

**PREMIER TRAVEL AGENCY LIMITED**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**PREMIER TRAVEL AGENCY LIMITED**

**COMPANY INFORMATION**

<b>Directors</b>	P S Andrews R L Sargent N L Waters P A Waters S P Cox (appointed 1 October 2024)
<b>Company secretary</b>	N L Waters
<b>Registered number</b>	00786323
<b>Registered office</b>	Building 1020 Cambourne Business Park Cambourne Cambridge CB23 6DW
<b>Independent auditors</b>	Price Bailey LLP Chartered Accountants & Statutory Auditors Tennyson House Cambridge Business Park Cambridge CB4 0WZ

**PREMIER TRAVEL AGENCY LIMITED**

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# **PREMIER TRAVEL AGENCY LIMITED**

## **STRATEGIC REPORT FOR THE YEAR ENDED 30 SEPTEMBER 2024**

### **Introduction**

The principal activity of Premier Travel Agency Ltd (the 'Company') during the year was that of a travel agency business.

### **Business review**

The UK travel market continued to progress with strong demand and confidence across all markets and destinations globally with transaction values for the Company continuing to increase year on year. Two additional branches opened during the year increasing our reach with the East of England region.

Financial performance of the Company was very positive with an increase of 15.6% in transaction values (unaudited) year on year to £62,044,588 (2023 - £53,679,763). Excluding non-comparable Branches the increase was 11% or £5.9M. Costs control remains challenging with a significant increase in the National Minimum Wage (NMW) from April 2024 offset in part by Business Rates Relief being extended through to 2025. Operating Profit Margin increased from 12.6% to 19.1% as a result of new branches, lower discounting and lower relative central cost.

Attracting the right quality of candidate across many departments requires the Company to be innovative in its approach and challenge traditional thinking. Hybrid working remains in place and works well, a strong benefits package and an inclusive, open, honest and fun culture continue to help us stand out from the crowd.

## PREMIER TRAVEL AGENCY LIMITED

### STRATEGIC REPORT (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2024

#### Principal risks and uncertainties

The Company operates in a highly competitive, price led market. The risks include constant changes in ownership of traditional travel agents, advances in technology to improve online booking capabilities, confusing publicity to the consumer over holiday protection and the threat of sudden falls in holiday demand as a result of natural disasters/political unrest or the improvement in the UK weather. This changing environment is a risk to the company and could result in it losing revenue.

The Company manages this risk by providing value added services to its customers, maintaining strong relationships with tour operators and by continued investment systems to ensure it offers the right product effectively.

The Directors have identified a number of risk and uncertainties that could damage the current business and future growth prospects of the Company. They are summarised below.

<b>Risk/Uncertainty</b>	<b>Mitigation</b>
Recruitment & Retention of high calibre staff for both the customer focused and support functions.	Ongoing review of culture, pay and benefits packages, work/life balance and continued professional development to provide an attractive market leading proposition for existing and new employees.
Senior Leadership loss and replacement	Organisational reviews, succession planning and leadership development aligned to the requirements of the strategic plan and good Corporate Governance.
Brand Reputation	Careful assessment of supply chain partners, internal Customer Service processes and a Customer first approach to decision making.
Political, Human and Natural risk	Ongoing monitoring of the relevant jurisdictions, contingency and scenario planning to provide a framework for action.
Technological Obsolescence/Pace of change	Ongoing review and continued investment to deliver appropriate technological solutions through a customer first approach.
IT Disruption, Scams and outages	Appropriate investment in IT security and support. Ongoing training/development of Teams against Scams and Fraud.

#### Financial key performance indicators

The main Key Performance Indicators (KPI's) used in managing the performance of the Company include Revenue (Unaudited - Transaction Value), Total Revenue (UK GAAP), Net Commission % and Forward Bookings. These are monitored at Company and Branch level daily; weekly and monthly against prior years and budget.

<b>Key Performance Indicators</b>	<b>2024 (£'000)</b>	<b>2023 (£'000)</b>	<b>YOY</b>	<b>YOY%</b>
Revenue (Transaction Value - Unaudited)	62,044.6	53,679.8	8,364.83	15.6
Revenue (Total)	6,842.3	5,809.6	1,032.67	17.8
Forward Bookings (Transaction Value)	32,228	28,286	3,942	13.9

**PREMIER TRAVEL AGENCY LIMITED**

**STRATEGIC REPORT (CONTINUED)  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Other key performance Indicators**

Management makes use of certain alternative performance measures (APMs) such as Branch Targets, Foreign Currency Sales and Purchases and Marketing income from Tour Operators, Tourist Boards and a third party suppliers with the supply chain.

Additionally we use EBITDA and Free Cashflow both non-UK GAAP measures as defined below.

EBITDA is operating profit as measured using UK GAAP principles adjusted for the effects of depreciation, amortisation and impairment of non-financial assets. EBITDA is reported to the Board as management considers that it provides a useful proxy for the Company's operating profit excluding non-cash items.

<b>Operating (loss)/profit</b>	<b>2024 (£'000)</b>	<b>2023 (£'000)</b>	<b>YOY</b>
Operating (loss)/profit	1,085.7	911.0	174.7
Depreciation, amortisation and impairment of non-financial asset	76.8	77.8	(1.0)
EBITDA '000's	1,162.4	988.8	173.6
EBITDA %	17.0%	17.0%	0.0%

Free cash flow is an important APM and gives the Board some insight as to the Company's ability to produce cash to repay creditors or to distribute to shareholders. The free cash flow uses cash generated from operations adjusted by capital expenditure.

<b>Free Cashflow</b>	<b>2024 (£'000)</b>	<b>2023 (£'000)</b>	<b>YOY</b>
Cash (used in) generated from operations	1,985.5	2,365.9	(380.4)
Purchase of property, plant and equipment	(45.8)	(42.9)	(2.9)
Free Cashflow	1,939.7	2,323.0	(383.3)

This report was approved by the board on 27 February 2025 and signed on its behalf.

.....  
**P A Waters**

Director

**PREMIER TRAVEL AGENCY LIMITED**

**DIRECTORS' REPORT  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

The directors present their report and the financial statements for the year ended 30 September 2024.

**Directors**

The directors who served during the year were:

P S Andrews

R L Sargent

N L Waters

P A Waters

S P Cox (appointed after the year end on 1 October 2024 but before the date of this report)

**Results and dividends**

The profit for the year, after taxation, amounted to £984,166 (2023 - £731,101).

The directors paid a dividend from reserves of £102,256 (2023 - £nil)

**Directors' responsibilities statement**

The directors are responsible for preparing the Strategic Report, the Directors' 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 applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. 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 profit or loss of the Company for that period.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the Company's financial statements 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 to 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.

**Disclosure of information to auditors**

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as the director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- the director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

**PREMIER TRAVEL AGENCY LIMITED**

**DIRECTORS' REPORT (CONTINUED)  
FOR THE YEAR ENDED 30 SEPTEMBER 2024**

**Future developments**

Investment in the IT infrastructure and growth of the branch network into area areas beyond the current footprint to support sustainable long-term business performance.

**Post balance sheet events**

There have been no significant events affecting the Company since the year end.

**Auditors**

Under section 487(2) of the Companies Act 2006, Price Bailey LLP will be deemed to have been reappointed as auditors 28 days after these financial statements were sent to members or 28 days after the latest date prescribed for filing the accounts with the registrar, whichever is earlier.

This report was approved by the board on 27 February 2025 and signed on its behalf.

.....  
**P A Waters**  
Director



**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF PREMIER TRAVEL AGENCY LIMITED**

**Opinion**

We have audited the financial statements of Premier Travel Agency Limited (the 'Company') for the year ended 30 September 2024, which comprise the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Cash Flows, the Statement of Changes in Equity and the related notes, 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 Financial Reporting Standard 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 30 September 2024 and of its profit 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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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.

**Other matters**

The comparative figures were not audited.

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF PREMIER TRAVEL AGENCY LIMITED (CONTINUED)

**Other information**

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The directors are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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.

**Opinion on other matters prescribed by the Companies Act 2006**

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

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

**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 Strategic Report or the Directors' Report.

We have nothing to report in respect of the following matters in relation to which 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.

**Responsibilities of directors**

As explained more fully in the Directors' Responsibilities Statement set out on page 4, 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.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF PREMIER TRAVEL AGENCY LIMITED (CONTINUED)

**Auditors' 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 Auditors' 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the company.

Our approach was as follows:

- We considered the nature of the commercial activities undertaken and the business performance for the year and held discussions with management.
- We obtained an understanding of the legal and regulatory requirements applicable to the company and considered that the most significant are the Companies Act 2006, UK financial reporting standards as issued by the Financial Reporting Council, UK taxation legislation and Health and Safety.
- We obtained an understanding of how the company complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- We discussed during the audit engagement team briefing regarding how and where fraud might arise in the financial statements and any potential indication of fraud. We remained alert to any indication of fraud or non-compliance with laws and regulations throughout the audit.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Auditors' Report.

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF PREMIER TRAVEL AGENCY LIMITED (CONTINUED)

**Use of our 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 Auditors' 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.

Andrew Booth (Senior Statutory Auditor)

for and on behalf of

**Price Bailey LLP**

Chartered Accountants

Statutory Auditors

Tennyson House

Cambridge Business Park

Cambridge

CB4 0WZ

27 February 2025

PREMIER TRAVEL AGENCY LIMITED

STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

	Note	2024 £	2023 £
Turnover	3	6,842,309	5,809,639
<b>Gross profit</b>		<u>6,842,309</u>	<u>5,809,639</u>
Administrative expenses		(6,066,814)	(5,243,640)
Other operating income	4	310,161	243,941
Fair value movements		-	101,037
<b>Operating profit</b>	5	<u>1,085,656</u>	<u>910,977</u>
Interest receivable and similar income	9	219,513	32,729
<b>Profit before tax</b>		<u>1,305,169</u>	<u>943,706</u>
Tax on profit	10	(321,003)	(212,605)
<b>Profit for the financial year</b>		<u><u>984,166</u></u>	<u><u>731,101</u></u>

There were no recognised gains and losses for 2024 or 2023 other than those included in the statement of comprehensive income.

There was no other comprehensive income for 2024 (2023:£NIL).

The notes on pages 14 to 28 form part of these financial statements.

**PREMIER TRAVEL AGENCY LIMITED**  
**REGISTERED NUMBER: 00786323**

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 SEPTEMBER 2024**

	Note	2024 £	2023 as restated £
<b>Fixed assets</b>			
Intangible fixed assets	12	68,444	85,555
Tangible fixed assets	13	217,625	231,467
Investment property	14	401,268	401,268
		687,337	718,290
<b>Current assets</b>			
Stocks	15	553	1,725
Debtors: amounts falling due within one year	16	760,497	529,869
Cash at bank and in hand	17	7,234,726	5,177,737
		7,995,776	5,709,331
Creditors: amounts falling due within one year	18	(7,427,658)	(6,079,782)
<b>Net current assets/(liabilities)</b>		568,118	(370,451)
<b>Total assets less current liabilities</b>		1,255,455	347,839
Creditors: amounts falling due after more than one year	19	(86,286)	(60,580)
<b>Net assets</b>		1,169,169	287,259
<b>Capital and reserves</b>			
Called up share capital	21	100,000	100,000
Profit and loss account	22	1,069,169	187,259
		1,169,169	287,259

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 27 February 2025.

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**P A Waters**  
Director

The notes on pages 14 to 28 form part of these financial statements.

PREMIER TRAVEL AGENCY LIMITED

STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

	Called up share capital £	Profit and loss account £	Total equity £
<b>At 1 October 2022</b>	100,000	(543,842)	(443,842)
Profit for the year	-	731,101	731,101
<b>At 1 October 2023</b>	100,000	187,259	287,259
Profit for the year	-	984,166	984,166
Dividends: Equity capital	-	(102,256)	(102,256)
<b>At 30 September 2024</b>	<u>100,000</u>	<u>1,069,169</u>	<u>1,169,169</u>

The notes on pages 14 to 28 form part of these financial statements.

PREMIER TRAVEL AGENCY LIMITED

STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

	2024 £	2023 £
<b>Cash flows from operating activities</b>		
Profit for the financial year	984,166	731,101
<b>Adjustments for:</b>		
Amortisation of intangible assets	17,111	17,111
Depreciation of tangible assets	59,639	60,646
Fair value movement	-	(101,036)
Interest received	(219,513)	(32,729)
Taxation charge	321,003	212,605
Decrease in stocks	1,172	1,575
(Increase)/decrease in debtors	(230,628)	682,832
Increase in creditors	1,052,579	793,833
<b>Net cash generated from operating activities</b>	<b>1,985,529</b>	<b>2,365,938</b>
<b>Cash flows from investing activities</b>		
Purchase of tangible fixed assets	(45,797)	(42,863)
Interest received	219,513	32,729
<b>Net cash from investing activities</b>	<b>173,716</b>	<b>(10,134)</b>
<b>Cash flows from financing activities</b>		
Dividends paid	(102,256)	-
<b>Net cash used in financing activities</b>	<b>(102,256)</b>	<b>-</b>
<b>Net increase in cash and cash equivalents</b>	<b>2,056,989</b>	<b>2,355,804</b>
Cash and cash equivalents at beginning of year	5,177,737	2,821,933
<b>Cash and cash equivalents at the end of year</b>	<b>7,234,726</b>	<b>5,177,737</b>
<b>Cash and cash equivalents at the end of year comprise:</b>		
Cash at bank and in hand	7,234,726	5,177,737

The notes on pages 14 to 28 form part of these financial statements.



## PREMIER TRAVEL AGENCY LIMITED

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2024

#### 1. General information

Premier Travel Agency Limited is a private company incorporated in England and Wales.

The registered office is: Building 1020 Cambourne Business Park, Cambourne, Cambridge, CB23 6DW

The company's principal activity continued to be that of a travel agent.

#### 2. Accounting policies

##### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the Company's accounting policies.

The following principal accounting policies have been applied:

##### 2.2 Going concern

The company's business activities, together with the factors likely to affect its future development, performance and position are set out in the Strategic Report. The financial position of the company is also described in the Strategic Report.

The company has considerable financial resources and the directors believe that the company is well placed to manage its business risks successfully despite any uncertainties with the economic outlook.

The directors expect that the company has resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

##### 2.3 Revenue

Travel date commissions receivable are recognised on departure date of tours.

Revenue represents the amount of gross revenue receivable from inclusive tours, travel agency commissions receivable and other services supplied to customers in the ordinary course of business.

Cost of sales subsequently represents gross revenue receivable after the deduction of commission.

##### 2.4 Operating leases: the Company as lessor

Rental income from operating leases is credited to profit or loss on a straight-line basis over the lease term.

Amounts paid and payable as an incentive to sign an operating lease are recognised as a reduction to income over the lease term on a straight-line basis, unless another systematic basis is representative of the time pattern over which the lessor's benefit from the leased asset is diminished.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

**2. Accounting policies (continued)**

**2.5 Operating leases: the Company as lessee**

Rentals paid under operating leases are charged to profit or loss on a straight-line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight-line basis over the lease term, unless another systematic basis is representative of the time pattern of the lessee's benefit from the use of the leased asset.

**2.6 Interest income**

Interest income is recognised in profit or loss using the effective interest method.

**2.7 Finance costs**

Finance costs are charged to profit or loss over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

**2.8 Pensions**

**Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in profit or loss when they fall due. Amounts not paid are shown in accruals as a liability in the Statement of Financial Position. The assets of the plan are held separately from the Company in independently administered funds.

**2.9 Current and deferred taxation**

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current corporation tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the reporting date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

2. Accounting policies (continued)

2.10 Intangible assets

Goodwill

Goodwill represents the difference between amounts paid on the cost of a business combination and the acquirer's interest in the fair value of its identifiable assets and liabilities of the acquiree at the date of acquisition. Subsequent to initial recognition, goodwill is measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is amortised on a straight-line basis to the Statement of Comprehensive Income over its useful economic life.

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

The estimated useful lives range as follows:

Goodwill	-	20	years straight line
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2.11 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Freehold property	- 35 years straight line
Fixtures and fittings	- 5 years straight line
Software development	- 3 - 5 years straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

## **PREMIER TRAVEL AGENCY LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2024**

#### **2. Accounting policies (continued)**

##### **2.12 Impairment of fixed assets and goodwill**

Assets that are subject to depreciation or amortisation are assessed at each reporting date to determine whether there is any indication that the assets are impaired. Where there is any indication that an asset may be impaired, the carrying value of the asset (or cash-generating unit to which the asset has been allocated) is tested for impairment. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's (or CGU's) fair value less costs to sell and value in use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (CGUs). Non-financial assets that have been previously impaired are reviewed at each reporting date to assess whether there is any indication that the impairment losses recognised in prior periods may no longer exist or may have decreased.

##### **2.13 Investment property**

Investment property is carried at fair value. This was determined in 2023 by external valuers and since then has been reviewed by directors on an annual basis. The value is derived from the current market rents and investment property yields for comparable real estate, adjusted if necessary for any difference in the nature, location or condition of the specific asset. No depreciation is provided. Changes in fair value are recognised in the Statement of comprehensive income.

##### **2.14 Stocks**

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis.

At each reporting date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

##### **2.15 Debtors**

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

##### **2.16 Cash and cash equivalents**

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the Company's cash management.

##### **2.17 Creditors**

Short-term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured

initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

2. Accounting policies (continued)

2.18 Financial instruments

The Company has elected to apply the provisions of Section 11 "Basic Financial Instruments" of FRS 102 to all of its financial instruments.

The Company has elected to apply the recognition and measurement provisions of IFRS 9 Financial Instruments (as adopted by the UK Endorsement Board) with the disclosure requirements of Sections 11 and 12 and the other presentation requirements of FRS 102.

Financial instruments are recognised in the Company's Statement of Financial Position 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 trade and other debtors, cash and bank balances, are initially measured at their transaction price (adjusted for transaction costs except in the initial measurement of financial assets that are subsequently measured at fair value through profit and loss) and are subsequently carried at their amortised cost using the effective interest method, less any provision for impairment, 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.

Discounting is omitted where the effect of discounting is immaterial. The Company's cash and cash equivalents, trade and most other debtors due with the operating cycle fall into this category of financial instruments.

**Impairment of financial assets**

At the end of each reporting period financial assets measured at amortised cost are assessed for objective evidence of impairment. If an asset is impaired the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

Financial assets are impaired when events, subsequent to their initial recognition, indicate the estimated future cash flows derived from the financial asset(s) have been adversely impacted. The impairment loss will be the difference between the current carrying amount and the present value of the future cash flows at the asset(s) original effective interest rate.

If there is a favourable change in relation to the events surrounding the impairment loss then the impairment can be reviewed for possible reversal. The reversal will not cause the current carrying amount to exceed the original carrying amount had the impairment not been recognised. The impairment reversal is recognised in the profit or loss.

**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 the deduction of all its liabilities.

Basic financial liabilities, which include trade and other creditors, bank loans and other loans are initially measured at their transaction price (adjusting for transaction costs except in the initial measurement of financial liabilities that are subsequently measured at fair value through profit and loss). When this constitutes a financing transaction, whereby the debt instrument is measured at the present value of the future payments discounted at a market rate of interest, discounting is omitted

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

**2. Accounting policies (continued)**

**2.18 Financial instruments (continued)**

where the effect of discounting is immaterial.

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

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

**Derecognition of financial instruments**

**Derecognition of financial assets**

Financial assets are derecognised when their contractual right to future cash flow expire, or are settled, or when the Company transfers the asset and substantially all the risks and rewards of ownership to another party. If significant risks and rewards of ownership are retained after the transfer to another party, then the Company will continue to recognise the value of the portion of the risks and rewards retained.

**Derecognition of financial liabilities**

Financial liabilities are derecognised when the Company's contractual obligations expire or are discharged or cancelled.

**2.19 Provisions for liabilities**

Provisions are made where an event has taken place that gives the Company a legal or constructive obligation that probably requires settlement by a transfer of economic benefit, and a reliable estimate can be made of the amount of the obligation.

Provisions are charged as an expense to profit or loss in the year that the Company becomes aware of the obligation, and are measured at the best estimate at the reporting date of the expenditure required to settle the obligation, taking into account relevant risks and uncertainties.

When payments are eventually made, they are charged to the provision carried in the Statement of financial position.

**2.20 Dividends**

Equity dividends are recognised when they become legally payable. Interim equity dividends are recognised when paid. Final equity dividends are recognised when approved by the shareholders at an annual general meeting.

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

2. Accounting policies (continued)

2.21 Advanced receipts and payments

All revenue relating to tours with departure dates after the year end are treated as advance receipts at the balance sheet date and are separately disclosed under other accruals and deferred income. Payments made to suppliers in respect of these are included in prepayments and accrued income.

3. Turnover

Turnover is derived solely in the UK from its sole primary activity.

4. Other operating income

	2024 £	2023 £
Net rents receivable	7,473	7,550
Marketing income	302,688	236,391
	<u>310,161</u>	<u>243,941</u>

5. Operating profit

The operating profit is stated after charging:

	2024 £	2023 £
Depreciation of tangible fixed assets	59,639	60,646
Amortisation of intangible assets	<u>17,111</u>	<u>17,111</u>

6. Auditors' remuneration

During the year, the Company obtained the following services from the Company's auditors:

	2024 £	2023 £
Fees payable to the Company's auditors for the audit of the Company's financial statements	16,500	-
Fees payable to the Company's auditors for non audit services	<u>3,000</u>	<u>-</u>



PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

7. Employees

	2024 £	2023 £
Wages and salaries	3,300,751	2,864,254
Social security costs	268,607	174,252
Cost of defined contribution scheme	79,270	72,366
	<u>3,648,628</u>	<u>3,110,872</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2024 No.	2023 No.
Operational	115	96
Admin	9	13
	<u>124</u>	<u>109</u>

8. Directors' remuneration

	2024 £	2023 £
Directors' emoluments	353,829	315,151
Company contributions to defined contribution pension schemes	10,350	10,100
	<u>364,179</u>	<u>325,251</u>

During the year retirement benefits were accruing to 1 director (2023 - 1) in respect of defined contribution pension schemes.

The highest paid director received remuneration of £306,563 (2023 - £271,145).

The value of the Company's contributions paid to a defined contribution pension scheme in respect of the highest paid director amounted to £10,350 (2023 - £10,100).

9. Interest receivable

	2024 £	2023 £
Other interest receivable	<u>219,513</u>	<u>32,729</u>

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

10. Taxation

	2024 £	2023 £
<b>Corporation tax</b>		
Current tax on profits for the year	321,003	-
<b>Total current tax</b>	<u>321,003</u>	<u>-</u>
<b>Deferred tax</b>		
Origination and reversal of timing differences	-	212,605
<b>Total deferred tax</b>	<u>-</u>	<u>212,605</u>
<b>Tax on profit</b>	<u>321,003</u>	<u>212,605</u>

**Factors affecting tax charge for the year**

The tax assessed for the year is the same as (2023 - the same as) the standard rate of corporation tax in the UK of 25% (2023 - 19%) as set out below:

	2024 £	2023 £
Profit on ordinary activities before tax	<u>1,305,169</u>	<u>943,706</u>
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 25% (2023 - 22%)	326,292	207,615
<b>Effects of:</b>		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	21,570	22,769
Capital allowances for year in excess of depreciation	(26,859)	(17,779)
<b>Total tax charge for the year</b>	<u>321,003</u>	<u>212,605</u>

**Factors that may affect future tax charges**

There were no factors that may affect future tax charges.

11. Dividends

	2024 £	2023 £
Dividends paid	<u>102,256</u>	<u>-</u>

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

12. Intangible assets

	Goodwill £
<b>Cost</b>	
At 1 October 2023	342,219
At 30 September 2024	<u>342,219</u>
<b>Amortisation</b>	
At 1 October 2023	256,664
Charge for the year on owned assets	17,111
At 30 September 2024	<u>273,775</u>
<b>Net book value</b>	
At 30 September 2024	<u><u>68,444</u></u>
<b>At 30 September 2023</b>	<u><u>85,555</u></u>

Travel Centre (Norwich) Ltd was acquired in 2008, with Goodwill being material to the company. The carrying amount at 30 September 2024 was £68,444 (2023: £85,555) and has an estimated useful life remaining of 4 years.

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

13. Tangible fixed assets

	Freehold property £	Fixtures and fittings £	Software development £	Total £
<b>Cost or valuation</b>				
At 1 October 2023	151,019	525,032	44,003	720,054
Additions	-	45,797	-	45,797
Disposals	-	(13,045)	(4,132)	(17,177)
At 30 September 2024	151,019	557,784	39,871	748,674
<b>Depreciation</b>				
At 1 October 2023	17,003	441,191	30,393	488,587
Charge for the year on owned assets	4,315	48,508	6,816	59,639
Disposals	-	(13,045)	(4,132)	(17,177)
At 30 September 2024	21,318	476,654	33,077	531,049
<b>Net book value</b>				
At 30 September 2024	129,701	81,130	6,794	217,625
At 30 September 2023	134,016	83,841	13,610	231,467

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

14. Investment property

Freehold  
investment  
property  
£

Valuation

At 1 October 2023

401,268

At 30 September 2024

401,268

On 10 August 2023 Cheffins undertook a valuation of the properties. The valuations now represent on an open market value for existing use basis, as at the year end.

The directors have reviewed the value as at 30 September 2024 and consider there to be no material difference to the fair value of the property as at the year end.

If the Investment properties had been accounted for under the historic cost accounting rules, the properties would have been measured as follows:

	2024 £	2023 £
Historic cost	230,574	230,574

15. Stocks

	2024 £	2023 £
Finished goods and goods for resale	553	1,725

16. Debtors

	2024 £	2023 £
Trade debtors	177,037	109,129
Other debtors	82,624	48,689
Prepayments and accrued income	448,883	320,098
Deferred taxation	51,953	51,953
	760,497	529,869

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

17. Cash and cash equivalents

	2024	2023
	£	as restated £
Cash at bank and in hand	<u>7,234,726</u>	<u>5,177,737</u>

18. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	351,296	274,076
Corporation tax	321,003	-
Other taxation and social security	453,132	286,546
Other creditors	108,716	135,728
Accruals and deferred income	6,193,511	5,383,432
	<u>7,427,658</u>	<u>6,079,782</u>

Included within "Accruals and deferred income" above are amounts relating to customer monies held on account for holidays departing after the year end, the total of which amount to £5,457,944 (2023: £4,742,610).

Lloyds Bank PLC has a fixed and floating charge over all current and future property or undertaking of the company, containing a negative pledge.

19. Creditors: Amounts falling due after more than one year

	2024	2023
	£	£
Accruals and deferred income	<u>86,286</u>	<u>60,580</u>

Included within "Accruals and deferred income" above are amounts relating to customer monies held on account for holidays departing more than one year after the year end, the total of which amount to £86,286 (2023: £60,580).

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

20. Deferred taxation

	2024 £
At beginning of year	51,953
<b>At end of year</b>	<b>51,953</b>

The deferred tax asset is made up as follows:

	2024 £	2023 £
Accelerated capital allowances	28,566	28,566
Losses and other deductions	23,387	23,387
	<u>51,953</u>	<u>51,953</u>

21. Share capital

	2024 £	2023 £
<b>Allotted, called up and fully paid</b>		
100,000 (2023 - 100,000) Share capital shares of £1.00 each	<u>100,000</u>	<u>100,000</u>

22. Reserves

**Profit and loss account**

Profit and loss includes all current and prior periods retained profit.

23. Pension commitments

The Company operates a defined contributions pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £79,270 (2023 - £72,366). Contributions totalling £nil (2023 - £nil) were payable to the fund at the reporting date and are included in creditors.

PREMIER TRAVEL AGENCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 SEPTEMBER 2024

**24. Commitments under operating leases**

At 30 September 2024 the Company had future minimum lease payments due under non-cancellable operating leases for each of the following periods:

	2024 £	2023 £
Not later than 1 year	287,858	477,154
Later than 1 year and not later than 5 years	442,367	284,873
	<u>730,225</u>	<u>762,027</u>

**25. Related party transactions**

The company occupies premises owned by the Premier Travel Holdings Limited Pension and Assurance Scheme, of which Mr P S Andrews and Mr R L Sargent are members and trustees, for a market annual rental of £40,000 (2023: £40,000). The balance owing to the scheme at 30 September 2024 was £nil (2023: £nil).

During the year the following transactions occurred with Premier Holidays Limited, of which P S Andrews, N L Waters and R L Sargent are directors:

	2024 £	2023 £
Commissions receivable	655,969	577,804
Operating expenses	(489,598)	(948,422)
	<u>166,371</u>	<u>(370,618)</u>

At the year end, the Company was owed £nil (2023: £nil) from Premier Holidays Limited.

**26. Post balance sheet events**

The directors have concluded that no other material events have occurred since the date of approval of these financial statements that would affect the financial statements of the Company.

**27. Controlling party**

As at 30 September 2024 there is not deemed to be an ultimate controlling party of Premier Travel Agency Limited.

**28. Prior year restatement**

During the preparation of the financial statements for the current year, it was identified that amounts included on the Balance Sheet as current asset investments should've been treated as Cash at Bank. This has therefore been corrected by way of a prior year restatement. This adjustment had no impact to overall net assets.







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