

Company Registration No. 08276432 (England and Wales)

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JANUARY 2018

**ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
COMPANY INFORMATION**

Directors

K Churchouse
I Blyth
E Dadswell
G Jackson
K Lorimer
A Martin
C Jones
P Denning
A Colborne-Baber
C Ogle
D Francis
J Lyons
J Smith
C Suggitt

(Appointed 10 January 2018)
(Appointed 10 January 2018)
(Appointed 10 January 2018)

Company number

08276432

Registered office

Stevenson House
16A Tunsgate
Guildford
Surrey
GU1 3QT

Auditor

Alliotts
Friary Court
13-21 High Street
Guildford
Surrey
GU1 3DL

ELEVATE GUILDFORD LIMITED (LIMITED BY GUARANTEE) CONTENTS

	Page
Directors' report	1 - 2
Directors' responsibilities statement	3
Independent auditor's report	4 - 5
Statement of comprehensive income	6
Balance sheet	7
Notes to the financial statements	8 - 11

ELEVATE GUILDFORD LIMITED (LIMITED BY GUARANTEE) DIRECTORS' REPORT

FOR THE YEAR ENDED 31 JANUARY 2018

The directors present their annual report and financial statements for the year ended 31 January 2018.

Principal activities

The principal activity of the company continued to be that of encouraging business development in Guildford Town Centre.

Guildford's Business Improvement District (BID) covers a diverse range of leisure and retail businesses operating in the town.

Experience Guildford (the consumer-facing name for Elevate Guildford Ltd, the town's BID) has had many successes during the 2017/18 year, most notably the completion of a second-term ballot. Through consultation and engagement with all BID members, Experience Guildford created a new business plan to build upon successes already achieved and ensure the prosperity and vitality of the town for a further five-year term. Overall, 85% of businesses voted in favour of Experience Guildford continuing for a second term, demonstrating that the activities and initiatives instigated by this not for profit organisation resonated with the majority of all stakeholders.

Below is a list of just some of these initiatives:

- Continued roll-out of the Official Guildford App, incorporating a real-time parking availability function to reduce congestion and queuing.
- Expansion of the Experience Guildford Privilege Card scheme, now with over 4,000 registered users enjoying over 50 daily offers available throughout the town.
- The return of Guildford's urban beach, Guildford-on-Sea, for the third year in August, attracting in excess of 1,000 visitors over the three-day event.
- Organising and implementing the successful Guildford Christmas Lights switch-on event which features a full programme of festive entertainment throughout the day and attracts over 8,000 visitors to the town.
- Driving strong seasonal footfall over the Christmas period through initiatives such as free parking offers in partnership with Guildford Borough Council and the Little Book of Offers which incorporates over 100 town centre redeemable vouchers.*
- Retain and build upon Guildford's Purple Flag accreditation for a fourth consecutive year.
- Support Guildford's 100+ independent businesses with a month-long campaign to promote trade and communicate their economic benefits to the town.
- Promote and reward Guildford's exemplary customer service provision through the delivery of the town's fifth Customer Service Awards.
- Support successful local events: Guildford Fringe Festival, Guildford Shakespeare Company productions, The Guildford Book Festival, Innovate Guildford, Guildford International Music Festival, the Pancake Races, Guildford Summer Festival, Street Food Festival, plus many more.

Guildford's Business Improvement District is a multi-faceted and collaborative organisation. Working with the businesses across the BID area, Experience Guildford has done much to raise the profile and visibility of the town to ensure its ongoing economic prosperity and attractiveness to visitors, residents and new businesses.

Alongside this, Experience Guildford also do much to promote the town's safety and best practice principles adopted by the businesses operating within it. The team work with various other organisations such as Pubwatch, the police and the Community Safety Partnership to report on and support the business community's concerns.

Receiving positive reaffirmation from BID levy payers during the 2017 ballot and re-election has fueled Experience Guildford's enthusiasm and commitment to continue to work hard to ensure that Guildford punches above its weight in terms of its premium leisure and retail status across the south-east, drawing visitors and economic investment from an enlarged catchment area.

*Month-on-month footfall figures in Guildford town centre for December 2017, released by Springboard, saw increases of 19.6% compared to an average of 2.7% in the south-east and 0.9% nationally.

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
DIRECTORS' REPORT (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2018

Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

K Churchouse	
I Blyth	
E Dadswell	
G Jackson	
K Lorimer	
A Martin	
C Jones	
P Denning	
A Colborne-Baber	
K Storr	(Resigned 1 March 2018)
C Ogle	
D Francis	
T Brinkman	(Resigned 9 July 2018)
L Adams	(Resigned 1 June 2017)
J Lyons	(Appointed 10 January 2018)
J Smith	(Appointed 10 January 2018)
C Suggitt	(Appointed 10 January 2018)

Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the company's auditor is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditor is aware of that information.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board

K Lorimer

Director

14 August 2018

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
DIRECTORS' RESPONSIBILITIES STATEMENT
FOR THE YEAR ENDED 31 JANUARY 2018

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ELEVATE GUILDFORD LIMITED (LIMITED BY GUARANTEE) INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ELEVATE GUILDFORD LIMITED

Opinion

We have audited the financial statements of Elevate Guildford Limited (the 'company') for the year ended 31 January 2018 which comprise the Statement of Comprehensive Income, the Balance Sheet and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 January 2018 and of its deficit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Directors' Report has been prepared in accordance with applicable legal requirements.

**ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
INDEPENDENT AUDITOR'S REPORT (CONTINUED)
TO THE MEMBERS OF ELEVATE GUILDFORD LIMITED**

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Directors' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the Directors' Report and take advantage of the small companies exemption from the requirement to prepare a Strategic Report.

Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Stephen Meredith BA FCA DChA (Senior Statutory Auditor)
for and on behalf of Alliotts**

14 August 2018

**Chartered Accountants
Statutory Auditor**

Friary Court
13-21 High Street
Guildford
Surrey
GU1 3DL

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 JANUARY 2018

	Notes	2018 £	2017 £
Income		532,833	546,468
Cost of sales		(251,121)	(252,299)
Gross surplus		281,712	294,169
Administrative expenses		(338,042)	(312,827)
Operating deficit		(56,330)	(18,658)
Interest receivable and similar income		81	341
Deficit before taxation		(56,249)	(18,317)
Tax on deficit		(68)	(18)
Deficit for the financial year		(56,317)	(18,335)

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 JANUARY 2018

	Notes	2018		2017	
		£	£	£	£
Fixed assets					
Tangible assets	3		5,733		23,138
Current assets					
Debtors	4	34,509		27,748	
Cash at bank and in hand		81,670		113,254	
		<u>116,179</u>		<u>141,002</u>	
Creditors: amounts falling due within one year	5	<u>(34,887)</u>		<u>(20,798)</u>	
Net current assets			<u>81,292</u>		<u>120,204</u>
Total assets less current liabilities			<u>87,025</u>		<u>143,342</u>
Reserves					
Income and expenditure account			<u>87,025</u>		<u>143,342</u>

These financial statements have been prepared 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 14 August 2018 and are signed on its behalf by:

K Lorimer
Director

Company Registration No. 08276432

ELEVATE GUILDFORD LIMITED

(LIMITED BY GUARANTEE)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 JANUARY 2018

1 Accounting policies

Company information

Elevate Guildford Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is Stevenson House, 16A Tunsgate, Guildford, Surrey, GU1 3QT.

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 freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

1.2 Income and expenditure

Income and expenses are included in the financial statements as they become receivable or due.

Expenses include VAT where applicable as the company cannot reclaim it.

1.3 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	over the life of the BID contract
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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 surplus or deficit.

1.4 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2018

1 Accounting policies

(Continued)

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in surplus or deficit, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

1.5 Cash at bank and in hand

Cash at bank and in hand 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.

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.

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.

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2018

1 Accounting policies

(Continued)

1.7 Derivatives

Derivatives are initially recognised at fair value at the date a derivative contract is entered into and are subsequently remeasured to fair value at each reporting end date. The resulting gain or loss is recognised in surplus or deficit immediately unless the derivative is designated and effective as a hedging instrument, in which event the timing of the recognition in surplus or deficit depends on the nature of the hedge relationship.

A derivative with a positive fair value is recognised as a financial asset, whereas a derivative with a negative fair value is recognised as a financial liability.

1.8 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

1.9 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 8 (2017 - 8).

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 JANUARY 2018

3	Tangible fixed assets	Plant and machinery etc	
		£	
	Cost		
	At 1 February 2017		63,456
	Additions		7,166
			<u>70,622</u>
	At 31 January 2018		<u>70,622</u>
	Depreciation and impairment		
	At 1 February 2017		40,318
	Depreciation charged in the year		24,571
			<u>64,889</u>
	At 31 January 2018		<u>64,889</u>
	Carrying amount		
	At 31 January 2018		5,733
			<u>23,138</u>
	At 31 January 2017		<u>23,138</u>

4	Debtors	2018	2017
		£	£
	Amounts falling due within one year:		
	Service charges due	6,626	14,019
	Other debtors	27,883	13,729
		<u>34,509</u>	<u>27,748</u>

5	Creditors: amounts falling due within one year	2018	2017
		£	£
	Trade creditors	22,400	10,358
	Other taxation and social security	4,752	4,840
	Other creditors	7,735	5,600
		<u>34,887</u>	<u>20,798</u>

6 Members' liability

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding £1.

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
MANAGEMENT INFORMATION
FOR THE YEAR ENDED 31 JANUARY 2018

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
DETAILED TRADING AND INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31 JANUARY 2018

	£	2018 £	£	2017 £
Income				
Levy		528,294		528,804
Donations		1,025		1,325
Rent receivable		-		2,292
Other income		3,514		14,047
		<u>532,833</u>		<u>546,468</u>
Cost of sales				
Direct project expenditure	251,121		252,299	
		<u>(251,121)</u>		<u>(252,299)</u>
Gross surplus	52.87%	281,712	53.83%	294,169
Administrative expenses		<u>(338,042)</u>		<u>(312,827)</u>
Operating deficit		(56,330)		(18,658)
Investment revenues				
Bank interest received	81		341	
		<u>81</u>		<u>341</u>
Deficit before taxation	10.56%	<u><u>(56,249)</u></u>	3.35%	<u><u>(18,317)</u></u>

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)
SCHEDULE OF ADMINISTRATIVE EXPENSES
FOR THE YEAR ENDED 31 JANUARY 2018

	2018	2017
	£	£
Administrative expenses		
Wages and salaries	191,672	193,981
Social security costs	18,345	14,902
Staff welfare	951	859
Staff training	2,135	2,000
Staff pension costs defined contribution	3,659	-
Rent re licences and other	22,135	19,400
Service charge payable	9,583	11,312
Rates	1,990	3,943
Property repairs and maintenance	1,924	1,155
Premises insurance	1,573	1,717
Computer running costs	9,579	8,296
Travelling expenses	743	325
Professional subscriptions	9,107	7,842
Legal and professional fees	2,828	2,953
Consultancy fees	7,200	7,200
Accountancy	3,150	3,070
Audit fees	3,985	3,900
Bank charges	156	92
Bad and doubtful debts	6,689	-
Printing and stationery	1,511	899
Telecommunications	4,307	4,731
Sundry expenses	2,328	1,979
Ballot expenses	7,921	-
Depreciation	24,571	22,271
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	338,042	312,827
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