

Blue Direct Limited

Annual Report and Unaudited Abridged Financial Statements
for the Year Ended 31 December 2020

NAS Accountants Limited
Chartered Certified Accountants
Suite 45
17 Holywell Hill
St Albans
Hertfordshire
AL1 1DT

Blue Direct Limited

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Blue Direct Limited

Company Information

Director Mr James Anderton

Company secretary Mrs Sharon Crosby

Registered office Montpelier Chambers
61 High Street South
Dunstable
Bedfordshire
LU6 3SF

Accountants NAS Accountants Limited
Chartered Certified Accountants
Suite 45
17 Holywell Hill
St Albans
Hertfordshire
AL1 1DT

Blue Direct Limited

(Registration number: 03872766)

Abridged Balance Sheet as at 31 December 2020

	Note	2020 £	2019 £
Fixed assets			
Intangible assets	<u>4</u>	93,750	187,500
Tangible assets	<u>5</u>	608,202	611,000
		<u>701,952</u>	<u>798,500</u>
Current assets			
Stocks	<u>6</u>	1,000	1,000
Debtors		686,759	919,492
Cash at bank and in hand		107,099	1,008
		<u>794,858</u>	<u>921,500</u>
Creditors: Amounts falling due within one year		<u>(469,470)</u>	<u>(636,973)</u>
Net current assets		<u>325,388</u>	<u>284,527</u>
Total assets less current liabilities		1,027,340	1,083,027
Creditors: Amounts falling due after more than one year		(311,337)	(300,756)
Accruals and deferred income		<u>(67,780)</u>	<u>(168,435)</u>
Net assets		<u>648,223</u>	<u>613,836</u>
Capital and reserves			
Called up share capital	<u>7</u>	1	1
Capital redemption reserve		1	1
Profit and loss account		648,221	613,834
Shareholders' funds		<u>648,223</u>	<u>613,836</u>

For the financial year ending 31 December 2020 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 accounts for the year in question in accordance with section 476; and
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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 Profit and Loss Account has been taken.

All of the company's members have consented to the preparation of an Abridged Balance Sheet in accordance with Section 444(2A) of the Companies Act 2006.

The notes on pages 4 to 8 form an integral part of these abridged financial statements.

Blue Direct Limited

(Registration number: 03872766)

Abridged Balance Sheet as at 31 December 2020

Approved and authorised by the director on 28 October 2021

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Mr James Anderton
Director

Blue Direct Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2020

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:

Montpelier Chambers
61 High Street South
Dunstable
Bedfordshire
LU6 3SF

These financial statements were authorised for issue by the director on 28 October 2021.

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 abridged financial statements have been 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 abridged 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.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;
it is probable that future economic benefits will flow to the entity;
and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current 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.

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.

Blue Direct Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2020

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

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:

Asset class	Depreciation method and rate
Plant and Machinery	25% on a reducing balance basis

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:

Goodwill, being the amount paid in connection with the acquisition of a business in 2014, is being amortised evenly over its estimated life of eight years.

Asset class	Amortisation method and rate
Goodwill	12.5% on a straight line basis.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

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.

Blue Direct Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2020

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are 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.

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.

Borrowings

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Profit and Loss Account over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges. Borrowings are classified as current liabilities unless the company has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

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.

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 5 (2019 - 5).

Blue Direct Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2020

4 Intangible assets

	Total £
Cost or valuation	
At 1 January 2020	906,348
At 31 December 2020	906,348
Amortisation	
At 1 January 2020	718,848
Amortisation charge	93,750
At 31 December 2020	812,598
Carrying amount	
At 31 December 2020	93,750
At 31 December 2019	187,500

5 Tangible assets

	Land and buildings £	Furniture, fittings and equipment £	Motor vehicles £	Total £
Cost or valuation				
At 1 January 2020	596,825	42,324	32,046	671,195
Additions	-	1,083	-	1,083
At 31 December 2020	596,825	43,407	32,046	672,278
Depreciation				
At 1 January 2020	-	41,996	18,199	60,195
Charge for the year	-	419	3,462	3,881
At 31 December 2020	-	42,415	21,661	64,076
Carrying amount				
At 31 December 2020	596,825	992	10,385	608,202
At 31 December 2019	596,825	328	13,847	611,000

Included within the net book value of land and buildings above is £596,825 (2019 - £596,825) in respect of freehold land and buildings.

Blue Direct Limited

Notes to the Unaudited Abridged Financial Statements for the Year Ended 31 December 2020

6 Stocks

	2020	2019
	£	£
Other inventories	1,000	1,000

7 Share capital

Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary of £1 each	1	1	1	1

8 Related party transactions

Transactions with directors

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.