

Company Registration No. 08087663 (England and Wales)

**PRIMA VENUE ADVISORY SERVICES LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**  
**PAGES FOR FILING WITH REGISTRAR**

# **PRIMA VENUE ADVISORY SERVICES LIMITED**

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# PRIMA VENUE ADVISORY SERVICES LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2019

|   | Notes | 2019<br>£       | £            | 2018<br>£       | £             |
|---|-------|-----------------|--------------|-----------------|---------------|
| <b>Fixed assets</b>                                   |       |                 |              |                 |               |
| Tangible assets                                       | 3     |                 | 1,258        |                 | 1,716         |
| <b>Current assets</b>                                 |       |                 |              |                 |               |
| Debtors   | 4     | 2,097           |              | 7,037           |               |
| Cash at bank and in hand                              |       | 14,590          |              | 31,636          |               |
|   |       | <u>16,687</u>   |              | <u>38,673</u>   |               |
| <b>Creditors: amounts falling due within one year</b> | 5     | <u>(11,952)</u> |              | <u>(12,746)</u> |               |
| <b>Net current assets</b>                             |       |                 | 4,735        |                 | 25,927        |
| <b>Total assets less current liabilities</b>          |       |                 | <u>5,993</u> |                 | <u>27,643</u> |
| <b>Capital and reserves</b>                           |       |                 |              |                 |               |
| Called up share capital                               | 6     |                 | 2            |                 | 2             |
| Profit and loss reserves                              |       |                 | 5,991        |                 | 27,641        |
| <b>Total equity</b>                                   |       |                 | <u>5,993</u> |                 | <u>27,643</u> |

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

For the financial year ended 31 December 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges her responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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 and signed by the director and authorised for issue on 22 January 2020

Marietta Miemietz  
**Director**

**Company Registration No. 08087663**

# PRIMA VENUE ADVISORY SERVICES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2019

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### 1 Accounting policies

#### Company information

Primavenue Advisory Services Limited is a private company limited by shares incorporated in England. The registered office is 17 Hanover Square, London, W1S 1BN.

#### 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, modified to include the revaluation of certain financial instruments at fair value. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

The financial statements have been prepared on a going concern basis as the director expects to continue to support the business for the foreseeable future.

#### 1.3 Turnover

Turnover is recognised at the fair value of the consideration received or receivable for services provided in the normal course of business, net of VAT.

#### 1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

|                                |                              |
|--------------------------------|------------------------------|
| Fixtures, fittings & equipment | 25% on a straight line basis |
|--------------------------------|------------------------------|

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

#### 1.5 Cash at bank and in hand

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.

# PRIMA VENUE ADVISORY SERVICES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

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### 1 Accounting policies

(Continued)

#### 1.6 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.

##### **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.

#### 1.7 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

### 2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 1 (2018 - 1).

# PRIMA VENUE ADVISORY SERVICES LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

### 3 Tangible fixed assets

|  | Plant and machinery etc |
|--|-------------------------|
|  | £                       |
| <b>Cost</b>                            |                         |
| At 1 January 2019 and 31 December 2019 | 1,830                   |
| <b>Depreciation and impairment</b>     |                         |
| At 1 January 2019                      | 114                     |
| Depreciation charged in the year       | 458                     |
| At 31 December 2019                    | 572                     |
| <b>Carrying amount</b>                 |                         |
| At 31 December 2019                    | 1,258                   |
| At 31 December 2018                    | 1,716                   |

### 4 Debtors

|   | 2019<br>£ | 2018<br>£ |
|---|-----------|-----------|
| <b>Amounts falling due within one year:</b> |           |           |
| Trade debtors                               | -         | 6,000     |
| Corporation tax recoverable                 | 937       | -         |
| Other debtors                               | 1,160     | 1,037     |
|   | 2,097     | 7,037     |

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

|                 | 2019<br>£ | 2018<br>£ |
|-----------------|-----------|-----------|
| Trade creditors | 349       | 232       |
| Corporation tax | -         | 937       |
| Other creditors | 11,603    | 11,577    |
|                 | 11,952    | 12,746    |

## PRIMA VENUE ADVISORY SERVICES LIMITED

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

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**6 Called up share capital**

|                                | 2019  | 2018  |
|--------------------------------|-------|-------|
|                                | £     | £     |
| <b>Ordinary share capital</b>  |       |       |
| <b>Issued and fully paid</b>   |       |       |
| 1 Ordinary A shares of £1 each | 1     | 1     |
| 1 Ordinary B shares of £1 each | 1     | 1     |
|                                | <hr/> | <hr/> |
|                                | 2     | 2     |
|                                | <hr/> | <hr/> |

**7 Directors' transactions**

Dividends totalling £2,987 (2018 - £2,977) were paid in the year in respect of shares held by the company's director.

At the year end the company owed the director £9,353 (2018: £9,577) which is included in other creditors less than one year. This balance is interest free and repayable on demand.

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.