

UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2022
FOR
ALOURA LONDON LIMITED

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FOR THE YEAR ENDED 31 JANUARY 2022

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ALOURA LONDON LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2022

DIRECTOR: Miss E C A Hill

REGISTERED OFFICE: 5 Jardine House
Harrobian Business Village
Bessborough Road
Harrow
Middlesex
HA1 3EX

REGISTERED NUMBER: 09414837 (England and Wales)

ACCOUNTANTS: David Simon Limited
Chartered Certified Accountants
5 Jardine House
Harrobian Business Village
Bessborough Road
Harrow
Middlesex
HA1 3EX

STATEMENT OF FINANCIAL POSITION

31 JANUARY 2022

	Notes	2022 £	£	2021 £	£
FIXED ASSETS					
Intangible assets	4		14,994		14,994
Tangible assets	5		-		-
			14,994		14,994
CURRENT ASSETS					
Stocks		59,219		59,649	
Debtors	6	48,494		48,861	
Cash at bank and in hand		660		1,405	
		108,373		109,915	
CREDITORS					
Amounts falling due within one year	7	71,141		68,872	
NET CURRENT ASSETS			37,232		41,043
TOTAL ASSETS LESS CURRENT LIABILITIES			52,226		56,037
CREDITORS					
Amounts falling due after more than one year	8		346,803		346,803
NET LIABILITIES			(294,577)		(290,766)
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings			(294,579)		(290,768)
SHAREHOLDERS' FUNDS			(294,577)		(290,766)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 January 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 2022 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 Income Statement has not been delivered.

The financial statements were approved by the director and authorised for issue on 18 January 2023 and were signed by:

Miss E C A Hill - Director

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2022

1. **STATUTORY INFORMATION**

Aloura London 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

The financial statements have been prepared on the going concern basis and the directors confirm their belief in the company's ability to continue as a going concern for a period of at least twelve months from the date of approval of these financial statements.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Trademark

Trademark costs have not been amortised during the year as, in the opinion of the directors, no impairment has taken place.

Website development costs

Website development costs have not been amortised during the year as, in the opinion of the directors, no impairment has taken place.

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 etc - 25% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was NIL (2021 - NIL).

4. **INTANGIBLE FIXED ASSETS**

	Other intangible assets £
COST	
At 1 February 2021	
and 31 January 2022	14,994
NET BOOK VALUE	
At 31 January 2022	14,994
At 31 January 2021	14,994

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 JANUARY 2022

5. TANGIBLE FIXED ASSETS

	Plant and machinery etc £
COST	
At 1 February 2021 and 31 January 2022	<u>4,000</u>
DEPRECIATION	
At 1 February 2021 and 31 January 2022	<u>4,000</u>
NET BOOK VALUE	
At 31 January 2022	<u><u>-</u></u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Other debtors	<u>48,494</u>	<u>48,861</u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	1,879	5,447
Other creditors	<u>69,262</u>	<u>63,425</u>
	<u><u>71,141</u></u>	<u><u>68,872</u></u>

8. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2022	2021
	£	£
Other creditors	<u>346,803</u>	<u>346,803</u>

9. RELATED PARTY DISCLOSURES

Included in other creditors is an amount of £8,460 (2021: £4,040) due to companies in which a director has an interest.

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.