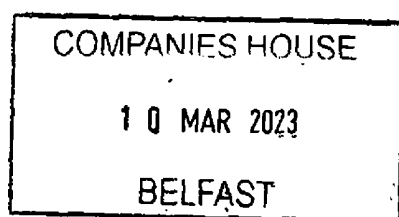


COMPANY REGISTRATION NUMBER: 08111428



**The Blueprint (Group) Limited**  
**Consolidated Financial Statements**  
**30 September 2022**

**DEACON'S**  
Chartered accountants & statutory auditor  
The Stables  
Shipton Bridge Farm  
Widdington  
Saffron Walden  
Essex  
CB11 3SU

**The Blueprint (Group) Limited**  
**Consolidated Financial Statements**  
**Year ended 30 September 2022**

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# **The Blueprint (Group) Limited**

## **Officers and Professional Advisers**

### **The board of directors**

Lucy Hayman  
Gwyn Williams  
Mark Anand  
Rhys Kirkham

### **Company secretary**

Gwyn Williams

### **Registered office**

126-128 New Kings Road  
London  
SW6 4LZ

### **Auditor**

Deacon's  
Chartered accountants & statutory auditor  
The Stables  
Shipton Bridge Farm  
Widdington  
Saffron Walden  
Essex  
CB11 3SU

# **The Blueprint (Group) Limited**

## **Strategic Report**

**Year ended 30 September 2022**

### **Introduction**

Blueprint has seen significant growth year on year, leveraging the post COVID bounce back and the return of large scale channel sales programmes and events. We clarified our offer to all existing clients and enhanced our internal culture. These two strategic areas of focus took advantage of the trend in highly qualified and talented people moving jobs post pandemic, looking for new opportunities.

This benefitted the agency in two ways. We saw existing clients move into new roles at new global organisations and swiftly took us with them to retain the quality of agency service that we deliver. We also attracted strong, new talent as staff in all areas of the business in response to our focus on culture and the marketing of our own company as a growing, adaptive, positive and supportive place to work.

The Directors are extremely pleased with the performance of the business as a whole. We have seen strong performance in terms of new and retained clients, volume of spend, profitability of delivery, cash position and, together with US expansion, we anticipate an even stronger 2023.

### **Business review**

Throughout the year we had a strong cash position and balance sheet.

We invested in staff and dramatically increased our total addressable market by virtue of recruiting a full time team dedicated to North America and the opening of an office in Texas. Teams on both sides of the Atlantic have travelled extensively to embed the culture, meet clients in person and understand the market opportunities and cultural requirements.

We continued to develop new work, including global product launches and global channel partner programmes with some of the world's biggest companies. We have sustained strong long-term relationships as well as a flurry of exciting, new names appearing on our client list. These relationships and accounts are growing pleasingly thanks to strong delivery from a talented team.

### **Principle risks and uncertainties**

The financial instability that the world experienced during this time from war in Europe, runaway energy prices and supply chain issues was largely mitigated by the fact that we operate in the area of channel. Whilst many above the line, advertising or solely consumer-facing agencies had an uncertain time, large organisations kept and invested in their sales channels.

We are focussed on sustainability, our social impact and our cultural environment. This retains staff and secures new and existing clients and is in line with company values.

### **Financial key performance indicators**

The turnover and profit represent real and sustainable growth adding strength to the balance sheet, in spite of it having been a turbulent time in the world.

A strong cash position enabled dividends to be voted.

This is an excellent performance, in particular during a global backdrop of financial uncertainties, recessions and war in Europe.

# **The Blueprint (Group) Limited**

## **Strategic Report *(continued)***

**Year ended 30 September 2022**

This report was approved by the board of directors on <sup>15</sup>..... February 2023 and signed on behalf of the board by:

Lucy Hayman  
LucyHayman (Feb 9, 2023 15:49 GMT)

Lucy Hayman  
Director

Registered office:  
126-128 New Kings Road  
London  
SW6 4LZ

# **The Blueprint (Group) Limited**

## **Directors' Report**

### **Year ended 30 September 2022**

The directors present their report and the consolidated financial statements of the group for the year ended 30 September 2022.

#### **Principal activities**

*The principal activity of the company during the year was event management and digital solutions.*

#### **Directors**

The directors who served the company during the year were as follows:

Lucy Hayman	
Gwyn Williams	
Mark Anand	(Appointed 15 November 2021)
Rhys Kirkham	(Appointed 15 November 2021)

#### **Future developments**

The Directors anticipate a continuation of solid growth, particularly as we expand across the US and globally with new and existing clients in the technology sector. Our long association with the premium end of the automotive industry means that we will be well placed to support the coming launches of electric vehicles all over the world.

#### **Events after the end of the reporting period**

Results for the current year to date show all performance indicators are ahead of last year and the Directors therefore anticipate another year of progress.

#### **Research and development**

We continue to constantly retrain; testing and learning new ways to integrate new technology as it emerges for the best quality outcome. We respond to client needs as they arise, whilst also predicting market demands. Partnerships with technical specialists are an important area of business focus. Technical security and high standards of technical competence from all staff members remain of absolute priority to the business.

#### **Directors' responsibilities statement**

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

Company law requires the directors to prepare consolidated financial statements for each financial year. Under that law the directors have elected to prepare the consolidated financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the consolidated financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the group and the company and the profit or loss of the group for that period.

# **The Blueprint (Group) Limited**

## **Directors' Report** *(continued)*

**Year ended 30 September 2022**

### **Directors' responsibilities statement** *(continued)*

In preparing these consolidated financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the consolidated 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 consolidated financial statements comply with the Companies Act 2006. They are 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.

### **Auditor**

Each of the persons who is a director at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the group and the company's auditor is unaware; and
- they have taken all steps that they ought to have taken as a director to make themselves aware of any relevant audit information and to establish that the group and the company's auditor is aware of that information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

This report was approved by the board of directors on 15 February 2023 and signed on behalf of the board by:

  
LucyHayman (Feb 9, 2023 15:49 GMT)

Lucy Hayman  
Director

Registered office:  
126-128 New Kings Road  
London  
SW6 4LZ

# **The Blueprint (Group) Limited**

## **Independent Auditor's Report to the Members of The Blueprint (Group) Limited**

**Year ended 30 September 2022**

### **Opinion**

We have audited the consolidated financial statements of The Blueprint (Group) Limited (the 'parent company') and its subsidiaries (the 'group') for the year ended 30 September 2022 which comprise the consolidated statement of comprehensive income, consolidated statement of financial position, company statement of financial position, consolidated statement of changes in equity, company statement of changes in equity and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the consolidated financial statements:

- give a true and fair view of the state of the group's and of the parent company's affairs as at 30 September 2022 and of the group's profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the consolidated financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the consolidated financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

In auditing the consolidated financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the consolidated financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's or the parent company's ability to continue as a going concern for a period of at least twelve months from when the consolidated financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.



# **The Blueprint (Group) Limited**

## **Independent Auditor's Report to the Members of The Blueprint (Group) Limited** (continued)

**Year ended 30 September 2022**

### **Other information**

The other information comprises the information included in the annual report, other than the consolidated financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the consolidated financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the consolidated financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the directors' report for the financial year for which the consolidated financial statements are prepared is consistent with the consolidated financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the group and the parent company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company consolidated financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the consolidated financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

# **The Blueprint (Group) Limited**

## **Independent Auditor's Report to the Members of The Blueprint (Group) Limited** *(continued)*

**Year ended 30 September 2022**

### **Responsibilities of directors**

As explained more fully in the directors' responsibilities statement, the directors are responsible for the preparation of the consolidated financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, the directors are responsible for assessing the group's and the parent company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the group or the parent company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the consolidated financial statements**

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtained an understanding of the legal and regulatory framework applicable to the Company through enquiry of management, industry research and the application of cumulative audit knowledge. We identified the following principal laws and regulations relevant to the Company - Companies Act 2006 and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

We developed an understanding of the key fraud risks to the entity (including how fraud might occur), the controls in place to help mitigate those risks, and the accounts, balances and disclosures within the financial statements which may be susceptible to management bias. Our understanding was obtained through review of the financial statements for significant accounting estimates, analysis of journal entries, walkthrough of the key control cycles in place and enquiry of management.

# **The Blueprint (Group) Limited**

## **Independent Auditor's Report to the Members of The Blueprint (Group) Limited** (continued)

**Year ended 30 September 2022**

A further description of our responsibilities for the audit of the consolidated financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Use of our report**

This report is made solely to the company's members, as a body, in accordance with chapter 3 of part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

*S K Deacon*  
S K Deacon (Feb 15, 2023 11:53 GMT)

S K Deacon FCA (Senior Statutory Auditor)  
For and on behalf of  
**Deacon's**  
Chartered accountants & statutory auditor

The Stables  
Shipton Bridge Farm  
Widdington  
Saffron Walden  
Essex  
CB11 3SU

15 February 2023

**The Blueprint (Group) Limited**  
**Consolidated Statement of Comprehensive Income**  
**Year ended 30 September 2022**

	Note	2022 £	2021 £
<b>Turnover</b>		<b>8,555,364</b>	<b>5,762,073</b>
Cost of sales		<u>5,030,639</u>	<u>2,953,588</u>
<b>Gross profit</b>		<b>3,524,725</b>	<b>2,808,485</b>
Administrative expenses		2,501,027	2,054,574
Other operating income		<u>10,871</u>	<u>29,074</u>
<b>Operating profit</b>		<b>1,034,569</b>	<b>782,985</b>
Other interest receivable and similar income		1,323	258
Interest payable and similar expenses		<u>112</u>	<u>3,796</u>
<b>Profit before taxation</b>	<b>6</b>	<b>1,035,780</b>	<b>779,447</b>
Tax on profit	<b>7</b>	<u>208,950</u>	<u>104,770</u>
<b>Profit for the financial year and total comprehensive income</b>		<b><u>826,830</u></b>	<b><u>674,677</u></b>

All the activities of the group are from continuing operations.

The notes on pages 15 to 25 form part of these consolidated financial statements.

**The Blueprint (Group) Limited**  
**Consolidated Statement of Financial Position**  
**30 September 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Intangible assets	8	1,577,521	1,773,371
Tangible assets	9	64,680	53,586
		<u>1,642,201</u>	<u>1,826,957</u>
<b>Current assets</b>			
Stocks		62,271	422,590
Debtors	11	1,565,016	1,218,572
Cash at bank and in hand		1,565,205	1,217,951
		<u>3,192,492</u>	<u>2,859,113</u>
<b>Creditors: amounts falling due within one year</b>	12	<u>2,206,722</u>	<u>2,083,360</u>
<b>Net current assets</b>		<u>985,770</u>	<u>775,753</u>
<b>Total assets less current liabilities</b>		<u>2,627,971</u>	<u>2,602,710</u>
<b>Provisions</b>			
Taxation including deferred tax		6,211	7,780
<b>Net assets</b>		<u>2,621,760</u>	<u>2,594,930</u>
<b>Capital and reserves</b>			
Called up share capital		800	800
Capital redemption reserve		300,200	300,200
Profit and loss account		2,320,760	2,293,930
<b>Shareholders funds</b>		<u>2,621,760</u>	<u>2,594,930</u>

These consolidated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These consolidated financial statements were approved by the board of directors and authorised for issue on 15 February 2023, and are signed on behalf of the board by:

Lucy Hayman  
Lucy Hayman (Feb 9, 2023 15:49 GMT)

Lucy Hayman  
Director

Company registration number: 08111428

The notes on pages 15 to 25 form part of these consolidated financial statements.

**The Blueprint (Group) Limited**  
**Company Statement of Financial Position**  
**30 September 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	9	32,688	43,649
Investments	10	1,811,991	1,810,491
		<u>1,844,679</u>	<u>1,854,140</u>
<b>Current assets</b>			
Debtors	11	10,928	5,170
Cash at bank and in hand		758	1,130
		<u>11,686</u>	<u>6,300</u>
<b>Creditors: amounts falling due within one year</b>	12	<u>961,372</u>	<u>967,741</u>
<b>Net current liabilities</b>		<u>949,686</u>	<u>961,441</u>
<b>Total assets less current liabilities</b>		<u>894,993</u>	<u>892,699</u>
<b>Provisions</b>			
Taxation including deferred tax		6,211	7,780
<b>Net assets</b>		<u>888,782</u>	<u>884,919</u>
<b>Capital and reserves</b>			
Called up share capital		800	800
Capital redemption reserve		300,200	300,200
Profit and loss account		587,782	583,919
<b>Shareholders funds</b>		<u>888,782</u>	<u>884,919</u>

The profit for the financial year of the parent company was £803,863 (2021: £535,117).

These consolidated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with Section 1A of FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

These consolidated financial statements were approved by the board of directors and authorised for issue on 15 February 2023, and are signed on behalf of the board by:

Lucy Hayman  
Lucy Hayman (Feb 9, 2023 15:49 GMT)

Lucy Hayman  
Director

Company registration number: 08111428

The notes on pages 15 to 25 form part of these consolidated financial statements.

**The Blueprint (Group) Limited**  
**Consolidated Statement of Changes in Equity**  
**Year ended 30 September 2022**

	Called up share capital £	Share premium account £	Capital redemption reserve £	Profit and loss account £	Total £
<b>At 1 October 2020</b>	300,800	279,800	200	1,639,453	2,220,253
Profit for the year	—	—	—	674,677	674,677
<b>Total comprehensive income for the year</b>	—	—	—	674,677	674,677
Redemption of subscribed capital	(300,000)	(279,800)	300,000	(20,200)	(300,000)
<b>Total investments by and distributions to owners</b>	(300,000)	(279,800)	300,000	(20,200)	(300,000)
<b>At 30 September 2021</b>	800	—	300,200	2,293,930	2,594,930
Profit for the year	—	—	—	826,830	826,830
<b>Total comprehensive income for the year</b>	—	—	—	826,830	826,830
Dividends paid and payable	—	—	—	(800,000)	(800,000)
<b>Total investments by and distributions to owners</b>	—	—	—	(800,000)	(800,000)
<b>At 30 September 2022</b>	800	—	300,200	2,320,760	2,621,760

The notes on pages 15 to 25 form part of these consolidated financial statements.

**The Blueprint (Group) Limited**  
**Company Statement of Changes in Equity**  
**Year ended 30 September 2022**

	Called up share capital £	Share premium account £	Capital redemption reserve £	Profit and loss account £	Total £
<b>At 1 October 2020</b>	300,800	279,800	200	69,002	649,802
Profit for the year	—	—	—	535,117	535,117
<b>Total comprehensive income for the year</b>	—	—	—	535,117	535,117
Redemption of subscribed capital	(300,000)	(279,800)	300,000	(20,200)	(300,000)
<b>Total investments by and distributions to owners</b>	(300,000)	(279,800)	300,000	(20,200)	(300,000)
<b>At 30 September 2021</b>	800	—	300,200	583,919	884,919
Profit for the year	—	—	—	803,863	803,863
<b>Total comprehensive income for the year</b>	—	—	—	803,863	803,863
Dividends paid and payable	—	—	—	(800,000)	(800,000)
<b>Total investments by and distributions to owners</b>	—	—	—	(800,000)	(800,000)
<b>At 30 September 2022</b>	800	—	300,200	587,782	888,782

The notes on pages 15 to 25 form part of these consolidated financial statements.



# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements**

**Year ended 30 September 2022**

### **1. General information**

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 126-128 New Kings Road, London, SW6 4LZ.

### **2. Statement of compliance**

These consolidated 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 consolidated financial statements have been prepared on the historical cost basis, unless otherwise specified within these accounting policies and in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

COVID-19 is not expected to have a significant impact on the entity. Management has determined that there is no material uncertainty that casts doubt on the entity's ability to continue as a going concern.

The consolidated 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.

#### **Research and development**

In the research phase of an internal project it is not possible to demonstrate that the project will generate future economic benefits and hence all expenditure on research shall be recognised as an expense when it is incurred. Intangible assets are recognised from the development phase of a project if and only if certain specific criteria are met in order to demonstrate the asset will generate probable future economic benefits and that its cost can be reliably measured. The capitalised development costs are subsequently amortised on a straight line basis over their useful economic lives of 10 years.

If it is not possible to distinguish between the research phase and the development phase of an internal project, the expenditure is treated as if it were all incurred in the research phase only.

# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements *(continued)***

**Year ended 30 September 2022**

### **3. Accounting policies *(continued)***

#### **Disclosure exemptions**

The parent company satisfies the criteria of being a qualifying entity as defined in FRS 102. As such, advantage has been taken of the following reduced disclosures available under FRS 102:

- (a) Disclosures in respect of each class of share capital have not been presented.
- (b) No cash flow statement has been presented for the company.
- (c) Disclosures in respect of financial instruments have not been presented.
- (d) No disclosure has been given for the aggregate remuneration of key management personnel.

#### **Foreign currency translation**

Functional and presentation currency

The company's functional and presentational currency is GBP.

#### ***Transactions and balances***

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

#### **Consolidation**

The consolidated financial statements present the results of the Company and its own subsidiaries ("the Group") as if they form a single entity. Intercompany transactions and balances between group companies as therefore eliminated in full.

The consolidated financial statements incorporate the results of business combinations using the purchase method. In the Balance sheet, the acquiree's identifiable assets, liabilities and contingent liabilities are initially recognised at their fair values at the acquisition date. The results of acquired operations are included in the Consolidated statement of income and retained earnings from the date on which control is obtained. They are deconsolidated from the date control ceases.

#### **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.

# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements *(continued)***

**Year ended 30 September 2022**

### **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 it is probable the expenses recognised will be recovered.

#### **Taxation**

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in profit or loss, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, tax is recognised in other comprehensive income or directly in equity, respectively.

Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date that are expected to apply to the reversal of the timing difference.

#### **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 only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements *(continued)***

**Year ended 30 September 2022**

### **3. Accounting policies *(continued)***

#### **Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Goodwill on consolidation	-	10% straight line
Research & Development	-	10% straight line

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

#### **Tangible assets**

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in equity, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in equity in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in equity in respect of that asset, the excess shall be recognised in profit or loss.

#### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Fixtures and Fittings	-	25% straight line
Motor Vehicles	-	25% reducing balance
Office Equipment	-	25% straight line
Computer Equipment	-	33.33% straight line

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Consolidated statement of income and retained earnings.

#### **Investments**

Investments in subsidiaries are measured at cost less accumulated impairment.

# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements *(continued)***

**Year ended 30 September 2022**

### **3. Accounting policies *(continued)***

#### **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 stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment less is recognised immediately in profit or loss.

#### **Government grants**

Government grants are recognised at the fair value of the asset received or receivable. Grants are not recognised until there is reasonable assurance that the company will comply with the conditions attaching to them and the grants will be received.

Government grants are recognised using the accrual model and the performance model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Grants relating to assets are recognised in income on a systematic basis over the expected useful life of the asset. Where part of a grant relating to an asset is deferred, it is recognised as deferred income and not deducted from the carrying amount of the asset.

Under the performance model, where the grant does not impose specified future performance-related conditions on the recipient, it is recognised in income when the grant proceeds are received or receivable. Where the grant does impose specified future performance-related conditions on the recipient, it is recognised in income only when the performance-related conditions have been met. Where grants received are prior to satisfying the revenue recognition criteria, they are recognised as a liability.

# **The Blueprint (Group) Limited**

## **Notes to the Consolidated Financial Statements *(continued)***

**Year ended 30 September 2022**

### **3. Accounting policies *(continued)***

#### **Provisions**

Provisions are recognised when the entity has an obligation at the reporting date as a result of a past event, it is probable that the entity will be required to transfer economic benefits in settlement and the amount of the obligation can be estimated reliably. Provisions are recognised as a liability in the statement of financial position and the amount of the provision as an expense.

Provisions are initially measured at the best estimate of the amount required to settle the obligation at the reporting date and subsequently reviewed at each reporting date and adjusted to reflect the current best estimate of the amount that would be required to settle the obligation. Any adjustments to the amounts previously recognised are recognised in profit or loss unless the provision was originally recognised as part of the cost of an asset. When a provision is measured at the present value of the amount expected to be required to settle the obligation, the unwinding of the discount is recognised as a finance cost in profit or loss in the period it arises.

#### **Financial instruments**

The Group 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 ordinary shares.

#### **Defined contribution plans**

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions to a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of income and retained earnings when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

# The Blueprint (Group) Limited

## Notes to the Consolidated Financial Statements *(continued)*

Year ended 30 September 2022

### 4. Auditor's remuneration

	2022	2021
	£	£
Fees payable for the audit of the consolidated financial statements	<u>16,000</u>	<u>16,000</u>

### 5. Employee numbers

The average number of persons employed by the company during the year amounted to 17 (2021: 19).

### 6. Profit before taxation

Profit before taxation is stated after charging:

	2022	2021
	£	£
Amortisation of intangible assets	197,350	197,349
Depreciation of tangible assets	<u>17,959</u>	<u>12,904</u>

### 7. Tax on profit

#### Major components of tax expense

	2022	2021
	£	£
<b>Current tax:</b>		
UK current tax income	232,057	93,854
Adjustments in respect of prior periods	<u>(21,538)</u>	<u>3,222</u>
Total current tax	<u>210,519</u>	<u>97,076</u>
<b>Deferred tax:</b>		
Origination and reversal of timing differences	<u>(1,569)</u>	<u>7,694</u>
<b>Tax on profit</b>	<u>208,950</u>	<u>104,770</u>

# The Blueprint (Group) Limited

## Notes to the Consolidated Financial Statements *(continued)*

Year ended 30 September 2022

### 7. Tax on profit *(continued)*

#### Reconciliation of tax (income)/expense

The tax assessed on the profit on ordinary activities for the year is lower than (2021: lower than) the standard rate of corporation tax in the UK of 19% (2021: 19%).

	2022 £	2021 £
Profit on ordinary activities before taxation	1,035,780	779,447
Profit on ordinary activities by rate of tax	196,798	148,095
Adjustment to tax charge in respect of prior periods	(21,538)	3,222
Effect of capital allowances and depreciation	(4,049)	(7,157)
Effect of expenses disallowed	6,234	–
Utilisation of tax losses	–	(480)
Unused tax losses	125	24
Deferred taxation	(1,569)	7,694
Other taxes	32,949	46,628
Tax on profit	208,950	198,026

### 8. Intangible assets

Group	Goodwill £	Development costs £	Total £
<b>Cost</b>			
At 1 October 2021	1,734,990	238,505	1,973,495
Acquisitions through business combinations	1,500	–	1,500
<b>At 30 September 2022</b>	<b>1,736,490</b>	<b>238,505</b>	<b>1,974,995</b>
<b>Amortisation</b>			
At 1 October 2021	173,499	26,625	200,124
Charge for the year	173,499	23,851	197,350
<b>At 30 September 2022</b>	<b>346,998</b>	<b>50,476</b>	<b>397,474</b>
<b>Carrying amount</b>			
<b>At 30 September 2022</b>	<b>1,389,492</b>	<b>188,029</b>	<b>1,577,521</b>
At 30 September 2021	1,561,491	211,880	1,773,371

The company has no intangible assets.



# The Blueprint (Group) Limited

## Notes to the Consolidated Financial Statements (continued)

Year ended 30 September 2022

### 9. Tangible assets

Group	Fixtures and fittings £	Motor vehicles £	Equipment £	Total £
<b>Cost</b>				
At 1 October 2021	58,271	41,990	2,372	102,633
Additions	28,697	–	356	29,053
Disposals	(6,903)	–	–	(6,903)
<b>At 30 September 2022</b>	<b>80,065</b>	<b>41,990</b>	<b>2,728</b>	<b>124,783</b>
<b>Depreciation</b>				
At 1 October 2021	47,037	819	1,191	49,047
Charge for the year	7,148	10,292	519	17,959
Disposals	(6,903)	–	–	(6,903)
<b>At 30 September 2022</b>	<b>47,282</b>	<b>11,111</b>	<b>1,710</b>	<b>60,103</b>
<b>Carrying amount</b>				
<b>At 30 September 2022</b>	<b>32,783</b>	<b>30,879</b>	<b>1,018</b>	<b>64,680</b>
At 30 September 2021	11,234	41,171	1,181	53,586
<b>Company</b>				
	Fixtures and fittings £	Motor vehicles £	Equipment £	Total £
<b>Cost</b>				
At 1 October 2021	3,091	41,990	1,383	46,464
Additions	–	–	211	211
<b>At 30 September 2022</b>	<b>3,091</b>	<b>41,990</b>	<b>1,594</b>	<b>46,675</b>
<b>Depreciation</b>				
At 1 October 2021	805	819	1,191	2,815
Charge for the year	618	10,292	262	11,172
<b>At 30 September 2022</b>	<b>1,423</b>	<b>11,111</b>	<b>1,453</b>	<b>13,987</b>
<b>Carrying amount</b>				
<b>At 30 September 2022</b>	<b>1,668</b>	<b>30,879</b>	<b>141</b>	<b>32,688</b>
At 30 September 2021	2,286	41,171	192	43,649

### 10. Investments

The group has no investments.

# The Blueprint (Group) Limited

## Notes to the Consolidated Financial Statements *(continued)*

Year ended 30 September 2022

### 10. Investments *(continued)*

Company	Shares in group undertakings
	£
<b>Cost</b>	
At 1 October 2021	1,810,491
Additions	1,500
<b>At 30 September 2022</b>	<b>1,811,991</b>
<b>Impairment</b>	
At 1 October 2021 and 30 September 2022	—
<b>Carrying amount</b>	
<b>At 30 September 2022</b>	<b>1,811,991</b>
At 30 September 2021	1,810,491

#### Subsidiaries, associates and other investments

Details of the investments in which the parent company has an interest of 20% or more are as follows:

	Class of share	Percentage of shares held
<b>Subsidiary undertakings</b>		
TBP - The Blueprint Partner Limited	Ordinary	100
BP2 Ltd	Ordinary	100
Blueprint Partners Creative Limited	Ordinary	100
Blueprint Partners International Limited	Ordinary	100
BPP Inc Limited	Ordinary	100
BPI America Limited	Ordinary	100

The following subsidiaries are exempt from the requirements of Companies Act 2006 relating to the audit of individual financial statements by virtue of Companies Act 2006 s479A:

<b>Subsidiary undertakings</b>	<b>Company number</b>
BP2 Ltd	04090571
Blueprint Partners Creative Limited	09477689
Blueprint Partners International Limited	09684768
BPP Inc Limited	12257781
BPI America Limited	12251850

### 11. Debtors

	<b>Group</b>		<b>Company</b>	
	2022	2021	2022	2021
	£	£	£	£
Trade debtors	1,509,937	1,216,680	—	—
Other debtors	55,079	1,892	10,928	5,170
	<b>1,565,016</b>	<b>1,218,572</b>	<b>10,928</b>	<b>5,170</b>

# The Blueprint (Group) Limited

## Notes to the Consolidated Financial Statements *(continued)*

Year ended 30 September 2022

### 12. Creditors: amounts falling due within one year

	Group		Company	
	2022	2021	2022	2021
	£	£	£	£
Bank loans and overdrafts	9	35,097	–	35,097
Trade creditors	518,372	623,732	1,578	1,124
Amounts owed to group undertakings	–	–	832,266	816,596
Corporation tax	232,057	55,331	3,075	–
Social security and other taxes	92,067	240,721	22,549	25,010
Sales in advance	987,485	900,795	–	–
Other creditors	376,732	227,684	101,904	89,914
	<u>2,206,722</u>	<u>2,083,360</u>	<u>961,372</u>	<u>967,741</u>

### 13. Bank loans

Analysis of the maturity of loans is given below:

	2022	2021
	£	£
Amounts falling due within one year	<u>–</u>	<u>35,097</u>

The loan is repayable by instalments with interest charged at 3¼% above the base rate.

#### **Details of security provided:**

- A cross guarantee with a subsidiary and a fixed £100,000 personal guarantee given by a director.

### 14. Parent company profit for the year

The company has taken advantage of the exemption allowed under section 408 of the Companies Act 2006 and has not presented its own Statement of income and retained earnings in these financial statements. The profit for the financial year of the parent company was £803,863 (2021: £535,117).