

White PR and Marketing Limited
FILLETED ACCOUNTS COVER

White PR and Marketing Limited

Company No. 10451762

Information for Filing with The Registrar

31 October 2018

White PR and Marketing Limited

DIRECTORS REPORT REGISTRAR

The Director presents her report and the accounts for the year ended 31 October 2018.

Principal activities

The principal activity of the company during the year under review was Marketing Agency.

Director

The Director who served at any time during the year was as follows:

E. Hough

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006.

Signed on behalf of the board

E. Hough

Director

05 February 2019

White PR and Marketing Limited
BALANCE SHEET REGISTRAR
at 31 October 2018
Company No. 10451762

	Notes	2018 £	2017 £
Fixed assets			
Tangible assets	2	66	133
		<u>66</u>	<u>133</u>
Current assets			
Debtors		4,200	2,902
Cash at bank and in hand		4,550	1,320
		<u>8,750</u>	<u>4,222</u>
Creditors: Amount falling due within one year		<u>(7,033)</u>	<u>(3,774)</u>
Net current assets		1,717	448
Total assets less current liabilities		<u>1,783</u>	<u>581</u>
Net assets		<u>1,783</u>	<u>581</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account	3	1,683	481
Total equity		<u>1,783</u>	<u>581</u>

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime of the Companies Act 2006.

For the year ended 31 October 2018 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

All the members have consented to the preparation of abridged financial statements for the year ended 31 October 2018 in accordance with the Companies Act 2006.

As permitted by section 444 (5A) of the Companies Act 2006 the directors have not delivered to the Registrar a copy of the company's profit and loss account.

Approved by the board on 05 February 2019

And signed on its behalf by:

E. Hough

Director

White PR and Marketing Limited
NOTES TO THE ACCOUNTS
REGISTRAR
for the year ended 31 October 2018

1 Accounting policies

Basis of preparation

The accounts have been prepared in accordance with FRS 102 - The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard) and the Companies Act 2006 . There were no material departures from that standard.

The accounts have been prepared under the historical cost convention as modified by the revaluation of certain fixed assets and in accordance with the accounting policies set out below.

Turnover

Turnover is measured at the fair value of the consideration received or receivable. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Revenue from the sale of goods is recognised when all the following conditions are satisfied:

- the Company has transferred to the buyer the significant risks and rewards of ownership of the goods;
- the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the economic benefits associated with the transaction will flow to the Company; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Specifically, revenue from the sale of goods is recognised when goods are delivered and legal title is passed.

Taxation

Income tax expense represents the sum of the tax currently payable.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the profit and loss account because of items of income or expense that are taxable or deductible in other years and items that are never taxable or deductible. The Company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

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Tangible fixed assets and depreciation

Tangible fixed assets held for the company's own use are stated at cost less accumulated depreciation and accumulated impairment losses.

At each balance sheet date, the company reviews the carrying amount of its tangible fixed assets to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss.

Depreciation is provided at the following annual rates in order to write off the cost or valuation less the estimated residual value of each asset over its estimated useful life:

Furniture, fittings and equipment 33.33% Straightline

Trade and other debtors

Trade and other debtors are initially recognised at fair value and thereafter stated at amortised cost using the effective interest method, less impairment losses for bad and doubtful debts.

Trade and other creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2 Tangible fixed assets

	Total £
Cost or revaluation	
At 1 November 2017	200
At 31 October 2018	<u>200</u>
Depreciation	
At 1 November 2017	67
Charge for the year	67
At 31 October 2018	<u>134</u>
Net book values	
At 31 October 2018	<u>66</u>
At 31 October 2017	<u>133</u>

3 Reserves

Profit and loss account - includes all current and prior period retained profits and losses.

4 Related party disclosures

Controlling party

Immediate controlling party

Elizabeth Hough

5 Additional information

Its registered number is:

10451762

Its registered office is:

7 The Crescent

Hest Bank

Lancaster

Lancs

LA2 6DP

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.