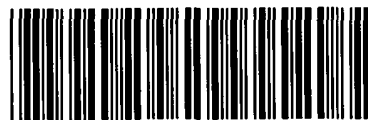


CreativeRace (London) Limited
Company Registration Number 09319647
Annual Report and Financial Statements
Year ended 31 December 2016

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CreativeRace (London) Limited
Annual Report and Financial Statements
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The director is responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations.

Company law requires the director to prepare financial statements for each financial year. Under that law the director has elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the director must not approve the financial statements unless he is 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 director is required to:

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The director is 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 him to ensure that the accounts comply with the Companies Act 2006. He is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

CreativeRace (London) Limited
Annual Report and Financial Statements
Company Registration Number 09319647
Balance Sheet as at 31 December 2016

	Note	31 December 2016 £	31 December 2015 £
Fixed assets			
Tangible fixed assets	5	2,994	4,721
Current assets			
Stocks	6	18,008	2,557
Debtors	7	242,661	99,342
Cash at bank and in hand		<u>8,891</u>	<u>12,836</u>
		269,560	114,735
Creditors: Amounts falling due within one year	8	<u>(1,395,642)</u>	<u>(862,400)</u>
Net current liabilities		<u>(1,126,082)</u>	<u>(747,665)</u>
Total assets less current liabilities		(1,123,088)	(742,944)
Provisions for liabilities		<u>(569)</u>	<u>-</u>
Net liabilities		<u>(1,123,657)</u>	<u>(742,944)</u>
Capital and reserves			
Called up share capital	9	100	100
Profit and loss account		<u>(1,123,757)</u>	<u>(743,044)</u>
		<u>(1,123,657)</u>	<u>(742,944)</u>

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.

These financial statements were approved and authorised for issue by the director on 5 September 2017.



G A Bethell
Director

1 General information

CreativeRace (London) Limited is a private company limited by shares and incorporated in England under company number 09319647.

The address of its registered office is:

No 1 Leeds
26 Whitehall Road
Leeds
West Yorkshire
LS12 1BE

The principal place of business is:

23 Charlotte Road
London
EC2A 3PB

2 Summary of significant accounting policies

Basis of preparation

The financial statements have been prepared in accordance with applicable accounting standards including Section 1A of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (FRS102) and the Companies Act 2006. The accounts have been prepared on a going concern basis. Having carried out a detailed review of the company's resources and the challenges presented by the current economic climate, the director is confident that the company has sufficient cash flows to meet its liabilities as they fall due for at least one year from the date of approval of the accounts. The presentation currency is £ sterling.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all periods presented, unless otherwise stated.

The company adopted FRS102 in the current year and an explanation of how transition to FRS102 has affected the reported financial position and performance is given in note 15.

Going concern

The accounts have been prepared on a going concern basis. Having carried out a detailed review of the company's resources and the challenges presented by the current economic climate, the director is confident that the company has sufficient cash flows to meet its liabilities as they fall due for at least one year from the date of approval of the accounts.

Turnover

Turnover is measured at fair value of the consideration received or receivable, net of discounts and value added tax. Turnover includes revenue earned from the rendering of services.

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. If at the balance sheet date completion of the contract is dependent on external factors, then the revenue is recognised only when the event occurs. In such cases direct costs incurred up to the balance sheet date plus an overhead rate are recognised as revenue to the extent that they are recoverable.

Pension contributions

The Company has a defined contribution pension scheme. The pension costs charged to the profit and loss account are the contributions payable in respect of the accounting period.

Taxation

The tax expense for the period comprises deferred 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.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed by the balance sheet date. Deferred tax assets are only 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. Deferred tax is calculated using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulated amortisation and any accumulated impairment losses.

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

The director considered it appropriate that purchased goodwill be amortised in full.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses.

Depreciation

Depreciation is calculated to write down the cost less estimated residual value of all tangible fixed assets, other than freehold land, over their expected useful lives. The annual rates and methods of depreciation are as follows:-

Asset class	Depreciation method and rate
Fixtures, fittings and equipment	20% straight line
Computer equipment	33.33% straight line

Impairment of fixed assets

At the balance sheet date, if there is an indication of possible impairment, the recoverable amount of any affected asset is estimated and compared to its carrying amount. If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised in the profit and loss account. The reversal of an impairment loss is recognised immediately in the profit and loss account.

Stocks

Stock are stated at the lower of cost and estimated selling price less costs to complete and sell.

The cost of finished goods and work in progress comprises direct materials and, where applicable, direct labour costs and an appropriate proportion of overhead expenses.

Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are subsequently measured at amortised cost using the effective interest method, less any impairment.

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.

Creditors

Short term creditors are measured at transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are subsequently measured at amortised cost using the effective interest method.

3 Employees

The average number of persons employed by the company (including the director) during the year was as follows:

	Year ended 31 December 2016 No.	19 November 2014 to 31 December 2015 No.
Employees	<u>7</u>	<u>10</u>

4 Intangible assets

	Goodwill £	Total £
Cost		
At 1 January 2016	<u>235,292</u>	<u>235,292</u>
At 31 December 2016	<u>235,292</u>	<u>235,292</u>
Amortisation		
At 1 January 2016	<u>235,292</u>	<u>235,292</u>
At 31 December 2016	<u>235,292</u>	<u>235,292</u>
Net book value		
At 31 December 2015	<u>-</u>	<u>-</u>
At 31 December 2016	<u>-</u>	<u>-</u>

5 Tangible fixed assets

	Computer equipment £	Fixtures, fittings and equipment £	Total £
Cost			
At 1 January 2016	5,104	1,118	6,222
Additions	297	-	297
At 31 December 2016	5,401	1,118	6,519
Depreciation			
At 1 January 2016	1,464	37	1,501
Charge for the year	1,800	224	2,024
At 31 December 2016	3,264	261	3,525
Net book value			
At 31 December 2015	3,640	1,081	4,721
At 31 December 2016	2,137	857	2,994

6 Stocks

	31 December 2016 £	31 December 2015 £
Work in progress	18,008	2,557

7 Debtors

	31 December 2016 £	31 December 2015 £
Trade debtors	217,153	61,986
Other debtors	11,374	11,818
Prepayments	14,134	25,538
	<u>242,661</u>	<u>99,342</u>

8 Creditors:
Amounts falling due within one year

	31 December 2016 £	31 December 2015 £
Trade creditors	4,757	1,543
Social security and other taxes	47,857	19,397
Amounts owed to group undertakings	1,196,277	831,187
Accruals and deferred income	146,751	10,273
	<u>1,395,642</u>	<u>862,400</u>

9 Share capital

Allotted, called up and fully paid shares

	31 December 2016		31 December 2015	
	No.	£	No.	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

10 Leasing commitments

Operating leases

The total of future minimum operating lease payments is as follows:

	2016 £	2015 £
Within one year	28,125	37,500
Between one and five years	-	28,125
	<u>28,125</u>	<u>65,625</u>

11 Pension and other schemes

Defined contribution pension scheme

The company operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the company to the scheme and amounted to £11,177 (2015 - £18,589).

12 Related party transactions

Summary of transactions with entities with joint control or significant interest

CreativeRace Limited

An interest free loan of £1,196,277 (2015 - £831,187) is due to CreativeRace Limited, a fellow subsidiary of GGR Holdings Limited.

13 Controlling party

The company's immediate parent is GGR Holdings Limited, a company incorporated in United Kingdom.

GGR Holdings Limited is controlled by G A Bethell.

14 Audit information

The option not to file the Audit Report has been taken. However, the following information is relevant:

- The report was unqualified; and
- There were no matters to which the auditor drew attention by way of emphasis.

The auditors were Brown Butler and the senior statutory auditor, who signed the report, was Denis Cross.

15 Transition to FRS 102

These financial statements are the first that comply with FRS 102.

The company's date of transition to FRS 102 is 19 November 2014.

The company's last financial statements prepared in accordance with previous UK GAAP were for the period ended 31 December 2015.

The transition to FRS 102 has resulted in no changes in the company's accounting policies compared to those used under previous UK GAAP and there were no changes to the figures previously reported for the period ended 31 December 2015.