

Blueprint Partners International Limited
Filleted Unaudited Financial Statements
30 September 2019



Blueprint Partners International Limited

Financial Statements

Year ended 30 September 2019

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Blueprint Partners International Limited

Officers and Professional Advisers

The board of directors

Lucy Hayman
Gwyn Williams

Registered office

Building 3
Chiswick Park
Chiswick High Road
London
W4 5YA

Blueprint Partners International Limited

Statement of Financial Position

30 September 2019

	Note	2019 £	2018 £
Fixed assets			
Intangible assets	5	27,747	–
Investments	6	60	9,672
		<u>27,807</u>	<u>9,672</u>
Current assets			
Stocks		395,280	534,443
Debtors		1,248,184	1,455,779
Cash at bank and in hand		12,933	1,481
		<u>1,656,397</u>	<u>1,991,703</u>
Creditors: amounts falling due within one year		<u>1,678,928</u>	<u>1,998,020</u>
Net current liabilities		<u>22,531</u>	<u>6,317</u>
Total assets less current liabilities		<u>5,276</u>	<u>3,355</u>
Net assets		<u>5,276</u>	<u>3,355</u>
Capital and reserves			
Called up share capital	7	100	100
Profit and loss account		5,176	3,255
Shareholders funds		<u>5,276</u>	<u>3,355</u>

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of income and retained earnings has not been delivered.

For the year ending 30 September 2019 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- 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;
- 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 statement of financial position
continues on the following page.

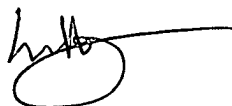
The notes on pages 4 to 8 form part of these financial statements.

Blueprint Partners International Limited

Statement of Financial Position *(continued)*

30 September 2019

These financial statements were approved by the board of directors and authorised for issue on 17 September 2020, and are signed on behalf of the board by:



Lucy Hayman
Director

Company registration number: 09684768

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

Blueprint Partners International Limited

Notes to the Financial Statements

Year ended 30 September 2019

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is Building 3, Chiswick Park, Chiswick High Road, London, W4 5YA.

2. Statement of compliance

These financial statements have been prepared in compliance with Section 1A of FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

Creditors

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

Consolidation

The company has taken advantage of the option not to prepare consolidated financial statements contained in Section 398 of the Companies Act 2006 on the basis that the company and its subsidiary undertakings comprise a small group.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Blueprint Partners International Limited

Notes to the Financial Statements *(continued)*

Year ended 30 September 2019

3. Accounting policies *(continued)*

Revenue recognition

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the company and the revenue can be reliably measured. Revenue is measured as fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

Revenue from the rendering of services is measured by reference to the stage of completion of the service transaction at the end of the reporting period provided that the outcome can be reliably estimated. When the outcome cannot be reliably estimated, revenue is recognised only to the extent that expenses recognised are recoverable.

Foreign currencies

Foreign currency transactions are initially recorded in the functional currency, by applying the spot exchange rate as at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the exchange rate ruling at the reporting date, with any gains or losses being taken to the profit and loss account.

Intangible assets

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses.

Intangible assets acquired as part of a business combination are recorded at the fair value at the acquisition date.

Blueprint Partners International Limited

Notes to the Financial Statements *(continued)*

Year ended 30 September 2019

3. Accounting policies *(continued)*

Investments

Investments in subsidiaries are measured at cost less accumulated impairment. Where merger relief is applicable, the cost of the investment in a subsidiary undertaking is measured at the nominal value of the shares issued together with the fair value of any additional consideration paid.

Investments in unlisted company shares, whose market value can be reliably determined, are remeasured to market value at each balance sheet date. Gains and losses on remeasurement are recognised in the statement of Income and Retained Earnings for the period. Where market value cannot be reliably determined, such investments are stated at historic cost less impairment.

Investments in listed company shares are remeasured to market value at each Balance Sheet date. Gains and losses on remeasurement are recognised in profit or loss for the period.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the company are assigned to those units.

Stocks

Stocks are measured at the lower of cost and estimated selling price less costs to complete and sell. Cost includes all costs of purchase, costs of conversion and other costs incurred in bringing the stock to its present location and condition.

Financial instruments

The Company only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable shares.

4. Employees

The average number of persons employed by the company during the year, including the directors amounted to;

	2019	2018
	£	£
Number of staff	<u>2</u>	<u>2</u>

Blueprint Partners International Limited

Notes to the Financial Statements *(continued)*

Year ended 30 September 2019

5. Intangible assets

	Research & Development £
Cost	
Additions	27,747
At 30 September 2019	27,747
Amortisation	
At 1 October 2018 and 30 September 2019	—
Carrying amount	
At 30 September 2019	27,747
At 30 September 2018	—

6. Investments

	Shares in group undertakings £
Cost	
At 1 October 2018	9,672
Disposals	(9,612)
At 30 September 2019	60
Impairment	
At 1 October 2018 and 30 September 2019	—
Carrying amount	
At 30 September 2019	60
At 30 September 2018	9,672

Subsidiaries, associates and other investments

At the balance sheet date the company held investments in subsidiary undertakings:

<u>Subsidiary</u>	<u>Business</u>	<u>Country of incorporation</u>	<u>Proportion held</u>
Blueprint Partners International Pty Ltd	Communications agency	Australia	100%
		<u>Profit/ (loss) for the year</u>	<u>Capital & reserves</u>
Blueprint Partners International Pty Ltd		AUS \$30	AUS (\$318,411)

Blueprint Partners International Limited

Notes to the Financial Statements *(continued)*

Year ended 30 September 2019

7. Called up share capital

Issued, called up and fully paid

	2019		2018	
	No.	£	No.	£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

8. Related party transactions

A management charge of £1,545,000 (2018: £2,295,000) was paid to a connected company. At the year end the company was owed by group companies and connected companies £229,475 (2018: £454,703). At the year end the company owed connected companies £976,449 (2018: £387,868).

9. Controlling party

The company is controlled by Lucy Hayman who is the majority shareholder.