

Company Registration No. 03352175 (England and Wales)

NOVA MARKETING CONSULTANCY LIMITED
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019
PAGES FOR FILING WITH REGISTRAR

NOVA MARKETING CONSULTANCY LIMITED

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NOVA MARKETING CONSULTANCY LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2019

	Notes	2019 £	£	2018 £	£
Current assets					
Debtors	5	2,460,052		2,309,816	
Cash at bank and in hand		2,706		1,892	
		<u>2,462,758</u>		<u>2,311,708</u>	
Creditors: amounts falling due within one year	6	<u>(485,978)</u>		<u>(712,501)</u>	
Net current assets			<u>1,976,780</u>		<u>1,599,207</u>
Capital and reserves					
Called up share capital	7	573,223		573,223	
Profit and loss reserves		<u>1,403,557</u>		<u>1,025,984</u>	
Total equity			<u>1,976,780</u>		<u>1,599,207</u>

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

These financial statements have been prepared and delivered 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 08 December 2020 and are signed on its behalf by:

E M Wilkins
Director

Company Registration No. 03352175

NOVA MARKETING CONSULTANCY LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2019

	Share capital	Profit and loss reserves	Total
	£	£	£
Balance at 1 January 2018	573,223	607,826	1,181,049
Year ended 31 December 2018:			
Profit and total comprehensive income for the year	-	418,158	418,158
Balance at 31 December 2018	573,223	1,025,984	1,599,207
Year ended 31 December 2019:			
Profit and total comprehensive income for the year	-	377,573	377,573
Balance at 31 December 2019	573,223	1,403,557	1,976,780

NOVA MARKETING CONSULTANCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

Company information

Nova Marketing Consultancy Limited is a private company limited by shares incorporated in England and Wales. The registered office is Newcastle House, Albany Court, Monarch Road, Newcastle Upon Tyne, NE4 7YB.

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 on the historical cost convention. The principal accounting policies adopted are set out below.

This company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements:

- Section 4 'Statement of Financial Position' – Reconciliation of the opening and closing number of shares; and
- Section 11 'Basic Financial Instruments' – Carrying amounts; and
- Section 33 'Related Party Disclosures' - Compensation for key management personnel.

The financial statements of the company are consolidated in the financial statements of Nova Marketing Limited, the ultimate parent company. These consolidated financial statements are available from its registered office, Newcastle House, Albany Court, Monarch Road, Newcastle upon Tyne, NE4 7YB.

1.2 Going concern

The directors have adopted the going concern basis in preparing these financial statements after assessing the principal risks and having considered the impact of COVID-19.

On the 20 March 2020, the UK Government announced restrictions on mass participation events following the outbreak of COVID-19 in the UK and subsequently all events in the 2020 calendar were cancelled. The directors acknowledge the depth and duration of COVID-19 is an unknown factor and has and will continue to have a detrimental impact on the trading performance of the business.

Although there is doubt on when mass participation events can re-commence, the directors are hopeful that events can resume in 2021 due to the lifting of restrictions and the introduction of a vaccine in the UK.

The directors considered the impact of the current COVID-19 environment on the business for the next 12 months from the approval of the balance sheet date and concluded that the business has access to adequate financial resources to enable it to trade at a reduced level for the foreseeable future.

NOVA MARKETING CONSULTANCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

(Continued)

1.3 Turnover

Revenue arises from TV and film production and the marketing and promotion of events. Revenue is measured at the fair value of the consideration received or receivable and represents amounts for the sale of services in the normal course of business, net of discounts and other sales-related taxes.

For events owned by the company, revenue is recognised in the month that the event is held. For events where the company is contracted, by a third party, to act in an event management or public relations capacity, revenue is released to the profit and loss account as activity progresses. Profit is only recognised when the event is completed.

1.4 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 trade and other debtors, loans to fellow group companies 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.

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 trade and other creditors, 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 receipts discounted at a market rate of interest.

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. Trade creditors 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.

NOVA MARKETING CONSULTANCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

(Continued)

1.5 Taxation

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

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.6 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, if considered material to the financial statements.

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.

1.7 Retirement benefits

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

1.8 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the leases asset are consumed.

2 Auditor's remuneration

	2019	2018
Fees payable to the company's auditor and associates:	£	£
For audit services		
Audit of the financial statements of the company	5,000	5,000

NOVA MARKETING CONSULTANCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2019

3 Employees

The average monthly number of persons (including directors) employed by the company during the year was:

	2019 Number	2018 Number
Total	30	30

4 Taxation

	2019 £	2018 £
Current tax		
UK corporation tax on profits for the current year	86,613	42,481

5 Debtors

	2019 £	2018 £
Amounts falling due within one year:		
Trade debtors	239,745	825,246
Amounts owed by group undertakings	2,044,790	1,292,093
Other debtors	175,517	192,477
	2,460,052	2,309,816

6 Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	136,984	153,064
Corporation tax	63,920	42,481
Other taxation and social security	122,562	65,095
Other creditors	162,512	451,861
	485,978	712,501

7 Called up share capital

	2019 £	2018 £
Ordinary share capital		
Issued and fully paid		
573,223 Ordinary shares of £1 each	573,223	573,223

The company has one class of ordinary shares which carry no right to fixed income.

NOVA MARKETING CONSULTANCY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

8 Operating lease commitments

Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

	2019 £	2018 £
Within one year	168,000	146,900

9 Events after the reporting date

On the 20 March 2020, the UK Government announced restrictions on mass participation events following the outbreak of COVID-19 in the UK and subsequently all events in the 2020 calendar were cancelled.

Although there is doubt on when mass participation events can re-commence, the directors are hopeful that events can resume in 2021 due to the lifting of restrictions and the introduction of a vaccine in the UK.

The directors have determined that these events are non-adjusting subsequent events. Accordingly, the financial position and results of operations as of and for the year ended 31 December 2019 have not been adjusted to reflect their impact.

10 Related party transactions

The company is a wholly owned subsidiary and has taken advantage of the exemption permitted by Section 33 Related Party Disclosures not to provide disclosures of transactions entered into with other wholly owned members of the group.

11 Parent company

The company's immediate parent undertaking is Nova Holdings Limited, a company incorporated in England and Wales.

The company's ultimate parent undertaking is Nova Marketing Limited, a company incorporated in England and Wales.

12 Audit report information

As the income statement has been omitted from the filing copy of the financial statements, the following information in relation to the audit report on the statutory financial statements is provided in accordance with s444(5B) of the Companies Act 2006:

The auditor's report was unqualified.

The senior statutory auditor was Maxine Pott.

The auditor was RMT Accountants & Business Advisors Ltd.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.