

**Purely Digital Limited**  
**Unaudited filleted financial statements**  
**31 August 2018**



**Company registration number: 06481363**

# **Purely Digital Limited**

## **Contents**

	<b>Page</b>
Statement of financial position	<b>1 - 2</b>
Notes to the financial statements	<b>3 - 10</b>

Purely Digital Limited

Statement of financial position  
31 August 2018

	Note	2018 £	£	2017 £	£
<b>Fixed assets</b>					
Tangible assets	6	98,396		97,456	
			98,396		97,456
<b>Current assets</b>					
Stocks and work in progress		28,401		20,820	
Debtors	7	106,394		136,849	
Investments	8	200,257		-	
Cash at bank and in hand		55,265		4,365	
		390,317		162,034	
<b>Creditors: amounts falling due within one year</b>	9	(74,502)		(190,182)	
<b>Net current assets/(liabilities)</b>			315,815		(28,148)
<b>Total assets less current liabilities</b>			414,211		69,308
<b>Creditors: amounts falling due after more than one year</b>	10		-		(30,128)
<b>Provisions for liabilities</b>	11		(12,268)		(10,489)
<b>Net assets</b>			401,943		28,691
<b>Capital and reserves</b>					
Called up share capital			3		3
Profit and loss account			401,940		28,688
<b>Shareholders funds</b>			401,943		28,691

For the year ending 31 August 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.


The notes on pages 3 to 10 form part of these financial statements.

**Purely Digital Limited**

**Statement of financial position (continued)**  
**31 August 2018**

In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

These financial statements were approved by the board of directors and authorised for issue on 30 May 2019, and are signed on behalf of the board by:

A handwritten signature in black ink, appearing to read 'A. J. Edmondson', with a stylized, wavy line extending from the end.

Mr. A. J. Edmondson  
Director

Company registration number: 06481363

**The notes on pages 3 to 10 form part of these financial statements.**

## **Purely Digital Limited**

### **Notes to the financial statements Year ended 31 August 2018**

#### **1. General information**

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 7 Jubilee Parkway, Jubilee Business Park, off Stores Road, Derby, DE21 4BJ.

#### **2. Statement of compliance**

These financial statements have been prepared in compliance with the provisions of FRS 102, Section 1A, 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

#### **3. Accounting policies**

##### **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

##### **Turnover**

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer, usually on despatch of the goods; the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

##### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in the statement of comprehensive income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves. In this case, tax is recognised in other comprehensive income or directly in capital and reserves, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

##### **Operating leases**

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

## Purely Digital Limited

### Notes to the financial statements (continued) Year ended 31 August 2018

#### **Tangible assets**

Tangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated depreciation and impairment losses.

Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in capital and reserves, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in capital and reserves in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in capital and reserves in respect of that asset, the excess shall be recognised in profit or loss.

#### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Plant and machinery	- 25% straight line less residual value
Fixtures, fittings and equipment	- 15% reducing balance
Motor vehicles	- 20% reducing balance
Computer equipment	- 33.33% straight line

If there is an indication that there has been a significant change in depreciation rate, useful life or residual value of tangible assets, the depreciation is revised prospectively to reflect the new estimates.

#### **Impairment**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

When it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that are largely independent of the cash inflows from other assets or groups of assets.

#### **Stocks**

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stocks to their present location and condition.

## Purely Digital Limited

### Notes to the financial statements (continued) Year ended 31 August 2018

#### Provisions

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event; it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised in finance costs in profit or loss in the period it arises.

#### Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Where investments in non-convertible preference shares and non-puttable ordinary shares or preference shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in profit or loss. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in profit or loss, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

#### Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised in finance costs in profit or loss in the period in which it arises.

#### 4. Employee numbers

The average number of persons employed by the company during the year amounted to 21 (2017: 20).

Purely Digital Limited

Notes to the financial statements (continued)  
Year ended 31 August 2018

5. Tax on profit

Major components of tax expense

	2018 £	2017 £
<b>Current tax:</b>		
UK current tax expense	329	10,576
<b>Deferred tax:</b>		
Origination and reversal of timing differences	1,779	(4,578)
<b>Tax on profit</b>	<u>2,108</u>	<u>5,998</u>

6. Tangible assets

	Plant and machinery £	Fixtures, fittings and equipment £	Motor vehicles £	Computer equipment £	Total £
<b>Cost</b>					
At 1 September 2017	428,828	12,604	-	31,123	472,555
Additions	4,265	-	16,100	8,751	29,116
Disposals	(6,900)	-	-	(2,039)	(8,939)
<b>At 31 August 2018</b>	<u>426,193</u>	<u>12,604</u>	<u>16,100</u>	<u>37,835</u>	<u>492,732</u>
<b>Depreciation</b>					
At 1 September 2017	341,877	7,502	-	25,720	375,099
Charge for the year	19,128	765	-	4,524	24,417
Disposals	(3,722)	-	-	(1,458)	(5,180)
<b>At 31 August 2018</b>	<u>357,283</u>	<u>8,267</u>	<u>-</u>	<u>28,786</u>	<u>394,336</u>
<b>Carrying amount</b>					
<b>At 31 August 2018</b>	<u>68,910</u>	<u>4,337</u>	<u>16,100</u>	<u>9,049</u>	<u>98,396</u>
At 31 August 2017	<u>86,951</u>	<u>5,102</u>	<u>-</u>	<u>5,403</u>	<u>97,456</u>



Purely Digital Limited

Notes to the financial statements (continued)  
Year ended 31 August 2018

**Obligations under finance leases**

Included within the carrying value of tangible assets are the following amounts relating to assets held under finance leases or hire purchase agreements:

	Plant and machinery
	£
<b>At 31 August 2018</b>	-
At 31 August 2017	<u>46,058</u>

**7. Debtors**

	2018	2017
	£	£
Trade debtors	82,922	114,382
Other debtors	23,472	22,467
	<u>106,394</u>	<u>136,849</u>

**8. Investments**

	2018	2017
	£	£
Other investments	<u>200,257</u>	<u>-</u>

**9. Creditors: amounts falling due within one year**

	2018	2017
	£	£
Bank loans and overdrafts	-	56,934
Trade creditors	48,632	58,456
Corporation tax	329	10,576
Social security and other taxes	7,868	17,680
Other creditors	17,673	46,536
	<u>74,502</u>	<u>190,182</u>

**10. Creditors: amounts falling due after more than one year**

	2018	2017
	£	£
Other creditors	<u>-</u>	<u>30,128</u>

Purely Digital Limited

Notes to the financial statements (continued)  
Year ended 31 August 2018

11. Provisions

	Deferred tax (note 12)	Total
	£	£
At 1 September 2017	10,489	10,489
Movement in the year	1,779	1,779
<b>At 31 August 2018</b>	<b>12,268</b>	<b>12,268</b>

12. Deferred tax

The deferred tax included in the statement of financial position is as follows:

	2018	2017
	£	£
Included in provisions (note 11)	12,268	10,489

The deferred tax account consists of the tax effect of timing differences in respect of:

	2018	2017
	£	£
Accelerated capital allowances	12,268	10,489

The provision for deferred taxation relates entirely to accelerated capital allowances.

13. Operating leases

**The company as lessee**

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2018	2017
	£	£
Not later than 1 year - land and buildings/motor vehicle leasing	-	14,642

Purely Digital Limited

Notes to the financial statements (continued)  
Year ended 31 August 2018

14. Directors advances, credits and guarantees

During the year the directors entered into the following advances and credits with the company:

2018				
	Balance brought forward	Advances /(credits) to the directors	Amounts repaid	Balance o/standing
	£	£	£	£
Mr. G. W. Gillott	11,738	1,279	(3,250)	9,767
Mr. A. J. Edmondson	(19,862)	42,100	(29,500)	(7,262)
	<u>(8,124)</u>	<u>43,379</u>	<u>(32,750)</u>	<u>2,505</u>
2017				
	Balance brought forward	Advances /(credits) to the directors	Amounts repaid	Balance o/standing
	£	£	£	£
Mr. G. W. Gillott	1,977	9,761	-	11,738
Mr. A. J. Edmondson	(13,462)	17,600	(24,000)	(19,862)
	<u>(11,485)</u>	<u>27,361</u>	<u>(24,000)</u>	<u>(8,124)</u>

The director's current account in respect of G. W. Gillott had a maximum overdrawn balance of £12,449.

The director's current account in respect of A. J. Edmondson had a maximum overdrawn balance of £38.

b) At 31 August 2018 the following loans from family members were outstanding and are included within creditors due within one year:-

	2018 £	2017 £
Mrs. S. Palmer - mother in law of A. J. Edmondson	<u>Nil</u>	<u>5,200</u>
J. L. Edmondson - father of A. J. Edmondson	<u>Nil</u>	<u>12,700</u>

c) The following transactions took place with the directors:-

Mileage expenses were paid to A. J. Edmondson in the sum of £2,388 (2017: £2,011) in respect of business mileage undertaken in his own vehicle during the year.

Interest was paid to the company by G. W. Gillott on his overdrawn directors current account in the sum of £279 (2017: £217).

**Purely Digital Limited**

**Notes to the financial statements (continued)**  
**Year ended 31 August 2018**

**15. Controlling party**

The company is controlled by the directors.