

# Brand Performance Limited

Annual Report and Unaudited Financial Statements  
for the Year Ended 31 March 2022

# Brand Performance Limited

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# **Brand Performance Limited**

## **Company Information**

<b>Directors</b>	Bryan Richard Batstone Lisa Batstone
<b>Registered office</b>	Kroywen House 142 Haven Road Haverfordwest Pembs SA61 1DP
<b>Accountants</b>	AIMS Accountants for Business 22-24 James Street Cardiff Bay Cardiff CF10 5EX

**Brand Performance Limited**  
**(Registration number: 05140769)**  
**Balance Sheet as at 31 March 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Intangible assets	<u>4</u>	34,908	43,633
Tangible assets	<u>5</u>	<u>1,075</u>	<u>1,075</u>
		<u>35,983</u>	<u>44,708</u>
<b>Current assets</b>			
Debtors	<u>6</u>	21,744	-
Cash at bank and in hand		<u>20,450</u>	<u>114,800</u>
		42,194	114,800
<b>Creditors:</b> Amounts falling due within one year	<u>7</u>	<u>(8,933)</u>	<u>(54,538)</u>
<b>Net current assets</b>		<u>33,261</u>	<u>60,262</u>
<b>Total assets less current liabilities</b>		69,244	104,970
<b>Creditors:</b> Amounts falling due after more than one year	<u>7</u>	<u>(16,194)</u>	<u>(21,047)</u>
<b>Net assets</b>		<u>53,050</u>	<u>83,923</u>
<b>Capital and reserves</b>			
Called up share capital		80	80
Capital redemption reserve		20	20
Retained earnings		<u>52,950</u>	<u>83,823</u>
Shareholders' funds		<u>53,050</u>	<u>83,923</u>

For the financial year ending 31 March 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 18 August 2022 and signed on its behalf by:

**Brand Performance Limited**  
**(Registration number: 05140769)**  
**Balance Sheet as at 31 March 2022**

.....  
Bryan Richard Batstone  
Director

# **Brand Performance Limited**

## **Notes to the Unaudited Financial Statements for the Year Ended 31 March 2022**

### **1 General information**

The company is a private company limited by share capital, incorporated in the UK.

The address of its registered office is:

Kroywen House  
142 Haven Road  
Haverfordwest  
Pembs  
SA61 1DP  
Wales

These financial statements were authorised for issue by the Board on 18 August 2022.

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A smaller entities - 'The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland' and the Companies Act 2006 (as applicable to companies subject to the small companies' regime).

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

#### **Tax**

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

## Brand Performance Limited

### Notes to the Unaudited Financial Statements for the Year Ended 31 March 2022

#### Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Leasehold improvements	10% straight line
Salon fixtures and fittings	25% straight line

#### Intangible assets

Intangible assts represents the amounts spent on establishing the new venture of the Salon House LLC based in USA. This investment will be depreciated over the life of the asset.

#### Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

Asset class	Amortisation method and rate
Development of Salon House LLC	10% straight line

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

#### Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### Borrowings

## **Brand Performance Limited**

### **Notes to the Unaudited Financial Statements for the Year Ended 31 March 2022**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the profit and loss account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

#### **Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### **Dividends**

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

#### **3 Staff numbers**

The average number of persons employed by the company (including directors) during the year, was 2 (2021 - 2).



## Brand Performance Limited

### Notes to the Unaudited Financial Statements for the Year Ended 31 March 2022

#### 4 Intangible assets

	Internally generated software development costs £	Total £
<b>Cost or valuation</b>		
At 1 April 2021	87,258	87,258
At 31 March 2022	87,258	87,258
<b>Amortisation</b>		
At 1 April 2021	43,625	43,625
Amortisation charge	8,725	8,725
At 31 March 2022	52,350	52,350
<b>Carrying amount</b>		
At 31 March 2022	34,908	34,908
At 31 March 2021	43,633	43,633

#### 5 Tangible assets

	Furniture, fittings and equipment £	Total £
<b>Cost or valuation</b>		
At 1 April 2021	1,075	1,075
At 31 March 2022	1,075	1,075
<b>Depreciation</b>		
<b>Carrying amount</b>		
At 31 March 2022	1,075	1,075
At 31 March 2021	1,075	1,075

#### 6 Debtors

	2022 £	2021 £
<b>Current</b>		
Other debtors	21,744	-

# Brand Performance Limited

## Notes to the Unaudited Financial Statements for the Year Ended 31 March 2022

### 7 Creditors

#### Creditors: amounts falling due within one year

	Note	2022 £	2021 £
<b>Due within one year</b>			
Loans and borrowings	<u>8</u>	4,853	3,953
Taxation and social security		-	18,621
Other creditors		4,080	31,964
		<u>8,933</u>	<u>54,538</u>

#### Creditors: amounts falling due after more than one year

	Note	2022 £	2021 £
<b>Due after one year</b>			
Loans and borrowings	<u>8</u>	<u>16,194</u>	<u>21,047</u>

### 8 Loans and borrowings

	2022 £	2021 £
<b>Non-current loans and borrowings</b>		
Bank borrowings	<u>16,194</u>	<u>21,047</u>

	2022 £	2021 £
<b>Current loans and borrowings</b>		
Bank borrowings	<u>4,853</u>	<u>3,953</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.