

REPORT OF THE DIRECTOR AND  
FINANCIAL STATEMENTS FOR THE YEAR ENDED 29 FEBRUARY 2020  
FOR  
ELEVATE PUBLIC RELATIONS LTD

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for the Year Ended 29 FEBRUARY 2020

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ELEVATE PUBLIC RELATIONS LTD

COMPANY INFORMATION  
for the Year Ended 29 FEBRUARY 2020

**DIRECTOR:** Mrs C L Bailey

**REGISTERED OFFICE:** 38a Station Road West  
Oxted  
Surrey  
RH8 9EU

**REGISTERED NUMBER:** 09895687

**ACCOUNTANTS:** HARLEYS  
259 Croydon Road  
Beckenham  
Kent  
BR3 3PS

REPORT OF THE DIRECTOR  
for the Year Ended 29 FEBRUARY 2020

The director presents her report with the financial statements of the company for the year ended 29 February 2020.

**DIVIDENDS**

Interim dividends per share were paid as follows:

£10,000	- 21 September 2019
£10,000	- 2 December 2019
£5,000	- 13 January 2020
<u>£25,000</u>	

The director recommends that no final dividend be paid.

The total distribution of dividends for the year ended 29 February 2020 will be £ 25,000 .

**DIRECTOR**

Mrs C L Bailey held office during the whole of the period from 1 March 2019 to the date of this report.

**ON BEHALF OF THE BOARD:**

Mrs C L Bailey - Director

22 January 2021

STATEMENT OF INCOME AND RETAINED EARNINGS  
for the Year Ended 29 FEBRUARY 2020

	Notes	29.2.20 £	28.2.19 £
<b>TURNOVER</b>		<b>292,031</b>	254,433
Cost of sales		<u>43,522</u>	<u>38,707</u>
<b>GROSS PROFIT</b>		<b>248,509</b>	215,726
Administrative expenses		<u>180,853</u>	<u>104,531</u>
<b>OPERATING PROFIT</b>	4	<b>67,656</b>	111,195
Interest receivable and similar income		<u>57</u>	<u>37</u>
<b>PROFIT BEFORE TAXATION</b>		<b>67,713</b>	111,232
Tax on profit	5	<u>13,283</u>	<u>20,975</u>
<b>PROFIT FOR THE FINANCIAL YEAR</b>		<b>54,430</b>	90,257
Retained earnings at beginning of year		<b>53,415</b>	13,158
Dividends	6	<b>(25,000)</b>	(50,000)
<b>RETAINED EARNINGS AT END OF YEAR</b>		<b>82,845</b>	53,415

The notes form part of these financial statements

**BALANCE SHEET**  
**29 FEBRUARY 2020**

	Notes	29.2.20 £	£	28.2.19 £	£
<b>FIXED ASSETS</b>					
Tangible assets	7		6,400		4,900
<b>CURRENT ASSETS</b>					
Debtors	8	96,731		39,170	
Cash at bank and in hand		47,520		55,468	
		<u>144,251</u>		<u>94,638</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	9	67,805		46,122	
<b>NET CURRENT ASSETS</b>			<u>76,446</u>		<u>48,516</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>82,846</u>		<u>53,416</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			1		1
Retained earnings	10		82,845		53,415
<b>SHAREHOLDERS' FUNDS</b>			<u>82,846</u>		<u>53,416</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 29 February 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 29 February 2020 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) 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
- (b) 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 in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the director and authorised for issue on 22 January 2021 and were signed by:

Mrs C L Bailey - Director

NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 29 FEBRUARY 2020

1. **STATUTORY INFORMATION**

ELEVATE PUBLIC RELATIONS LTD is a private company, limited by shares, registered in Not specified/Other. 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.

**Turnover**

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

**Tangible fixed assets**

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

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Income and Retained Earnings, 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.

3. **EMPLOYEES AND DIRECTORS**

	29.2.20	28.2.19
	£	£
Wages and salaries	103,050	56,178
Social security costs	6,551	1,330
	<u>109,601</u>	<u>57,508</u>

The average number of employees during the year was as follows:

	29.2.20	28.2.19
Administration	<u>7</u>	<u>5</u>

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	29.2.20	28.2.19
	£	£
Depreciation - owned assets	<u>1,659</u>	<u>2,271</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Year Ended 29 FEBRUARY 2020

**5. TAXATION****Analysis of the tax charge**

The tax charge on the profit for the year was as follows:

	29.2.20	28.2.19
	£	£
Current tax:		
UK corporation tax	13,283	20,975
Tax on profit	<u>13,283</u>	<u>20,975</u>

**6. DIVIDENDS**

	29.2.20	28.2.19
	£	£
Ordinary share of £1		
Final	-	10,000
Interim	<u>25,000</u>	<u>40,000</u>
	<u>25,000</u>	<u>50,000</u>

**7. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>COST</b>	
At 1 March 2019	8,914
Additions	<u>3,159</u>
At 29 February 2020	<u>12,073</u>
<b>DEPRECIATION</b>	
At 1 March 2019	4,014
Charge for year	<u>1,659</u>
At 29 February 2020	<u>5,673</u>
<b>NET BOOK VALUE</b>	
At 29 February 2020	<u>6,400</u>
At 28 February 2019	<u>4,900</u>

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

	29.2.20	28.2.19
	£	£
Trade debtors	<u>96,731</u>	<u>39,170</u>



NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Year Ended 29 FEBRUARY 2020

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

	29.2.20	28.2.19
	£	£
Trade creditors	1,964	1,763
Tax	13,000	21,000
Social security and other taxes	1,079	952
VAT	30,335	18,364
Directors' current accounts	21,427	4,043
	<u>67,805</u>	<u>46,122</u>

10. **RESERVES**

	Retained earnings £
At 1 March 2019	53,415
Profit for the year	54,430
Dividends	(25,000)
At 29 February 2020	<u>82,845</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.