

**REGISTERED NUMBER: 06210515 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 30 April 2020**

**for**

**White Rose Sales & Marketing Ltd**

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for the Year Ended 30 April 2020**

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**White Rose Sales & Marketing Ltd**

**Company Information  
for the Year Ended 30 April 2020**

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**DIRECTORS:** G Freer  
Mrs J Freer

**SECRETARY:** Mrs J Freer

**REGISTERED OFFICE:** 19 Railway Street  
Pocklington  
York  
YO42 2QR

**REGISTERED NUMBER:** 06210515 (England and Wales)

**ACCOUNTANTS:** Kaye Middleton & Co  
19 Railway Street  
Pocklington  
York  
East Yorkshire  
YO42 2QR

Statement of Financial Position  
30 April 2020

	Notes	2020 £	£	2019 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		5,521		6,469
<b>CURRENT ASSETS</b>					
Stocks		16,822		31,702	
Debtors	5	273,760		176,709	
Cash at bank		<u>305,072</u>		<u>316,260</u>	
		595,654		524,671	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>82,147</u>		<u>18,868</u>	
<b>NET CURRENT ASSETS</b>			<u>513,507</u>		<u>505,803</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>519,028</u>		<u>512,272</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			2		2
Retained earnings			<u>519,026</u>		<u>512,270</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>519,028</u>		<u>512,272</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 April 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 April 2020 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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.
- (b)

**Statement of Financial Position - continued**  
**30 April 2020**

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

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 12 June 2020 and were signed on its behalf by:

G Freer - Director

Mrs J Freer - Director

Notes to the Financial Statements  
for the Year Ended 30 April 2020

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1. **STATUTORY INFORMATION**

White Rose Sales & Marketing Ltd is a private company, limited by shares, registered in England and Wales. 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.

Freehold property	- 10% on cost
Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 25% on reducing balance

**Stocks**

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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 statement of financial position date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position 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**

The average number of employees during the year was 2 (2019 - 2).

Notes to the Financial Statements - continued  
for the Year Ended 30 April 2020

4. **TANGIBLE FIXED ASSETS**

	Freehold property £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 May 2019 and 30 April 2020	<u>8,908</u>	<u>2,383</u>	<u>608</u>	<u>11,899</u>
<b>DEPRECIATION</b>				
At 1 May 2019	2,670	2,296	464	5,430
Charge for year	<u>890</u>	<u>22</u>	<u>36</u>	<u>948</u>
At 30 April 2020	<u>3,560</u>	<u>2,318</u>	<u>500</u>	<u>6,378</u>
<b>NET BOOK VALUE</b>				
At 30 April 2020	<u>5,348</u>	<u>65</u>	<u>108</u>	<u>5,521</u>
At 30 April 2019	<u>6,238</u>	<u>87</u>	<u>144</u>	<u>6,469</u>

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

	2020 £	2019 £
Trade debtors	99,417	21,682
Other debtors	<u>174,343</u>	<u>155,027</u>
	<u>273,760</u>	<u>176,709</u>

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

	2020 £	2019 £
Trade creditors	76,475	15,047
Taxation and social security	4,422	2,571
Other creditors	<u>1,250</u>	<u>1,250</u>
	<u>82,147</u>	<u>18,868</u>

7. **RELATED PARTY DISCLOSURES**

Included within other debtors is an amount of £154,000 owed from Bridge Lettings Limited, a company in which Mr G Freer and Mrs J Freer are the directors and shareholders.

8. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party's are Mr & Mrs Freer by virtue of their shareholdings.

**White Rose Sales & Marketing Ltd**

**Report of the Accountants to the Directors of  
White Rose Sales & Marketing Ltd**

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**The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Statement of Financial Position. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.**

As described on the Statement of Financial Position you are responsible for the preparation of the financial statements for the year ended 30 April 2020 set out on pages one to eight and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Kaye Middleton & Co  
19 Railway Street  
Pocklington  
York  
East Yorkshire  
YO42 2QR

12 June 2020



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.