

# COOL BLUE BRAND COMMUNICATIONS LIMITED

Filleted Annual Report and Unaudited Financial Statements

for the Year Ended 31 March 2019

# Cool Blue Brand Communications Limited

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# Cool Blue Brand Communications Limited

## Company Information

|                          |   |
|--------------------------|---|
| <b>Director</b>          | T L Garland   |
| <b>Company secretary</b> | S Nicolson  |
| <b>Registered office</b> | The Toffee Factory<br>Lower Steenbergs Yard<br>Quayside<br>Newcastle upon Tyne<br>NE1 2DF                               |
| <b>Accountants</b>       | MHA Tait Walker<br>Chartered Accountants<br>Bulman House<br>Regent Centre<br>Gosforth<br>Newcastle upon Tyne<br>NE3 3LS |

# Cool Blue Brand Communications Limited

(Registration number: 04417998)

## Statement of Financial Position as at 31 March 2019

|   | Note              | 2019<br>£        | 2018<br>£        |
|---|-------------------|------------------|------------------|
| <b>Fixed assets</b>                                   |                   |                  |                  |
| Intangible assets                                     | <a href="#">4</a> | 8,266            | 9,919            |
| Tangible assets                                       | <a href="#">5</a> | 13,367           | 14,446           |
|   |                   | <u>21,633</u>    | <u>24,365</u>    |
| <b>Current assets</b>                                 |                   |                  |                  |
| Debtors   | <a href="#">6</a> | 431,105          | 362,664          |
| Cash at bank and in hand                              |                   | 308,883          | 189,771          |
|   |                   | <u>739,988</u>   | <u>552,435</u>   |
| <b>Creditors:</b> Amounts falling due within one year | <a href="#">7</a> | <u>(366,429)</u> | <u>(231,008)</u> |
| <b>Net current assets</b>                             |                   | <u>373,559</u>   | <u>321,427</u>   |
| <b>Total assets less current liabilities</b>          |                   | 395,192          | 345,792          |
| <b>Provisions for liabilities</b>                     |                   | <u>(1,502)</u>   | <u>(1,585)</u>   |
| <b>Net assets</b>                                     |                   | <u>393,690</u>   | <u>344,207</u>   |
| <b>Capital and reserves</b>                           |                   |                  |                  |
| Called up share capital                               |                   | 1,000            | 1,000            |
| Profit and loss account                               |                   | 392,690          | 343,207          |
| <b>Total equity</b>                                   |                   | <u>393,690</u>   | <u>344,207</u>   |

For the financial year ending 31 March 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities:

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

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies' regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies' regime and the option not to file the Income Statement has been taken.

Approved and authorised by the director on 16 December 2019

T L Garland  
Director

The notes on pages [3](#) to [7](#) form an integral part of these financial statements.



# Cool Blue Brand Communications Limited

## Notes to the Financial Statements for the Year Ended 31 March 2019

### 1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is The Toffee Factory , Lower Steenberg's Yard , Quayside, Newcastle upon Tyne, NE1 2DF.

### 2 Accounting policies

#### Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### Statement of compliance

These financial statements were prepared in accordance with Financial Reporting Standard 102 Section 1A -'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

#### Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

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

#### Revenue recognition

Turnover represents the value of services provided during the year net of Value Added Tax and is recognised when there is a right to consideration.

In respect of contracts for on-going services, turnover represents the value of work done in the year, including estimates for amounts not invoiced and is recognised by reference to recoverable chargeable hours incurred.

#### Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into the respective functional currency of the entity at the rates prevailing on the reporting period date. Non-monetary items carried at fair value that are denominated in foreign currencies are retranslated at the rates prevailing on the initial transaction dates.

Non-monetary items measured in terms of historical cost in a foreign currency are not retranslated.

#### Tax

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

# Cool Blue Brand Communications Limited

## Notes to the Financial Statements for the Year Ended 31 March 2019 (continued)

### 2 Accounting policies (continued)

The current income 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 taxable income.

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

#### Tangible assets

Tangible assets are stated in the statement of financial position at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

#### Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

| <b>Asset class</b>    | <b>Depreciation method and rate</b> |
|-----------------------|-------------------------------------|
| Plant and machinery   | 20% reducing balance                |
| Fixtures and fittings | 20% reducing balance                |
| Equipment             | 33% straight line                   |

#### Goodwill

Goodwill arising on the acquisition of an entity represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the entity recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is held in the currency of the acquired entity and revalued to the closing rate at each reporting period date. Goodwill is amortised over its useful life, which shall not exceed ten years if a reliable estimate of the useful life cannot be made.

#### Amortisation

Amortisation is provided on intangible assets so as to write off the cost, less any estimated residual value, over their useful life as follows:

| <b>Asset class</b> | <b>Amortisation method and rate</b> |
|--------------------|-------------------------------------|
| Goodwill           | over 9 years                        |

#### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

# Cool Blue Brand Communications Limited

## Notes to the Financial Statements for the Year Ended 31 March 2019 (continued)

### 2 Accounting policies (continued)

#### Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

#### Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

### 3 Staff numbers

The average number of persons employed by the company (including the director) during the year, was 26 (2018 - 26).

# Cool Blue Brand Communications Limited

## Notes to the Financial Statements for the Year Ended 31 March 2019 (continued)

### 4 Intangible assets

|                          | <b>Goodwill<br/>£</b> |
|--------------------------|-----------------------|
| <b>Cost or valuation</b> |                       |
| At 1 April 2018          | <u>33,047</u>         |
| At 31 March 2019         | <u>33,047</u>         |
| <b>Amortisation</b>      |                       |
| At 1 April 2018          | 23,128                |
| Amortisation charge      | <u>1,653</u>          |
| At 31 March 2019         | <u>24,781</u>         |
| <b>Carrying amount</b>   |                       |
| At 31 March 2019         | <u><u>8,266</u></u>   |
| At 31 March 2018         | <u><u>9,919</u></u>   |

### 5 Tangible assets

|                          | <b>Fixtures and<br/>fittings<br/>£</b> | <b>Plant and<br/>machinery<br/>£</b> | <b>Equipment<br/>£</b> | <b>Total<br/>£</b>   |
|--------------------------|--|--------------------------------------|------------------------|----------------------|
| <b>Cost or valuation</b> |  |                                      |                        |                      |
| At 1 April 2018          | 61,647                                 | 21,427                               | 138,122                | 221,196              |
| Additions                | <u>1,201</u>                           | <u>-</u>                             | <u>6,721</u>           | <u>7,922</u>         |
| At 31 March 2019         | <u>62,848</u>                          | <u>21,427</u>                        | <u>144,843</u>         | <u>229,118</u>       |
| <b>Depreciation</b>      |  |                                      |                        |                      |
| At 1 April 2018          | 56,173                                 | 21,427                               | 129,150                | 206,750              |
| Charge for the year      | <u>3,203</u>                           | <u>-</u>                             | <u>5,798</u>           | <u>9,001</u>         |
| At 31 March 2019         | <u>59,376</u>                          | <u>21,427</u>                        | <u>134,948</u>         | <u>215,751</u>       |
| <b>Carrying amount</b>   |  |                                      |                        |                      |
| At 31 March 2019         | <u><u>3,472</u></u>                    | <u><u>-</u></u>                      | <u><u>9,895</u></u>    | <u><u>13,367</u></u> |
| At 31 March 2018         | <u><u>5,474</u></u>                    | <u><u>-</u></u>                      | <u><u>8,972</u></u>    | <u><u>14,446</u></u> |

# Cool Blue Brand Communications Limited

## Notes to the Financial Statements for the Year Ended 31 March 2019 (continued)

### 6 Debtors

|                         | <b>2019</b>    | <b>2018</b>    |
|-------------------------|----------------|----------------|
|                         | <b>£</b>       | <b>£</b>       |
| Trade debtors           | 372,838        | 298,420        |
| Directors loan accounts | -              | 25,057         |
| Prepayments             | 58,227         | 39,147         |
| Other debtors           | 40             | 40             |
|                         | <u>431,105</u> | <u>362,664</u> |

### 7 Creditors

#### Creditors: amounts falling due within one year

|                              | <b>2019</b>    | <b>2018</b>    |
|------------------------------|----------------|----------------|
|                              | <b>£</b>       | <b>£</b>       |
| <b>Due within one year</b>   |                |                |
| Trade creditors              | 92,363         | 63,359         |
| Taxation and social security | 137,790        | 122,050        |
| Accruals and deferred income | 7,859          | 12,959         |
| Other creditors              | 92,893         | 30,526         |
| Corporation tax liability    | 35,524         | 2,114          |
|                              | <u>366,429</u> | <u>231,008</u> |

### 8 Financial commitments, guarantees and contingencies

#### Amounts not provided for in the statement of financial position

The total amount of financial commitments not included in the statement of financial position is £38,845 (2018 - £40,462).

#### Amounts disclosed in the balance sheet

Included in the balance sheet are pensions of £2,248 (2018 - £1,180).