726,668</u>

The Directors were remunerated by another company within the Group in both the current and prior years

4. Dividends

A dividend was declared and paid for the year ended 30 June 2013 of £nil (2012 £622,268) paid to Avalon Entertainment Limited)

5. Taxation

Analysis of the tax charge

The tax charge on the (loss)/profit on ordinary activities for the year was as follows

	2013 £	2012 £
Current tax		
UK corporation tax	<u>-</u>	<u>853</u>
Tax on (loss)/profit on ordinary activities	<u>-</u>	<u>853</u>

Avalon Public Relations Limited

Notes to the accounts Year ended 30 June 2013

5. Taxation (continued)

Factors affecting the tax charge

The tax assessed for the year is lower than the standard rate of corporation tax in the UK. The difference is explained below

	2013 £	2012 £
Loss on ordinary activities before tax	<u>(115,378)</u>	<u>(71,865)</u>
Loss on ordinary activities multiplied by the standard rate of corporation tax in the UK of 23.75 % (2012: 25.5%)	(27,460)	(18,326)
Effects of		
Overprovision in respect of prior year	-	853
Disallowed expenses	533	1,344
Losses surrendered for group relief	29,976	16,982
Timing differences	<u>(3,049)</u>	<u>-</u>
Current tax (credit)/charge	<u>-</u>	<u>853</u>

6. Fixed asset investments

	Shares in group undertakings £
Cost	
At 30 June 2013 and 2012	<u>1</u>
Net book value	
At 30 June 2013 and 2012	<u>1</u>

The company owns 100% of the issued ordinary share capital of TV Recordings Limited, a company which has been dormant since incorporation

7. Debtors: amounts falling due within one year

	2013 £	2012 £
Trade debtors	370,405	33,371
Amounts owed by group undertakings	-	167,979
Corporation tax	14,220	14,220
VAT	54,977	25,407
Prepayments and accrued income	542,246	346,517
	<u>981,848</u>	<u>587,494</u>

Avalon Public Relations Limited

Notes to the accounts Year ended 30 June 2013

8 Creditors: amounts falling due within one year

	2013 £	2012 £
Trade creditors	126,913	24,009
Amounts owed to other group undertakings	-	702,268
Accruals and deferred income	51,953	167,519
Other creditors	18,777	7,303
	<u>197,643</u>	<u>901,099</u>

9. Called up share capital

	2013 £	2012 £
Allotted, issued and fully paid 1,000,100 ordinary shares of £1 each	<u>1,000,100</u>	<u>1,000,100</u>

10. Reserves

	Profit and loss account £
At 1 July 2012	-
Loss for the year	<u>(115,378)</u>
At 30 June 2013	<u>(115,378)</u>

11. Related party disclosures

The company has taken advantage of the exemption available under FRS 8 not to disclose intra group transactions on the grounds that 100% of the voting rights are controlled within the group and consolidated financial statements including Avalon Public Relations Limited are publicly available

12. Ultimate controlling party

As at the period end date the ultimate controlling party is JM Thoday The largest and smallest groups within which the company's financial statements are consolidated is Porlock Holdings Limited

Copies of consolidated financial statements can be obtained from Companies House, Crown Way, Mandy, Cardiff CF14 3UZ