

REPORT OF THE DIRECTOR AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2021
FOR
ELEVATE PUBLIC RELATIONS LTD

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for the Year Ended 28 FEBRUARY 2021

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ELEVATE PUBLIC RELATIONS LTD

COMPANY INFORMATION
for the Year Ended 28 FEBRUARY 2021

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 28 FEBRUARY 2021

The director presents her report with the financial statements of the company for the year ended 28 February 2021.

DIVIDENDS

Interim dividends per share were paid as follows:

£10,000	- 7 August 2020
£10,000	- 28 September 2020
£10,000	- 9 December 2020
<u>£30,000</u>	

The director recommends that no final dividend be paid.

The total distribution of dividends for the year ended 28 February 2021 will be £ 30,000 .

DIRECTOR

Mrs C L Bailey held office during the whole of the period from 1 March 2020 to the date of this report.

ON BEHALF OF THE BOARD:

Mrs C L Bailey - Director

29 November 2021

STATEMENT OF INCOME AND
RETAINED EARNINGS
for the Year Ended 28 FEBRUARY 2021

	Notes	28.2.21 £	29.2.20 £
TURNOVER		223,558	292,031
Cost of sales		<u>22,625</u>	<u>43,522</u>
GROSS PROFIT		200,933	248,509
Administrative expenses		<u>201,768</u>	<u>180,853</u>
OPERATING (LOSS)/PROFIT	4	(835)	67,656
Interest receivable and similar income		<u>33,808</u>	<u>57</u>
PROFIT BEFORE TAXATION		32,973	67,713
Tax on profit	6	<u>6,200</u>	<u>13,283</u>
PROFIT FOR THE FINANCIAL YEAR		26,773	54,430
Retained earnings at beginning of year		82,845	53,415
Dividends	7	(30,000)	(25,000)
RETAINED EARNINGS AT END OF YEAR		<u>79,618</u>	<u>82,845</u>

BALANCE SHEET
28 FEBRUARY 2021

	Notes	28.2.21 £	£	29.2.20 £	£
FIXED ASSETS					
Tangible assets	8		5,100		6,400
CURRENT ASSETS					
Debtors	9	61,980		96,731	
Cash at bank and in hand		<u>77,731</u>		<u>47,520</u>	
		139,711		144,251	
CREDITORS					
Amounts falling due within one year	10	<u>65,192</u>		<u>67,805</u>	
NET CURRENT ASSETS			<u>74,519</u>		<u>76,446</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>79,619</u>		<u>82,846</u>
CAPITAL AND RESERVES					
Called up share capital			1		1
Retained earnings	11	<u>79,618</u>		<u>82,845</u>	
SHAREHOLDERS' FUNDS			<u>79,619</u>		<u>82,846</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 28 February 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 28 February 2021 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
- (b) 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 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 29 November 2021 and were signed by:

Mrs C L Bailey - Director

NOTES TO THE FINANCIAL STATEMENTS
for the Year Ended 28 FEBRUARY 2021

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.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. EMPLOYEES AND DIRECTORS

	28.2.21	29.2.20
	£	£
Wages and salaries	147,258	103,050
Social security costs	9,147	6,551
Other pension costs	987	-
	<u>157,392</u>	<u>109,601</u>

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

	28.2.21	29.2.20
Administration	<u>6</u>	<u>7</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 28 FEBRUARY 2021

4. **OPERATING (LOSS)/PROFIT**

The operating loss (2020 - operating profit) is stated after charging:

	28.2.21	29.2.20
	£	£
Depreciation - owned assets	<u>1,300</u>	<u>1,659</u>

5. **EXCEPTIONAL ITEMS**

	28.2.21	29.2.20
	£	£
Employers Job Retention Scheme	<u>23,808</u>	<u>-</u>

6. **TAXATION**

Analysis of the tax charge

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

	28.2.21	29.2.20
	£	£
Current tax:		
UK corporation tax	<u>6,200</u>	<u>13,283</u>
Tax on profit	<u>6,200</u>	<u>13,283</u>

7. **DIVIDENDS**

	28.2.21	29.2.20
	£	£
Ordinary share of £1		
Interim	<u>30,000</u>	<u>25,000</u>

8. **TANGIBLE FIXED ASSETS**

	Office equipment £
COST	
At 1 March 2020	
and 28 February 2021	<u>12,073</u>
DEPRECIATION	
At 1 March 2020	5,673
Charge for year	<u>1,300</u>
At 28 February 2021	<u>6,973</u>
NET BOOK VALUE	
At 28 February 2021	<u>5,100</u>
At 29 February 2020	<u>6,400</u>

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

	28.2.21	29.2.20
	£	£
Trade debtors	<u>61,980</u>	<u>96,731</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 28 FEBRUARY 2021

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

	28.2.21	29.2.20
	£	£
Trade creditors	2,300	1,964
Tax	6,200	13,000
Social security and other taxes	5,910	1,079
VAT	41,862	30,335
Directors' current accounts	8,920	21,427
	<u>65,192</u>	<u>67,805</u>

11. **RESERVES**

	Retained earnings £
At 1 March 2020	82,845
Profit for the year	26,773
Dividends	(30,000)
At 28 February 2021	<u>79,618</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.