

Company Registration No. 06662635 (England and Wales)

**CRAFTED MEDIA LIMITED**  
**UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 AUGUST 2017**  
**PAGES FOR FILING WITH REGISTRAR**

# CRAFTED MEDIA LIMITED

## COMPANY INFORMATION

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<b>Directors</b>	Mr B Warwick	
	Mr R Doole	
	Mr M Brown	
	Mr I Miller	
	Ms Z Dean	(Appointed 7 August 2017)
	Mr T Gillman	(Appointed 7 August 2017)
	Mr A R J Lee	(Appointed 7 August 2017)
	Mr L Margetts	(Appointed 7 August 2017)
	Mr B J Mills	(Appointed 7 August 2017)
	Mr S Schofield	(Appointed 7 August 2017)

**Company number** 06662635

**Registered office** 6th Floor  
St Vincent House  
1 Cutler Street  
Ipswich  
Suffolk  
IP1 1UQ

**Accountants** Ensors Accountants LLP  
Cardinal House  
46 St Nicholas Street  
Ipswich  
Suffolk  
IP1 1TT

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# CRAFTED MEDIA LIMITED

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# CRAFTED MEDIA LIMITED

## BALANCE SHEET

AS AT 31 AUGUST 2017

	Notes	2017 £	£	2016 £	£
<b>Fixed assets</b>					
Tangible assets	4	177,797		180,792	
Investments	5	14,000		21,001	
		<u>191,797</u>		<u>201,793</u>	
<b>Current assets</b>					
Stocks		-		650	
Debtors	6	468,734		304,311	
Cash at bank and in hand		579,360		314,886	
		<u>1,048,094</u>		<u>619,847</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>(550,624)</u>		<u>(338,423)</u>	
<b>Net current assets</b>			<u>497,470</u>		<u>281,424</u>
<b>Total assets less current liabilities</b>			<u>689,267</u>		<u>483,217</u>
<b>Creditors: amounts falling due after more than one year</b>	8		(10,954)		(10,311)
<b>Provisions for liabilities</b>			<u>(22,831)</u>		<u>(24,704)</u>
<b>Net assets</b>			<u><u>655,482</u></u>		<u><u>448,202</u></u>
<b>Capital and reserves</b>					
Called up share capital	9	47,368		46,154	
Share premium account		7,503		3,586	
Profit and loss reserves		600,611		398,462	
<b>Total equity</b>			<u><u>655,482</u></u>		<u><u>448,202</u></u>

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

For the financial year ended 31 August 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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

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.

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

## **CRAFTED MEDIA LIMITED**

### **BALANCE SHEET (CONTINUED)**

***AS AT 31 AUGUST 2017***

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The financial statements were approved by the board of directors and authorised for issue on 15 March 2018 and are signed on its behalf by:

Mr B Warwick

**Director**

**Company Registration No. 06662635**

# **CRAFTED MEDIA LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 AUGUST 2017**

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### **1 Accounting policies**

#### **Company information**

Crafted Media Limited is a private company limited by shares incorporated in England and Wales. The registered office is 6th Floor, St Vincent House, 1 Cutler Street, Ipswich, Suffolk, IP1 1UQ.

#### **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 under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

These financial statements for the year ended 31 August 2017 are the first financial statements of Crafted Media Limited prepared in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The date of transition to FRS 102 was 1 September 2015. An explanation of how transition to FRS 102 has affected the reported financial position and financial performance is given in note 12.

#### **1.2 Turnover**

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

#### **1.3 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

### 1 Accounting policies

(Continued)

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Land and buildings Leasehold	10% Straight line
Fixtures, fittings & equipment	10% straight line/33% reducing balance/50% straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

#### 1.4 Fixed asset investments

Interests in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

A subsidiary is an entity controlled by the company. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

An associate is an entity, being neither a subsidiary nor a joint venture, in which the company holds a long-term interest and where the company has significant influence. The company considers that it has significant influence where it has the power to participate in the financial and operating decisions of the associate.

Entities in which the company has a long term interest and shares control under a contractual arrangement are classified as jointly controlled entities.

#### 1.5 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

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### 1 Accounting policies

(Continued)

#### 1.6 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of replacement cost and cost, adjusted where applicable for any loss of service potential.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

#### 1.7 Cash at bank and in hand

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.8 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 debtors 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. Financial assets classified as receivable within one year are not amortised.

##### **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 creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, 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 payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

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. Amounts payable 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.



# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

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### 1 Accounting policies

(Continued)

#### 1.9 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

#### 1.10 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.

#### 1.11 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.

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.

#### 1.12 Retirement benefits

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

#### 1.13 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.

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

### 1 Accounting policies

(Continued)

#### 1.14 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

### 2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 51 (2016 - 47).

### 3 Intangible fixed assets

**Goodwill**  
£

**Cost**

At 1 September 2016 and 31 August 2017

21,507

**Amortisation and impairment**

At 1 September 2016 and 31 August 2017

21,507

**Carrying amount**

At 31 August 2017

-

At 31 August 2016

-

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

### 4 Tangible fixed assets

	Land and buildings	Plant and machinery etc	Total
	£	£	£
<b>Cost</b>			
At 1 September 2016	69,380	189,941	259,321
Additions	-	27,639	27,639
Disposals	-	(7,886)	(7,886)
At 31 August 2017	69,380	209,694	279,074
<b>Depreciation and impairment</b>			
At 1 September 2016	8,093	70,435	78,528
Depreciation charged in the year	6,939	22,744	29,683
Eliminated in respect of disposals	-	(6,934)	(6,934)
At 31 August 2017	15,032	86,245	101,277
<b>Carrying amount</b>			
At 31 August 2017	54,348	123,449	177,797
At 31 August 2016	61,286	119,506	180,792

### 5 Fixed asset investments

	2017 £	2016 £
Investments	14,000	21,001

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

<b>5</b>	<b>Fixed asset investments</b>	<b>(Continued)</b>	
	<b>Movements in fixed asset investments</b>		<b>Shares in group undertakings and participating interests</b>
			<b>£</b>
	<b>Cost or valuation</b>		
	At 1 September 2016		21,001
	Disposals		(7,001)
	At 31 August 2017		14,000
	<b>Carrying amount</b>		
	At 31 August 2017		14,000
	At 31 August 2016		21,001
<b>6</b>	<b>Debtors</b>	<b>2017</b>	<b>2016</b>
	<b>Amounts falling due within one year:</b>	<b>£</b>	<b>£</b>
	Trade debtors	372,122	241,012
	Amounts owed by group undertakings	-	33,021
	Other debtors	96,612	30,278
		468,734	304,311
<b>7</b>	<b>Creditors: amounts falling due within one year</b>	<b>2017</b>	<b>2016</b>
		<b>£</b>	<b>£</b>
	Trade creditors	46,137	9,866
	Corporation tax	173,094	71,250
	Other taxation and social security	162,945	117,697
	Other creditors	168,448	139,610
		550,624	338,423
<b>8</b>	<b>Creditors: amounts falling due after more than one year</b>	<b>2017</b>	<b>2016</b>
		<b>£</b>	<b>£</b>
	Other creditors	10,954	10,311

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

### 9 Called up share capital

	2017	2016
	£	£
<b>Ordinary share capital</b>		
<b>Issued and fully paid</b>		
7,500 Ordinary A shares of £1 each	7,500	7,500
7,500 Ordinary B shares of £1 each	7,500	7,500
7,500 Ordinary C shares of £1 each	7,500	7,500
7,500 Ordinary D shares of £1 each	7,500	7,500
7,500 Ordinary E shares of £1 each	7,500	7,500
7,500 Ordinary F shares of £1 each	7,500	7,500
2,368 Ordinary G shares of £1 each	2,368	1,154
	<u>47,368</u>	<u>46,154</u>

### Reconciliation of movements during the year:

	Ordinary G shares Number
At 1 September 2016	1,154
Issue of fully paid shares	1,214
	<u>2,368</u>
At 31 August 2017	<u>2,368</u>

### 10 Related party transactions

#### Transactions with related parties

During the year the company entered into the following transactions with related parties:

	Sale of goods	
	2017	2016
	£	£
Entities over which the entity has control, joint control or significant influence	167,094	119,918
Other related parties	9,854	13,289
	<u>176,948</u>	<u>133,207</u>

During the year dividends totalling £163,150 (2016: £181,714) were paid to C Brown, E Warwick and S Doole the wives of M Brown, B Warwick and R Doole who are directors of the company

### 11 Directors' transactions

Dividends totalling £464,666 (2016 - £171,416) were paid in the year in respect of shares held by the company's directors.

# CRAFTED MEDIA LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 AUGUST 2017

### 12 Reconciliations on adoption of FRS 102

Reconciliations and descriptions of the effect of the transition to FRS 102 on: (i) equity at the date of transition to FRS 102; (ii) equity at the end of the comparative period; and (iii) profit or loss for the comparative period reported under previous UK GAAP are given below.

#### Reconciliation of equity

		1 September 2015	31 August 2016
	Notes	£	£
Equity as reported under previous UK GAAP		479,764	449,229
Adjustments arising from transition to FRS 102:			
Recognition of holiday pay accrual	(i)	-	(1,027)
Equity reported under FRS 102		<u>479,764</u>	<u>448,202</u>

#### Reconciliation of profit for the financial period

		2016 £
	Notes	
Profit as reported under previous UK GAAP		322,593
Adjustments arising from transition to FRS 102:		
Recognition of holiday pay accrual	(i)	(1,027)
Profit reported under FRS 102		<u>321,566</u>

#### Notes to reconciliations on adoption of FRS 102

##### (i) Holiday pay accrual

Prior to applying FRS102, Crafted Media Limited did not make a provision for holiday pay. FRS102 requires the cost of short-term compensated absences to be recognised when employees render the service that increases their entitlement. Consequently an additional accrual of £1,027 at 1 September 2016 has been made to reflect this and the effect on profit for the year is an additional expense of £1,027.

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.