

**Company Registration No. 04089378 (England and Wales)**

**DONNA LOUISE PROMOTIONS LIMITED**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2017**

# DONNA LOUISE PROMOTIONS LIMITED

## COMPANY INFORMATION

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<b>Directors</b>	Mr M McDonald Ms V Wood Mr N Evans
<b>Secretary</b>	Miss H Jones
<b>Company number</b>	04089378
<b>Registered office</b>	Treetops 1 Grace Road Trentham Stoke on Trent Staffordshire ST4 8FN
<b>Auditor</b>	DJH Accountants Limited Porthill Lodge High Street Wolstanton Newcastle under Lyme Staffordshire ST5 0EZ

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# **DONNA LOUISE PROMOTIONS LIMITED**

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# **DONNA LOUISE PROMOTIONS LIMITED**

## **STATEMENT OF COMPREHENSIVE INCOME**

***FOR THE YEAR ENDED 31 MARCH 2017***

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	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Profit for the year</b>	54,552	52,968
<b>Other comprehensive income</b>	-	-
<b>Total comprehensive income for the year</b>	<u>54,552</u>	<u>52,968</u>

# DONNA LOUISE PROMOTIONS LIMITED

## BALANCE SHEET

AS AT 31 MARCH 2017

		2017		2016	
	Notes	£	£	£	£
<b>Current assets</b>					
Stocks		2,967		1,745	
Debtors	4	5,281		8,688	
Cash at bank and in hand		36,095		25,757	
		<u>44,343</u>		<u>36,190</u>	
<b>Creditors: amounts falling due within one year</b>	5	<u>(5,172)</u>		<u>(8,328)</u>	
<b>Net current assets</b>			<u>39,171</u>		<u>27,862</u>
<b>Capital and reserves</b>					
Called up share capital			2		2
Profit and loss reserves			<u>39,169</u>		<u>27,860</u>
<b>Total equity</b>			<u>39,171</u>		<u>27,862</u>

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 19 July 2017 and are signed on its behalf by:

Mr M McDonald  
Director

Ms V Wood  
Director

Company Registration No. 04089378

# DONNA LOUISE PROMOTIONS LIMITED

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 MARCH 2017

	Share capital	Profit and loss reserves	Total
	£	£	£
<b>Balance at 1 April 2015</b>	2	11,361	11,363
<b>Year ended 31 March 2016:</b>			
Profit and total comprehensive income for the year	-	52,968	52,968
Dividends	-	(36,469)	(36,469)
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 March 2016</b>	2	27,860	27,862
<b>Year ended 31 March 2017:</b>			
Profit and total comprehensive income for the year	-	54,552	54,552
Dividends	-	(43,243)	(43,243)
	<hr/>	<hr/>	<hr/>
<b>Balance at 31 March 2017</b>	<u>2</u>	<u>39,169</u>	<u>39,171</u>

# **DONNA LOUISE PROMOTIONS LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2017**

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### **1 Accounting policies**

#### **Company information**

Donna Louise Promotions Limited is a private company limited by shares incorporated in England and Wales, registration number 04089378. The registered office is Treetops, 1 Grace Road, Trentham, Stoke on Trent, Staffordshire, ST4 8FN.

#### **1.1 Accounting convention**

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

These financial statements for the year ended 31 March 2017 are the first financial statements of Donna Louise Promotions Limited prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was 1 April 2015. The reported financial position and financial performance for the previous period are not affected by the transition to FRS 102.

#### **1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for Lottery income, promotional merchandise and meeting room, hire.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

#### **1.3 Stocks**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

#### **1.4 Cash and cash equivalents**

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

# DONNA LOUISE PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2017

### 1 Accounting policies

(Continued)

#### 1.5 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Classification of financial liabilities**

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

##### **Basic financial liabilities**

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### 1.6 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs.

Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

### 2 Auditor's remuneration

	2017	2016
	£	£
Fees payable to the company's auditor and associates:		
<b>For audit services</b>		
Audit of the financial statements of the company	1,140	1,020
	<u>          </u>	<u>          </u>

## **DONNA LOUISE PROMOTIONS LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 MARCH 2017**

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**3 Employees**

The average monthly number of persons (including directors) employed by the company during the year was 4 (2016 - 4).

**4 Debtors**

	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Amounts falling due within one year:</b>		
Trade debtors	5,190	8,597
Other debtors	91	91
	<u>5,281</u>	<u>8,688</u>

**5 Creditors: amounts falling due within one year**

	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Trade creditors	5,172	8,328
	<u>5,172</u>	<u>8,328</u>

**6 Audit report information**

As the income statement has been omitted from the filing copy of the financial statements the following information in relation to the audit report on the statutory financial statements is provided in accordance with s444(5B) of the Companies Act 2006:

The auditor's report was unqualified.  
The senior statutory auditor was Gary Neil Chadwick FCCA.  
The auditor was DJH Accountants Limited.

**7 Parent company**

The ultimate parent company is The Donna Louise Trust, an incorporated charity registered in England and Wales.

# DONNA LOUISE PROMOTIONS LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 31 MARCH 2017**

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### **8 Reconciliations on adoption of FRS 102**

#### **Reconciliation of equity**

	<b>1 April 2015 £</b>	<b>31 March 2016 £</b>
Equity as reported under previous UK GAAP and under FRS 102	11,363	27,862
	<u>          </u>	<u>          </u>

#### **Reconciliation of profit for the financial period**

	<b>2016 £</b>
Profit as reported under previous UK GAAP and under FRS 102	52,968
	<u>          </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.