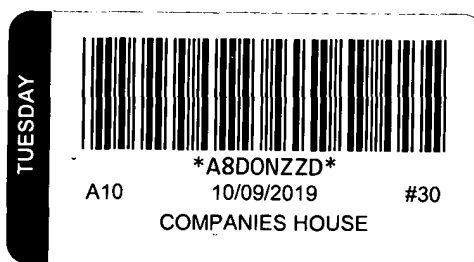


# **CreativeRace (London) Limited**

**Company Registration Number 09319647**

**Annual Report and Unaudited Accounts**

**Year ended 31 December 2018**



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	Note	2018 £	2017 £
Fixed assets			
Tangible fixed assets	5	1,039	974
Current assets			
Stocks		2,625	29,447
Debtors	6	150,321	220,956
Cash at bank and in hand		-	88,917
		<u>152,946</u>	<u>339,320</u>
Creditors: Amounts falling due within one year	7	<u>(1,481,511)</u>	<u>(1,450,828)</u>
Net current liabilities		<u>(1,328,565)</u>	<u>(1,111,508)</u>
Total assets less current liabilities		<u>(1,327,526)</u>	<u>(1,110,534)</u>
Provisions for liabilities		<u>(197)</u>	<u>(185)</u>
Net liabilities		<u>(1,327,723)</u>	<u>(1,110,719)</u>
Capital and reserves			
Called up share capital	9	100	100
Profit and loss account		<u>(1,327,823)</u>	<u>(1,110,819)</u>
		<u>(1,327,723)</u>	<u>(1,110,719)</u>

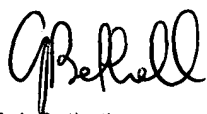
For the year ended 31 December 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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 accounts and reports have been prepared and 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 accounts were approved and authorised for issue by the director on 30/8/19.



G A Bethell  
Director

## 1 General information

CreativeRace (London) Limited is a private company limited by shares and incorporated in England and Wales 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 accounts 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 under the historical cost convention modified, where appropriate, to include certain items at fair value. The presentation currency is £ sterling.

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

### 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 and the continuing support of the group to meet its liabilities as they fall due for at least one year from the date of the 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.

Current tax is recognised for the amount of corporation tax payable in respect of the taxable profit for the year using tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

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 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 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

Stocks 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 at bank and in hand

Cash at bank and in hand comprises 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:

	2018 No.	2017 No.
Employees	<u>6</u>	<u>8</u>

### 4 Intangible assets

	Goodwill £	Total £
Cost		
At 1 January 2018 and 31 December 2018	235,292	235,292
Amortisation		
At 1 January 2018 and 31 December 2018	<u>235,292</u>	<u>235,292</u>
Net book value		
At 31 December 2017	<u>-</u>	<u>-</u>
At 31 December 2018	<u>-</u>	<u>-</u>

### 5 Tangible fixed assets

	Computer equipment £	Fixtures, fittings and equipment £	Total £
Cost			
At 1 January 2018	5,401	1,118	6,519
Additions	<u>-</u>	<u>792</u>	<u>792</u>
At 31 December 2018	<u>5,401</u>	<u>1,910</u>	<u>7,311</u>
Depreciation			
At 1 January 2018	5,056	489	5,545
Charge for the year	<u>345</u>	<u>382</u>	<u>727</u>
At 31 December 2018	<u>5,401</u>	<u>871</u>	<u>6,272</u>
Net book value			
At 31 December 2017	<u>345</u>	<u>629</u>	<u>974</u>
At 31 December 2018	<u>-</u>	<u>1,039</u>	<u>1,039</u>

6 Debtors

	2018 £	2017 £
Trade debtors	125,208	194,369
Amounts owed from group undertakings	100	100
Other debtors	10,800	11,345
Prepayments	<u>14,213</u>	<u>15,142</u>
	<u>150,321</u>	<u>220,956</u>

7 Creditors:  
Amounts falling due within one year

	2018 £	2017 £
Bank overdraft	5,660	-
Trade creditors	28,328	3,834
Social security and other taxes	41,292	78,183
Amounts owed to group undertakings	1,307,375	1,192,801
Corporation tax	-	3,714
Accruals and deferred income	<u>98,856</u>	<u>172,296</u>
	<u>1,481,511</u>	<u>1,450,828</u>

8 Security

The bank overdraft of £5,660 (2017: £nil) is secured.

9 Share capital

Allotted, called up and fully paid shares

	2018		2017	
	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:

	2018 £	2017 £
Within one year	47,500	47,500
Between one and five years	<u>130,625</u>	<u>178,125</u>
	<u>178,125</u>	<u>225,625</u>

11 Related party transactions

An interest free loan of £1,307,375 (2017: £1,196,277) is due to CreativeRace Limited, a fellow subsidiary of GGR Holdings Limited.

12 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.