

ELASTIC PRODUCTIONS LIMITED

UNAUDITED FINANCIAL STATEMENTS

FOR THE PERIOD

1 March 2019 to 29 February 2020

Registered number 05421071

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COMPANY INFORMATION

DIRECTORS:	E Robertson M Grisman C&C Management Services Limited
REGISTERED OFFICE:	Whitchurch Lane Whitchurch Bristol BS14 0JZ
REGISTERED NUMBER:	05421071 (England and Wales)

Directors' Report

The Directors present their report together with the financial statements of Elastic Productions Limited (the 'Company') financial statements for the period ended 29th February 2020.

Results and dividends

The Company made a loss of £785,211 after tax for the period 1 March 2019 to 29 February 2020.

Directors of the company

The Directors who served throughout the year and up to the date of signing of the financial statements except as noted, were as follows:

E Robertson
M Grisman (appointed 26 November 2019)
A Pozzi (resigned 26 November 2019)
J Solesbury (resigned 26 November 2019)
D Johnston (resigned 29 January 2019)
C&C Management Services Limited

Political donations

The Company made no political donations nor incurred any political expenditure during the period (2019: £nil).

Basis of preparation

During the current period the Company has ceased trade and has no intention to restart trading in the future, for this reason the going concern basis of preparation is not applied. The Company will aim to realise its assets and settle any obligations in advance of being wound up.

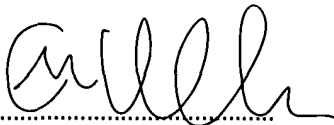
Exemption from audit

For the period ended 29 February 2020 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 ('The Act').

Entitlement to small companies exemption

For the period ended 29 February 2020, the Company was entitled to the exemptions provided by the Small Companies Regime, in accordance with those provisions in section 382 of the Companies Act 2006. For this reason, the exemption from preparing a Strategic Report and certain disclosures within the Directors Report have been taken.

Approved by the Board on 10 February 2021 and signed on its behalf by:



E Robertson
Director

Statement of Directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice) including *FRS 101 Reduced Disclosure Framework*.

Under company law the directors must not approve the financial statements 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 financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements 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 financial statements comply with the Companies Act 2006. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the company and to prevent and detect fraud and other irregularities.

Profit and Loss Account and Other Comprehensive Income
For the period ending 29 February 2020

		29 February 2020	28 February 2019
	<i>Note</i>	£	£
TURNOVER	2	1,555,728	3,702,228
Cost of sales		(1,050,405)	(1,994,246)
GROSS PROFIT		505,323	1,707,982
Administration expenses		(1,275,573)	(1,667,175)
OPERATING (LOSS)/PROFIT	3	(770,250)	40,807
Interest Receivable	5	-	53
(LOSS)/PROFIT BEFORE TAXATION		(770,250)	40,860
Tax on (loss)/profit	6	(14,961)	5,162
(LOSS)/PROFIT FOR THE FINANCIAL PERIOD		(785,211)	46,022
TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE PERIOD		(785,211)	46,022

The notes on pages 7 to 15 form part of these financial statements.

There was no other comprehensive income for the current period or preceding year other than the profit for the period.

Balance Sheet at 29 February 2020

	Note	29 February 2020		28 February 2019	
		£	£	£	£
FIXED ASSETS					
Tangible Assets	8		-		175,140
CURRENT ASSETS					
Debtors	9		-		1,213,231
Cash at bank and in hand		922,609		471,004	
		<u>922,609</u>		<u>1,684,235</u>	
CREDITORS					
Amounts falling due within one year	10	<u>(1,034,311)</u>		<u>(1,185,866)</u>	
NET CURRENT (LIABILITIES)/ASSETS			<u>(111,702)</u>		<u>498,369</u>
NET (LIABILITIES)/ASSETS			<u>(111,702)</u>		<u>673,509</u>
CAPITAL AND RESERVES					
Called up share capital	11		150		150
Profit and loss account			(111,852)		673,359
SHAREHOLDERS' (DEFICIT)/SURPLUS			<u>(111,702)</u>		<u>673,509</u>

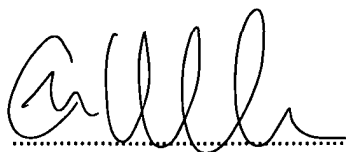
The notes on pages 7 to 15 form an integral part of these financial statements

For the period ending 29 February 2020 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. The members have not required the Company to obtain an audit of its accounts for the period in question in accordance with section 476 of the Companies Act 2006.

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

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of Directors on 10 February 2021 and were signed on its behalf by:


.....
E Robertson
Director

Statement of Changes in Equity

	CALLED UP SHARE CAPITAL	PROFIT AND LOSS	TOTAL EQUITY
	£	£	£
AS AT 29 APRIL 2018	150	627,337	627,487
Total comprehensive profit for the period	-	46,022	46,022
AS AT 28 FEBRUARY 2019	150	673,359	673,509
Total comprehensive loss for the period	-	(785,211)	(785,211)
AS AT 29 FEBRUARY 2020	150	(111,852)	(111,702)

Notes to the financial statements

1. ACCOUNTING POLICIES

Accounting convention

Elastic Productions Limited ("the Company") is a private company limited by shares incorporated and domiciled in England and Wales in the UK.

The principal accounting policies are summarised below. They have all been applied consistently throughout the current and preceding periods.

Basis of preparation

These financial statements were prepared in accordance with Financial Reporting Standard 101 Reduced Disclosure Framework ("FRS 101") and on the historical cost basis.

In preparing these financial statements, the Company applies the recognition, measurement and disclosure requirements of International Financial Reporting Standards as adopted by the EU ("Adopted IFRSs") but makes amendments where necessary in order to comply with Companies Act 2006 and has set out below where advantage of the FRS 101 disclosure exemptions has been taken.

In these financial statements, the company has applied the exemptions available under FRS 101 in respect of the following disclosures:

- A Cash Flow Statement and related notes;
- Comparative period reconciliations for share capital, tangible fixed assets, intangible assets and investments;
- Disclosures in respect of capital management;
- The effects of new but not yet effective IFRSs; and
- Disclosures in respect of the compensation of Key Management Personnel.

The Company proposes to continue to adopt the reduced disclosure framework of FRS 101 in its next financial statements.

Accounting judgements

As at 29 February 2020, there were no significant judgements used in preparing these financial statements. In the prior year, judgements made by the directors, in the application of these accounting policies that have significant effect on the financial statements and estimates were as follows:

Impairment of trade receivables

The assessments undertaken in recognising provisions have been made in accordance with IFRS 9. A provision for the impairment of trade receivables is established when there is objective evidence that the Company will not be able to collect all outstanding amounts in full, or there are indications that collection is doubtful which requires judgement from management.

Estimates of work in progress

Due to the nature of the services provided by the Company, estimations are required as to the percentage completion of work performed.

Basis of preparation

During the current period the Company has ceased trade and has no intention to restart trading in the future, for this reason the going concern basis of preparation is not applied. The Company will aim to realise its assets and settle any obligations in advance of being wound up.

Notes to the financial statements (continued)

Turnover

Turnover represents net invoiced sales of goods and services, excluding value added tax.

Non-derivative financial instruments

Non-derivative financial instruments comprise investments in equity and debt securities, trade and other debtors, cash and cash equivalents, loans and borrowings, and trade and other creditors.

Trade and other debtors

Trade and other debtors are recognised initially at fair value. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses.

Trade and other creditors

Trade and other creditors are recognised initially at fair value. Subsequent to initial recognition they are measured at amortised cost using the effective interest method.

Cash and cash equivalents

Cash and cash equivalents comprise cash balances, call deposits and bank loans and overdrafts.

Impairment excluding stocks and deferred tax assets

Financial assets (including trade and other debtors)

A financial asset not carried at fair value through profit or loss is assessed at each reporting date to determine whether there is objective evidence that it is impaired. A financial asset is impaired if objective evidence indicates that a loss event has occurred after the initial recognition of the asset, and that the loss event had a negative effect on the estimated future cash flows of that asset that can be estimated reliably.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. For financial instruments measured at cost less impairment an impairment is calculated as the difference between its carrying amount and the best estimate of the amount that the Company would receive for the asset if it were to be sold at the reporting date. Interest on the impaired asset continues to be recognised through the unwinding of the discount. When a subsequent event causes the amount of impairment loss to decrease, the decrease in impairment loss is reversed through profit or loss.

Non-financial assets

The carrying amounts of the Company's non-financial assets, other than stocks and deferred tax assets, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated.

Notes to the financial statements (continued)

Tangible Fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Short leasehold	- In accordance with lease agreement
Fixtures and fittings	- 25% on cost
Computer equipment	- 50% on cost

Intangible Fixed assets

Depreciation is provided over its estimated useful life.

Website Development	- 3 years
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Taxation

Tax on the profit or loss for the period comprises current and deferred tax. Tax is recognised in the profit and loss account except to the extent that it relates to items recognised directly in equity or other comprehensive income, in which case it is recognised directly in equity or other comprehensive income.

Current tax is the expected tax payable or receivable on the taxable income or loss for the period, using tax rates enacted or substantively enacted at the balance sheet date, and any adjustment to tax payable in respect of previous years.

Deferred tax is provided on temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for taxation purposes. A deferred tax asset is recognised only to the extent that it is probable that future taxable profits will be available against which the temporary difference can be utilised. At the balance sheet date, given there is no expectation of future trade, and hence no profits are expected, no deferred tax assets are recognised.

Employee benefits

A defined contribution plan is a post-employment benefit plan under which the company pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution pension plans are recognised as an expense in the profit and loss account in the periods during which services are rendered by employees.

2. TURNOVER

Turnover consists of sales in the United Kingdom arising from the Company's principal activity, being an experiential marketing agency operating within the drinks industry.

Notes to the financial statements (continued)

3. OPERATING PROFIT

The operating profit is stated after charging:

	29 February 2020	28 February 2019
	£	£
Depreciation - owned assets	23,567	47,134
Operating lease costs	30,562	66,680
Pension costs	<u>7,951</u>	<u>17,348</u>

4. STAFF NUMBERS AND COSTS

The average number of persons employed by the Company (including Directors) during the period, analysed by category, was as follows:

	29 February 2020	28 February 2019
Operational staff	16	35
Administration staff	<u>1</u>	<u>1</u>
	<u>17</u>	<u>36</u>

The aggregate payroll costs of these persons were as follows:

	29 February 2020	28 February 2019
	£	£
Wages and salaries	333,855	728,410
Social security costs	37,829	82,535
Other pension costs	<u>7,951</u>	<u>17,348</u>
	<u>379,635</u>	<u>828,293</u>

Notes to the financial statements (continued)

5. INTEREST RECEIVABLE AND SIMILAR INCOME

	29 February 2020	28 February 2019
	£	£
Bank interest received	-	53
	<u>-</u>	<u>53</u>

6. TAXATION

(a) The tax charge is based on the taxable profits for the period and comprises

	29 February 2020	28 February 2019
	£	£
Current tax		
- Current tax on profits for the period	-	1,930
- Adjustment in respect of previous period	-	-
Total current tax	<u>-</u>	<u>1,930</u>
Deferred tax		
- Current period	14,961	1,157
- Adjustment in respect of previous periods	-	(7,717)
- Effect of changes in tax rates	-	(532)
Total deferred tax charge/(credit)	<u>14,961</u>	<u>(7,092)</u>
Tax charge/(credit) per income statement	<u>14,961</u>	<u>(5,162)</u>

Notes to the financial statements (continued)

(b) Factors Affecting Total Tax Charge for the Current Period

Legislation to reduce the standard rate of corporation tax to 17% from 1 April 2020 was included in Finance Act 2016 and was enacted in a previous period. Accordingly, deferred tax has been provided for at 19% or 17% depending upon when the temporary difference is expected to reverse. The March 2020 budget cancelled the planned reduction to 17% so the UK statutory rate will remain at 19% from 1 April 2020.

	29 February 2020	28 February 2019
The charge for the period can be reconciled to the profit per the income statement as follows:	£	£
(Loss)/Profit for the period - continuing activities	(785,211)	40,860
Effects of:		
Tax on (loss)/profit at standard UK tax rate of 19.00% (2018: 19.00%)	(149,190)	7,763
Adjustments in respect of prior years	-	(7,717)
Expenses not deductible	-	2,655
Transfer pricing adjustments	-	695
Tax rate changes	-	(122)
De-recognition of deferred tax	14,961	-
Effects of group relief	149,190	(8,436)
Tax charge/(credit) for the period	14,961	(5,162)
Income tax expense/(credit) reported in the income statement	14,961	(5,162)

(c) Factors affecting future tax charges

Deferred tax assets have been de-recognised in the period given that no future profits are expected to be generated against which they can be used.

Notes to the financial statements (continued)

7. DIRECTORS' REMUNERATION

	29 February 2020	28 February 2019
	£	£
Salary	-	-
Pension contribution	-	-
Car allowance	-	-
Other benefits	-	-
	<u>-</u>	<u>-</u>

Director remuneration is borne by another Company within the C&C Group plc Group. There were no retirement benefits paid in the period (2019 – £nil) to any director or past director.

8.

FIXED ASSETS

	Short leasehold £	Fixtures and fittings £	Computer equipment £	Website development £	Total £
COST					
At 1 March 2019	183,075	90,456	114,746	45,062	433,339
Additions	-	-	-	-	-
Disposals	(183,075)	(90,456)	(114,746)	(45,062)	(433,339)
At 29 February 2020	-	-	-	-	-
DEPRECIATION					
At 1 March 2019	127,104	23,674	89,058	18,363	258,199
Charge for period	7,512	1,946	8,823	5,286	23,567
Disposals	(134,616)	(25,620)	(97,811)	(23,649)	(281,766)
At 29 February 2020	-	-	-	-	-
NET BOOK VALUE					
At 1 March 2019	55,971	66,782	25,688	26,699	175,140
At 29 February 2020	-	-	-	-	-

During the year the fixed assets were sold at book value to a related entity resulting in no gain or loss on disposal.

Notes to the financial statements (continued)

9. DEBTORS

	29 February 2020	28 February 2019
	£	£
Amounts falling due within one year:		
Trade debtors	-	1,180,340
Deferred tax	-	14,961
Current tax debtor	-	1,244
Amounts due from group undertakings	-	-
Directors' Loan	-	2,403
Prepayments and accrued income	-	14,283
	<u>-</u>	<u>1,213,231</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	29 February 2020	28 February 2019
	£	£
Trade creditors	-	282,318
Tax creditor	-	-
Social security and other taxes	-	132,779
Amounts owed to group undertakings	1,034,310	129,791
Accruals and deferred income	-	640,978
	<u>1,034,310</u>	<u>1,185,866</u>

11. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	29 February 2020	28 February 2019
			£	£
150	Ordinary shares	£1	<u>150</u>	<u>150</u>

Notes to the financial statements (continued)

12. COMMITMENTS

Commitments under non-cancellable operating leases are as follows:

	Land and buildings	
	29 February 2020	28 February 2019
	£	£
Operating leases commitments:		
- Within one year	-	71,196
- In the second to fifth year	-	89,061
- Over five years	-	-
	-	160,257

13. PENSIONS

The Company operates a defined contribution scheme. The assets of the scheme are held separately from those of the Company. The pension cost charge represents contributions payable by the Company to the fund and amounted to £7,951 (2019: £17,348).

14. DIRECTORS' LOANS AND OTHER DIRECTORS' INTERESTS

Previous directors of the company owe £nil (2019: £2,403) to the company as at the period end.

Mr C Bayliss and Mr D Rowntree, previous directors of the company, are directors of Big Hug Brewing Limited. During the period, recharges of £nil (2019: £4,542) were made to Big Hug Brewing Limited for purchases made on their behalf.

15. RELATED PARTY TRANSACTIONS

In accordance with the exemption available under FRS 101, transactions with other wholly owned undertakings within the C&C Group Plc group have not been disclosed within these financial statements.

16. ULTIMATE CONTROLLING PARTY

The Company's immediate parent undertaking is Matthew Clark Bibendum Limited, a Company incorporated in the United Kingdom.

The Company's ultimate controlling party is C&C Group Plc, a Company incorporated in Ireland (registered office Bulmer House, Keeper Road, Dublin 12).