

**PLAY IT GREEN LTD
DIRECTORS' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 JULY 2023**

Play It Green Ltd
Unaudited Financial Statements
For The Year Ended 31 July 2023

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Play It Green Ltd
Company Information
For The Year Ended 31 July 2023

Directors AMARIS GROUP LTD
C A THAIR
R I DICKSON

Company Number 12736945

Registered Office 4 Willow Road
Prestwich
Manchester
M25 3DZ

Accountants HS Accountancy
14 Longdon Drive
Sutton Coldfield
B74 4RF

Play It Green Ltd
Company No. 12736945
Directors' Report For The Year Ended 31 July 2023

The directors present their report and the financial statements for the year ended 31 July 2023 .

Review of the Business

The Board

The year ending 31st July 2023 represented the second full year of trading for Play It Green.

The Board were delighted Play It Green was accredited with B Corp status in April 2023. Achieving this globally recognised kitemark standard is a major success. Play It Green became the first business to gain this accreditation in the local authority in which it is based and gained one of the highest scores on governance globally. Gaining B Corp status shows Play It Green is a business meeting the highest of standards of verified performance, accountability, and transparency. Demonstrating it is making a positive impact on society and the planet.

Two Board members received individual awards for their work with Play It Green. Chris Thair and Richard Dickson being crowned Carbon Heroes of Manchester.

The shareholding and Board of Directors during this period remained 45% Chris Thair, 45% Richard Dickson and 10% Amaris Group Limited. The latter being represented by Scott Pickavance and Chris Hurcombe.

The Board, who meet monthly, remain committed to the Play It Green's aim. To help people and businesses lower their carbon footprint and ensure they make an ongoing positive environmental and social impact on their journey to net-zero. This is encapsulated in Play It Green's 3 step solution to climate change #reduce #repair #regive. "Reducing" carbon footprints. "Repairing" the planet through planting trees. "Regifting" vital funds to good causes by passing on 10% of all subscription and tree purchase revenues.

The information within this report and the financial account reflects the Directors commitment to transparency, openness and delivering upon its promises.

Revenues

Play It Green continues to have two primary revenue streams, subscriptions and sales of single trees. The latter is packaged in different ways to better suit members needs and enhance their own proposition e.g. bookings, product, event, bill, thank you gestures etc.

Subscription and trees purchase revenues moved from £44,146 to £89,291 per annum. This is more than double the previous financial year and a positive trajectory.

The only other source of revenue was £100. Captured under "Sales-Other", this payment was for delivering a short talk.

Reducing Carbon Footprints

Play It Green continued to offer a wide variety of support to help reduce the carbon footprints of people and businesses.

Each week, members are sent a tip on how they can reduce their personal carbon footprint, a discount to a related product and education about sustainability including business best practice. This education is essential to initiating change and footprint reduction actions.

Play It Green members are then able to access template net zero plans and environmental policies through the members portal. Thus driving footprint reduction actions in their business.

Members continue to use Play It Green's signposting service. For example, a number completed a Scope 3 carbon footprint report and gained a PPN 06/21 compliant Carbon Reduction Plan through strategic partner Eaasi Carbon.

On average over 2000 unique new users visit the website per month. The personal tip and educational articles to help reduce carbon footprints have excellent SEO scores. For example, an article entitled Sustainable Headphones is ranked number 1 on Google. The content output and social media platforms continue to drive traffic to the website.

Play It Green made further improvements to the business support folder for members, especially on the marketing collateral they can use. New accreditation badges for email signatures including Climate Positive Green Team.

Repairing the Planet by Planting Trees

219,167 trees were planted this financial year compared to the previous 95,167, meaning the company has planted 327,082 trees to date.

Play It Green continues to use Eden Reforestation Project as the tree planting partner and their sites in Madagascar. Play It Green provides full disclosure on the trees to show members they are planted and making a difference. Regular tree planting reports with themed narratives, google earth coordinates of the planting sites and copies of all purchase receipts are published on a regular basis. All this information is also fully available on the website's dedicated tree page.

In the previous financial year, Play It Green absorbed a large price increase from Eden Reforestation for the trees and did not pass this onto members. For 2022-23 Eden kept their prices the same and therefore no price changes were passed onto Play It Green members.

Play It Green Ltd
Directors' Report (continued)
For The Year Ended 31 July 2023

Review of the Business - continued

Eden Reforestation is a not-for-profit company and every payment to them represents a charitable overseas donation. This represents a £26,903 donation to an overseas not for profit organisation.

Regifting funds to Good Causes

10% of all subscription and tree purchase revenues are passed to a good cause of each member's choice. This promise was kept, as £8,937 was passed to good causes, 10% of the £89,291:

	Year End July 2023 £	Donations Since 2021 Launch £
Mind	1,994	3,240
Edwards Trust	1,525	1,525
Birmingham W&C Hospital	868	1,659
WWF	840	1,520
Shelter	367	924
Western Park Cancer	196	757
Malvern Hills Foodbank	290	679
Sea Shepherd UK	324	625
Devon Air Ambulance Trust		70
Active Cheshire	60	127
NW Air Ambulance	353	361
Winstons Wish	21	53
Childrens Air Ambulance	154	160
City Harvest London	63	63
The Felix Project	63	63
AKT	64	71
DEC	212	369
Depaul UK	208	208
Wood Street Mission	308	308
St Anns Hospice	499	499
Parkinsons	11	13
The MND Association	37	62
Woodland Trust	94	115
Spinal Injuries Association	232	232
Young Lives v Cancer	101	101
Dogs4Rescue	16	16
The Lord Taverners	17	17
Y Kids	12	12
Coffee 4 Craig	10	10
Dragonfly Cancer	4	4
War' Wolves Foundation	3	3
Donations to Good Causes	8,937	13,856
Sales - Trees & Subscriptions	89,291	
Percentage to Good Causes	10%	

32 UK Charities received £8,937 for the year ending July 2023 which is double the number of charities and donations compared to the previous year. In total since launching in 2021, 33 charities have received £13,856.

These donations to good causes are made to make a social impact as per step three of Play It Green's climate solution. By running our business model we are helping put extra provision in the following support services: Mental health. Bereavement and end of life services. Hospitals. Wildlife and marine conservation. Homelessness. Foodbanks. LGBTQ+. International disasters. Active lifestyles, sport and community activities. Families in financial difficulty. Dogs and finally, dealing with life changing diagnosis such as Parkinsons, cancer, MND and spinal injuries.

Play It Green defines good causes for the 10% regifting as registered charities, sports organisations or educational establishments. To date, only registered charities have been selected by members.

Costs, Investment and Expected Growth

The remaining funds from the six-figure investment by Amaris Group Limited was used in the first quarter of this financial year. The new platform was launched in October 2022 with positive feedback and is the main legacy of the investment.

Whilst membership levels continued to grow, the investment into staff in the previous year did not result in sufficient additional sales whereby they could be maintained. From month two onwards Play It Green reverted back to the two co-founders as the only full-time staff.

Play It Green Ltd
Directors' Report (continued)
For The Year Ended 31 July 2023

Review of the Business - continued

The acquisition of new sales continued to come through the networking and meetings with Richard Dickson or Chris Thair. Optimising the platform so the website can self-generate new members without them having to meet the cofounders continues to be an issue. A new partner has been found at the end of year to resolve this issue and ensure continued growth. Converting a small percentage of the 2k+ new users who see the Play It Green website each month into members is a stated goal.

The costs to run the business fall in 4 main categories:

(i) The cost of the product listed as 'raw materials and consumables' totalled £38,475. This represents 43% of sales. The bulk of this, 70%, is the cost of trees, followed by good causes, sales commission payments and fees taken by the online payment platforms, Stripe and GoCardless.

(ii) Staffing costs totalled £33,989 or 38% of sales. A lower-than-expected figure, as Directors took no wages certain months to ensure investment into other areas.

(iii) Website platform, over £18,000 from the remaining capital from the sale of shares was used in this area and it remains a key asset of the business. The term 'amortisation' in the finances means depreciation on an intangible asset i.e. the website.

(iv) Other costs totalled £24,938. This included general expenses, meetings, software subscriptions, product development work, marketing and accounts etc. A quarter of this expenditure was used to help break Play It Green into the UK Holiday sector and acquire a major bookings partner. A venture that has yet to bear fruit and was a recognised gamble to try and enter new sectors.

No dividends were taken.

Going Concern

Play It Green remains a going concern. The net loss of £14,626 was expected this financial year as the remaining investment funds from the previous sale of shares was used in Q1. The remaining quarters Q2 – Q4 the business operated in a profitable position, albeit whilst minimising expenditure on wages to keep the business stable. The next financial year 2023-24 represents the third full year of trading and Directors expect Play It Green to produce its first posting of an annual profit.

The balance sheet remains positive, +£26,831, given the asset of the website and the cash in bank. The Directors loans from Chris Thair and Richard Dickson are not expected to be pulled back in the short term and cause cash flow issues.

The business continues to have a strong reputation, acts true to its values and has a growing customer base. Attrition rates are extremely low, customer satisfaction is very high which is reflected in online reviews all being five star and there is a clear plan for growth.

IMPACT REPORT

For the year ending 31st July 2023, Play It Green:

Helped reduce the carbon footprint of over 25,000 people, encouraging behavioural change through weekly tips, discounts and tools.

Ensured 219,167 new mangrove trees were planted and protected in Madagascar. These will absorb 16,175 Tonnes of CO2 over the next six-year period and more thereafter.

Donated £26,903 to an overseas not for profit organisation called Eden Reforestation Project for the planting of the trees. All donation receipts are published on our website and regular planting reports published. This growing, planting and protection of these trees provided 3291 workdays of employment to locals and supported 10 of the 17 United Nations Sustainable Development Goals.

Donated £8,937 to 32 UK registered charities for social causes.

Donated a total of £35,840, 40% of income, to charities and not for profit organisations.

Play It Green has no offices, vehicles, everyone works remotely, and use of public transport is encouraged at all times. Numerous actions are taken to ensure a minimal carbon footprint. For example, www.playitgreen.com is hosted with Green Geeks meaning the hosting leaves no carbon footprint and is a service that contributes positively to the environment.

Every Play It Green subscription supports 11 of the 17 United Nations Sustainable Development Goals (SDGs) through the provision of sustainability education, gifting to charities and the planting of trees in Madagascar with the Eden Reforestation Project.

Play It Green Ltd
Directors' Report (continued)
For The Year Ended 31 July 2023

Directors

The directors who held office during the year were as follows:

AMARIS GROUP LTD

C A THAIR

R I DICKSON

Statement of Directors' Responsibilities

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

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have 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 directors must not approve the financial statements unless they are 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 the 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 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 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Small Company Rules

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

On behalf of the board

C A THAIR

Director

27/02/2024

**Play It Green Ltd
Accountant's Report
For The Year Ended 31 July 2023**

Report to the directors on the preparation of the unaudited statutory accounts of Play It Green Ltd for the year ended 31 July 2023

To assist you to fulfil your duties under the Companies Act 2006, I have prepared for your approval the accounts of Play It Green Ltd which comprise the Profit and Loss Account, the Balance Sheet and the related notes, from the company's accounting records and from information and explanations you have given us.

As a practising member of the Association of Chartered Certified Accountants, we are subject to its ethical and other professional requirements which are detailed at
<http://www.accaglobal.com/en/member/professional-standards/rules-standards/acca-rulebook.html>.

This report is made to the directors of Play It Green Ltd, as a body, in accordance with the terms of our engagement letter dated 23 March 2022. Our work has been undertaken solely to prepare for your approval the accounts of Play It Green Ltd and state those matters that we have agreed to state to the directors of Play It Green Ltd, as a body, in this report in accordance with the Association of Chartered Certified Accountants as detailed at
http://www.accaglobal.com/content/dam/ACCA_Global/Technical/fact/technical-factsheet-163.pdf. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Play It Green Ltd and its directors as a body for our work or for this report.

It is your duty to ensure that Play It Green Ltd has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit or loss of Play It Green Ltd. You consider that Play It Green Ltd is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Play It Green Ltd. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Signed

27/02/2024

HS Accountancy
14 Longdon Drive
Sutton Coldfield
B74 4RF

Play It Green Ltd
Profit and Loss Account
For The Year Ended 31 July 2023

	2023	2022
	£	£
TURNOVER	89,391	44,386
Cost of raw materials and consumables	(38,475)	(13,771)
Staff costs	(33,989)	(89,166)
Depreciation and other amounts written off assets	(6,615)	(4,298)
Other charges	(24,938)	(15,369)
	<hr/>	<hr/>
NET LOSS	<u>(14,626)</u>	<u>(78,218)</u>

Play It Green Ltd
Balance Sheet
As At 31 July 2023

	2023	2022
	£	£
Fixed assets	38,801	26,765
Current assets	3,492	19,865
Prepayments and accrued income	851	2,066
Creditors: Amounts Falling Due Within One Year	(12,440)	(6,689)
NET CURRENT ASSETS (LIABILITIES)	(8,097)	15,242
TOTAL ASSETS LESS CURRENT LIABILITIES	30,704	42,007
Accruals and deferred income	(3,873)	(550)
NET ASSETS	26,831	41,457
CAPITAL AND RESERVES	26,831	41,457

Notes

1. General Information

Play It Green Ltd is a private company, limited by shares, incorporated in England & Wales, registered number 12736945 . The registered office is 4 Willow Road, Prestwich, Manchester, M25 3DZ.

2. Average Number of Employees

Average number of employees, including directors, during the year was: 3 (2022: 4)

For the year ending 31 July 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

These accounts have been prepared in accordance with the micro-entity provisions.

On behalf of the board

C A THAIR

Director

R I DICKSON

Director

27/02/2024

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.