

Joe Public Ltd

Annual Report and Unaudited Financial Statements
for the Year Ended 28 February 2018

Mint Accounting Ltd
56 King Street
Aberdeen
AB24 5AX

Joe Public Ltd

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Joe Public Ltd

Company Information

| | |
|--------------------------|--|
| Directors | Mr L G Shires Mr M B McCabe Mr S M D Oliver Ms D Lincoln Ms M J Buddle |
| Registered office | Third Floor Dutch House 307-308 High Holborn London WC1V 7LL |
| Accountants | Mint Accounting Ltd 56 King Street Aberdeen AB24 5AX |

Joe Public Ltd

(Registration number: 07038818)
Balance Sheet as at 28 February 2018

| | Note | 2018 £ | 2017 £ |
|---|----------|----------------|----------------|
| Fixed assets | | | |
| Tangible assets | <u>4</u> | 38,586 | 69,459 |
| Investments | <u>5</u> | 4 | 4 |
| | | <u>38,590</u> | <u>69,463</u> |
| Current assets | | | |
| Debtors | <u>6</u> | 261,680 | 242,740 |
| Cash at bank and in hand | | 5 | 4,017 |
| | | <u>261,685</u> | <u>246,757</u> |
| Creditors: Amounts falling due within one year | <u>7</u> | (184,635) | (141,591) |
| Net current assets | | <u>77,050</u> | <u>105,166</u> |
| Net assets | | <u>115,640</u> | <u>174,629</u> |
| Capital and reserves | | | |
| Called up share capital | <u>8</u> | 504 | 504 |
| Share premium reserve | | 499,500 | 499,500 |
| Profit and loss account | | (384,364) | (325,375) |
| Total equity | | <u>115,640</u> | <u>174,629</u> |

For the financial year ending 28 February 2018 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.

The notes on pages 4 to 11 form an integral part of these financial statements.

Joe Public Ltd

(Registration number: 07038818)
Balance Sheet as at 28 February 2018

Approved and authorised by the Board on 19 July 2018 and signed on its behalf by:

.....

Mr L G Shires
Director

The notes on pages 4 to 11 form an integral part of these financial statements.
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Notes to the Financial Statements for the Year Ended 28 February 2018

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

Third Floor
Dutch House
307-308 High Holborn
London
WC1V 7LL

These financial statements were authorised for issue by the Board on 19 July 2018.

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 - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

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 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.

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

Tangible assets

Tangible assets are stated in the statement of financial position 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 | 33% on cost |
| Fixtures and fittings | 33% on cost |
| Computer equipment | 25% on cost |

Business combinations

Business combinations are accounted for using the purchase method. The consideration for each acquisition is measured at the aggregate of the fair values at acquisition date of assets given, liabilities incurred or assumed, and equity instruments issued by the group in exchange for control of the acquired, plus any costs directly attributable to the business combination. When a business combination agreement provides for an adjustment to the cost of the combination contingent on future events, the group includes the estimated amount of that adjustment in the cost of the combination at the acquisition date if the adjustment is probable and can be measured reliably.

Investments

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

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.

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

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

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.

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 22 (2017 - 22).

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

4 Tangible assets

| | Furniture, fittings and equipment £ | Total £ |
|--------------------------|--|------------|
| Cost or valuation | | |
| At 1 March 2017 | 121,132 | 121,132 |
| Additions | 1,045 | 1,045 |
| At 28 February 2018 | 122,177 | 122,177 |
| Depreciation | | |
| At 1 March 2017 | 51,673 | 51,673 |
| Charge for the year | 31,918 | 31,918 |
| At 28 February 2018 | 83,591 | 83,591 |
| Carrying amount | | |
| At 28 February 2018 | 38,586 | 38,586 |
| At 28 February 2017 | 69,459 | 69,459 |

5 Investments

| | 2018 £ | 2017 £ |
|-----------------------------|-----------|-----------|
| Investments in subsidiaries | 4 | 4 |
| Subsidiaries | | £ |
| Cost or valuation | | |
| At 1 March 2017 | | 4 |
| Provision | | |
| Carrying amount | | |
| At 28 February 2018 | | 4 |
| At 28 February 2017 | | 4 |

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

Details of undertakings

Details of the investments in which the company holds 20% or more of the nominal value of any class of share capital are as follows:

| Undertaking | Registered office | Holding | Proportion of voting rights and shares held | |
|-------------------------|-------------------|----------|---|------|
| | | | 2018 | 2017 |
| Subsidiary undertakings | | | | |
| The Artslink Ltd | England and Wales | Ordinary | 100% | 100% |
| | | | | |

The principal activity of The Artslink Ltd is education.

6 Debtors

| | 2018 £ | 2017 £ |
|---------------|----------------|----------------|
| Trade debtors | 101,561 | 56,011 |
| Prepayments | 6,472 | 6,034 |
| Other debtors | 153,647 | 180,695 |
| | <u>261,680</u> | <u>242,740</u> |

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

7 Creditors

Creditors: amounts falling due within one year

| | Note | 2018 £ | 2017 £ |
|------------------------------|----------|----------------|----------------|
| Due within one year | | | |
| Bank loans and overdrafts | <u>9</u> | 7,069 | - |
| Trade creditors | | 21,232 | 19,287 |
| Taxation and social security | | 70,104 | 44,307 |
| Accruals and deferred income | | 1,620 | 3,000 |
| Other creditors | | 84,610 | 74,997 |
| | | <u>184,635</u> | <u>141,591</u> |

8 Share capital

Allotted, called up and fully paid shares

| | 2018 | | 2017 | |
|------------------------------|------------|------------|------------|------------|
| | No. | £ | No. | £ |
| Ordinary A shares of £1 each | 4 | 4 | 4 | 4 |
| Ordinary B shares of £1 each | 500 | 500 | 500 | 500 |
| | <u>504</u> | <u>504</u> | <u>504</u> | <u>504</u> |

9 Loans and borrowings

| | 2018 £ | 2017 £ |
|-------------------------------------|--------------|-----------|
| Current loans and borrowings | | |
| Bank overdrafts | <u>7,069</u> | <u>-</u> |

10 Financial commitments, guarantees and contingencies

Amounts not provided for in the balance sheet

The total amount of financial commitments not included in the balance sheet is £150,416 (2017 - £230,416). At the balance sheet date the Company had future minimum lease payments under non-cancellable operating leases.

Joe Public Ltd

Notes to the Financial Statements for the Year Ended 28 February 2018

11 Related party transactions

Transactions with directors

| | At 1 March 2017 £ | At 28 February 2018 £ |
|--|-------------------------|--------------------------------|
| 2018 | | |
| Mr M B McCabe | | |
| During the year the director provided the company with an interest free loan, which is unsecured, repayable on demand and shown under Other Creditors | 24,420 | 24,420 |
| | | |
| Mr L G Shires | | |
| During the year the director provided the company with an interest free loan, which is unsecured, repayable on demand and shown under Other Creditors. | 1,180 | 1,180 |

| | At 1 March 2016 £ | Advances to directors £ | Repayments by director £ | At 28 February 2017 £ |
|--|-------------------------|-------------------------------|--------------------------------|--------------------------------|
| 2017 | | | | |
| Mr M B McCabe | | | | |
| During the year the director provided the company with an interest free loan, which is unsecured, repayable on demand and shown under Other Creditors | 40,000 | (40,000) | 24,420 | 24,420 |
| | | | | |
| Mr L G Shires | | | | |
| During the year the director provided the company with an interest free loan, which is unsecured, repayable on demand and shown under Other Creditors. | 1,180 | - | - | 1,180 |

Directors' remuneration

The directors' remuneration for the year was as follows:

| | 2018 £ | 2017 £ |
|--------------|-----------|-----------|
| Remuneration | 116,342 | 150,081 |

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.