Registered number
08276432

ELEVATE GUILDFORD LIMITED
(LIMITED BY GUARANTEE)

Report and Unaudited Accounts

31 January 2026

Doc ID: 2a6cb3177277c4e5d186e53d1dd44df392e5065b

ELEVATE GUILDFORD LIMITED
Report and accounts
Contents

	Page
Company information	1
Directors' report	2
Statement of directors' responsibilities	3
Chartered Accountants' report	4
Statement of comprehensive income	5
Balance sheet	6
Notes to the accounts	7

Doc ID: 2a6cb3177277c4e5d186e53d1dd44df392e5065b

ELEVATE GUILDFORD LIMITED
Company Information

Directors
A Bowden (Chair)
N Aristodemou
I Blyth
S Cotney
D Goddard
A Hunsballe Margetts
T Hunt
G Jeffrey (Resigned 30 July 2025)
W Tsang
A Wood
N Wyschna
S Turner (Appointed 15 October 2025)
C Nurse (Appointed 18 October 2025; resigned 2 March 2026)
M Ahmed (Appointed 18 November 2025)
J Graham (Appointed 19 May 2026)

Accountants
Field Gate
The Avenue
Godalming
Surrey
GU7 1PE

Registered office
Stevenson House
16A Tunsgate
Guildford
Surrey
GU1 3QT

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ELEVATE GUILDFORD LIMITED
Registered number: 08276432
Directors' Report

The directors present their report and accounts for the year ended 31 January 2026.

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 financial year under the four headings in the business plan - Business Support, Access & Car Parking, Marketing, Promotion & Events and Safe, Clean & Welcoming.
Below is a list of just some of these initiatives:

- Inaugural Experience Guildford Business Awards with 80 businesses took part.
- Fun Time Thursdays providing free activities for children during the school holidays, bringing families into town.
- 12 Days Of Christmas window trail showcased different parts of town during the peak shopping season.
- Assisted in bringing Illuminate Guildford back for a second year, attracting over 45,000 visitors.
- Provided all Christmas lights across the town.
- Introduced the Christmas Privilege Card, which achieved 2000 voucher redemptions.
- Produced 2 magazines showcasing 78 businesses.
- Continued promotion of the Privilege Card to encourage loyalty to town centre businesses.
- App downloads grew to 7,873.
- Website gained 78,425 views, with directory, jobs and events pages proving the most popular.
- Teamed up with events and town centre businesses to deliver social media competitions.
- Grew social media followers to 25,292.
- Supported many other events and organisations to bring footfall to the town. E.g. Guildford Shakespeare Company, Guildford Fringe Festival, Guildford Book Festival, The Distinguished Gentlemen's Bike Ride, Lion's Fireworks Festival, Guilfest, Cheese and Chilli Festival.
- Delivered training for over 200 town centre employees across Emergency First Aid at Work, Mental Health, LGBTQ+ awareness, Dementia Friends and Domestic Abuse Champions.
- Created and led the Town Centre Maintenance Group to help solve small to medium-sized public realm issues; such as broken railings, graffiti, broken benches.
- Commissioned a local artist to create a mural on a graffiti black spot on Chapel Street, which achieved a Guildford Design Award.
- Continually updated the town centre Accessibility Guide made available digitally and in print at the Tourist Office and Shopmobility.
- Created and delivered schemes to support safety measures in the town centre such as Ask For Angela, #ShopKind, #BeKind, Safe Places and Drink Spike Aware.
- Grew the Business Crime Reduction partnership to 260 businesses and over 400 users.
- Recovered 35% of reported stolen stock.
- Launched Discounted Parking Permits for town centre employees working in the evening and nighttime economy.
- Continued to lobby GBC for discounted parking for all town centre employees.
- Produced reactive signage for side streets affected by road and building works to encourage continued footfall.
- Hosted another Best Bar None Awards, which celebrated the accreditation of 32 licensed
- Held 7 one-to-one meetings with businesses to get them ready for Best Bar None.
- Held 2,684 meaningful one-to-one meetings with businesses.
- The Town Rangers patrolled 7 days a week to welcome visitors to the town and to be the eyes and ears for the businesses and our various partner agencies

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ELEVATE GUILDFORD LIMITED
Registered number: 08276432
Directors' Report

Experience Guildford has worked hard with local businesses across the BID area to ensure that Guildford remains a competitive and attractive retail and leisure destination. A multi-faceted and collaborative not for profit organisation, Experience Guildford focuses on raising the profile and visibility of the town to ensure its ongoing economic prosperity and continued growth in visitor numbers.

Directors

The following persons served as directors during the year:

A Bowden (Chair)
N Aristodemou
I Blyth
S Cotney
D Goddard
A Hunsballe Margetts
T Hunt
G Jeffrey (Resigned 30 July 2025)
W Tsang
A Wood
N Wyschna
S Turner (Appointed 15 October 2025)
C Nurse (Appointed 18 October 2025; resigned 2 March 2026)
M Ahmed (Appointed 18 November 2025)
J Graham (Appointed 19 May 2026)

Directors' responsibilities

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

Company law requires the directors to prepare accounts for each financial year. Under that law the directors have elected to prepare the accounts 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 accounts 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 accounts, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the accounts 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 accounts 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.

Small company provisions

This report has been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies regime.



A Bowden (Chair)
Director

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ELEVATE GUILDFORD LIMITED

Chartered Accountants' report to the board of directors on the preparation of the unaudited statutory accounts of ELEVATE GUILDFORD LIMITED for the year ended 31 January 2026

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of ELEVATE GUILDFORD LIMITED for the year ended 31 January 2026 which comprise of the Profit and Loss Account, the Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales, we are subject to its ethical and other professional requirements which are detailed at www.icaew.com/en/members/regulations-standards-and-guidance

Our work has been undertaken in accordance with ICAEW Technical Release 07/16 AAF.



Currie Partners Limited
Field Gate
The Avenue
Godalming
Surrey
GU7 1PE

22 September 2026

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ELEVATE GUILDFORD LIMITED
Statement of comprehensive income
for the year ended 31 January 2026

	2026 £	2025 £
Income	499,131	568,615
Cost of sales	(154,045)	(153,883)
Gross surplus	345,086	414,732
Administrative expenses	(356,232)	(385,759)
Operating (deficit)/surplus	(11,146)	28,973
Interest receivable	804	2,057
(Deficit)/surplus before taxation	(10,342)	31,030
Tax on (deficit)/surplus	(153)	(525)
(Deficit)/surplus for the financial year	(10,495)	30,505

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ELEVATE GUILDFORD LIMITED
Registered number: 08276432
Balance Sheet
as at 31 January 2026

	Notes		2026 £		2025 £
Current assets					
Debtors	4	35,156		30,996	
Cash at bank and in hand		57,691		82,731	
		92,847		113,727	
Creditors: amounts falling due within one year	5	(30,290)		(40,675)	
Net current assets			62,557		73,052
Net assets			62,557		73,052
Capital and reserves					
Profit and loss account			62,557		73,052
Members' funds			62,557		73,052

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.



A Bowden (Chair)
Director
Approved by the board on 22 September 2026

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ELEVATE GUILDFORD LIMITED
Notes to the Accounts
for the year ended 31 January 2026

1 Accounting policies

Basis of preparation
The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Income
Income and expenses are included in the financial statements as they become receivable or due and are net of VAT.
Levy income is collected by Guildford Borough Council, as agent for the company, based on a percentage of the council tax paid by businesses in Guildford's Business Improvement District (BID). It is recognised on an accruals basis by the company.

Tangible fixed assets
Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Freehold buildings	over 50 years
Leasehold land and buildings	over the lease term
Plant and machinery	over 5 years
Fixtures, fittings, tools and equipment	over the life of the BID contract

Cash and Cash equivalents
Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

Debtors
Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors
Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation
The BID is not subject to corporation tax on its activities of running the improvement district, except that it pays corporation tax on its investment income.

Doc ID: 2a6cb3177277c4e5d186e53d1dd44df392e5065b

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.

Leased assets

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

Pensions

Contributions to defined contribution plans are expensed in the period to which they relate.

2 Employees

	2026 Number	2025 Number
Average number of persons employed by the company	8	8

3 Tangible fixed assets

	Plant and machinery etc £
Cost	
At 1 February 2025	93,304
At 31 January 2026	93,304
Depreciation	
At 1 February 2025	93,304
At 31 January 2026	93,304
Net book value	
At 31 January 2026	-

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4 Debtors

	2026 £	2025 £
Trade debtors (Levy debts)	21,963	16,044
Other debtors	13,193	14,952
	35,156	30,996

5 Creditors: amounts falling due within one year

	2026 £	2025 £
Trade creditors	5,179	11,270
Taxation and social security costs	6,572	5,871
Other creditors	18,539	23,534
	30,290	40,675

6 Other financial commitments

	2026 £	2025 £
Total future minimum payments under non-cancellable operating leases	24,900	24,900

7 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.

8 Other information

ELEVATE GUILDFORD LIMITED is a private company limited by guarantee and incorporated in England. Its registered office is:
Stevenson House
16A Tunsgate
Guildford
Surrey
GU1 3QT

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ELEVATE GUILDFORD LIMITED
Detailed profit and loss account
for the year ended 31 January 2026
This schedule does not form part of the statutory accounts

	2026 £	2025 £
Income	499,131	568,615
Cost of sales	(154,045)	(153,883)
Gross profit	345,086	414,732
Administrative expenses	(356,232)	(385,759)
Operating (deficit)/surplus	(11,146)	28,973
Interest receivable	804	2,057
(Deficit)/surplus before tax	(10,342)	31,030

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ELEVATE GUILDFORD LIMITED
Detailed profit and loss account
for the year ended 31 January 2026
This schedule does not form part of the statutory accounts

	2026 £	2025 £
Income		
Levy	451,410	532,921
Donations	-	1,000
Other income	47,721	34,694
	499,131	568,615
Cost of sales		
Direct project expenditure	154,045	153,883
Administrative expenses		
Employee costs:		
Wages and salaries	247,723	254,544
Pensions	5,582	6,003
Employer's NI	19,747	19,667
Travel and subsistence	688	1,039
Entertaining	1,147	380
	274,887	281,633
Premises costs:		
Rent re licences and other	24,898	25,411
Rates	7,587	5,464
Service charges	10,710	10,531
Repairs and maintenance	1,189	978
Premises insurance	1,566	1,360
	45,950	43,744
General administrative expenses:		
Telephone and internet	4,316	5,319
Stationery and printing	1,356	2,665
Professional subscriptions	-	4,600
Bank charges	181	247
Computer running costs	13,462	12,057
Bad and doubtful debts	5,092	25,851
Sundry expenses	278	138
	24,685	50,877
Legal and professional costs:		
Accountancy fees	5,936	6,733
Advertising and PR	4,253	2,305
Other legal and professional	521	467
	10,710	9,505
	356,232	385,759

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Audit trail

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Status	Signed

Document History

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