

Company Registration No. 03352175 (England and Wales)

**NOVA MARKETING CONSULTANCY LIMITED**  
**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2020**  
**PAGES FOR FILING WITH REGISTRAR**

# **NOVA MARKETING CONSULTANCY LIMITED**

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# NOVA MARKETING CONSULTANCY LIMITED

## BALANCE SHEET

AS AT 31 DECEMBER 2020

|   | Notes | 2020<br>£        | £              | 2019<br>£        | £                |
|---|-------|------------------|----------------|------------------|------------------|
| <b>Current assets</b>                                 |       |                  |                |                  |                  |
| Debtors   | 4     | 1,840,326        |                | 2,460,052        |                  |
| Cash at bank and in hand                              |       | -                |                | 2,706            |                  |
|   |       | <u>1,840,326</u> |                | <u>2,462,758</u> |                  |
| <b>Creditors: amounts falling due within one year</b> | 5     | <u>(892,799)</u> |                | <u>(485,978)</u> |                  |
| <b>Net current assets</b>                             |       |                  | <u>947,527</u> |                  | <u>1,976,780</u> |
| <b>Capital and reserves</b>                           |       |                  |                |                  |                  |
| Called up share capital                               | 6     | 573,223          |                | 573,223          |                  |
| Profit and loss reserves                              |       | <u>374,304</u>   |                | <u>1,403,557</u> |                  |
| <b>Total equity</b>                                   |       |                  | <u>947,527</u> |                  | <u>1,976,780</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 21 September 2021 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 2020

|  | Share capital | Profit and<br>loss reserves | Total       |
|--|---------------|-----------------------------|-------------|
|  | £             | £                           | £           |
| <b>Balance at 1 January 2019</b>                   | 573,223       | 1,025,984                   | 1,599,207   |
| <b>Year ended 31 December 2019:</b>                |               |                             |             |
| Profit and total comprehensive income for the year | -             | 377,573                     | 377,573     |
| <b>Balance at 31 December 2019</b>                 | 573,223       | 1,403,557                   | 1,976,780   |
| <b>Year ended 31 December 2020:</b>                |               |                             |             |
| Loss and total comprehensive income for the year   | -             | (1,029,253)                 | (1,029,253) |
| <b>Balance at 31 December 2020</b>                 | 573,223       | 374,304                     | 947,527     |

# NOVA MARKETING CONSULTANCY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 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 either cancelled or postponed. Events resumed in 2021 following the lifting of restrictions and a successful vaccine rollout 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 2020

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#### 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.

##### **Impairment of financial assets**

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. 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.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

##### **Derecognition of financial assets**

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the company transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

# NOVA MARKETING CONSULTANCY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 1 Accounting policies

(Continued)

##### **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.

##### **Derecognition of financial liabilities**

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

#### 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.

# NOVA MARKETING CONSULTANCY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

### 1 Accounting policies

(Continued)

#### 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.

#### 1.9 Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

The current year income statement includes amounts of £282,991 (2019 - £nil) received in relation to COVID-19 support funding from the government Coronavirus Job Retention Scheme.

### 2 Employees

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

|       | 2020<br>Number | 2019<br>Number |
|-------|----------------|----------------|
| Total | 29             | 30             |

### 3 Taxation

|  | 2020<br>£ | 2019<br>£ |
|--|-----------|-----------|
| <b>Current tax</b>                                 |           |           |
| UK corporation tax on profits for the current year | -         | 86,613    |



# NOVA MARKETING CONSULTANCY LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2020

### 4 Debtors

|   | 2020             | 2019             |
|---|------------------|------------------|
|   | £                | £                |
| <b>Amounts falling due within one year:</b> |                  |                  |
| Trade debtors                               | 524,417          | 239,745          |
| Amounts owed by group undertakings          | 879,182          | 2,044,790        |
| Other debtors                               | 436,727          | 175,517          |
|   | <u>1,840,326</u> | <u>2,460,052</u> |

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

|                                    | 2020           | 2019           |
|------------------------------------|----------------|----------------|
|                                    | £              | £              |
| Trade creditors                    | 69,666         | 136,984        |
| Corporation tax                    | -              | 63,920         |
| Other taxation and social security | 99,387         | 122,562        |
| Other creditors                    | 723,746        | 162,512        |
|                                    | <u>892,799</u> | <u>485,978</u> |

### 6 Called up share capital

|   | 2020           | 2019           | 2020           | 2019           |
|---|----------------|----------------|----------------|----------------|
|   | Number         | Number         | £              | £              |
| <b>Ordinary share capital<br/>Issued and fully paid</b> |                |                |                |                |
| Ordinary shares of £1 each                              | <u>573,223</u> | <u>573,223</u> | <u>573,223</u> | <u>573,223</u> |

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

### 7 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:

|                 | 2020     | 2019           |
|-----------------|----------|----------------|
|                 | £        | £              |
| Within one year | <u>-</u> | <u>168,000</u> |

### 8 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.

## **NOVA MARKETING CONSULTANCY LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2020**

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**9 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.

**10 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.