

SEA LIFE Centre (Blackpool) Limited

Annual Report and financial statements

Registered number 02407713

52 weeks ended 28 December 2019

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Strategic Report

The Directors present their Strategic Report for the 52 weeks ended 28 December 2019.

Strategic management

The principal activity of the Company was to act as an agent in the operation of the SEA LIFE Centre, an aquarium in Blackpool.

Under an agency agreement, the Company acts as an agent for Merlin Entertainments (SEA LIFE) Limited for which it receives an agency fee. This agreement can be terminated at any point. If this was to occur the principal activity of the Company could no longer be supported. The intention is for the agreement to be terminated and accordingly the financial statements have not been prepared on a going concern basis.

Business performance

The Directors have determined that result before tax and the net assets or liabilities position are the most appropriate key performance indicators (KPI's) for an understanding of the development, performance and position of the Company. The results for the 52 weeks ended 28 December 2019 for the Company show a profit before tax of £68,000 (52 weeks ended 29 December 2018: £60,000). As at 28 December 2019, the Company had net assets of £1,528,000 (29 December 2018: £1,485,000). This is in line with expectations and the Directors are satisfied with the performance and position of the Company.

Business environment

Competition in the leisure and entertainments industry, together with the influence of the weather and socio-economic environment on visitor numbers, represents continuing risks for the Company. The principal risks are discussed within the Annual Report and accounts of Merlin Entertainments Limited and details of how to obtain these accounts can be found in note 1. Accordingly no specific risks and uncertainties are identified in these financial statements.

COVID-19

The COVID-19 coronavirus has surfaced in nearly all regions around the world, resulting in governments in affected areas taking unprecedented steps to impose a range of restrictions on both individuals and organisations. Hospitality and leisure businesses have been significantly impacted as a result of the combination of mandated closures, the capacity restrictions created by 'social distancing' and lower consumer demand in many markets. At the foundation of all business decisions that the Merlin Entertainments Group makes in response to the COVID-19 pandemic is the health, safety, and wellbeing of employees and visitors around the globe. As such, government advice has been followed and, in many cases, the Group has gone beyond those requirements to ensure a socially responsible response. Best practice enhanced hygiene and safety measures have been rolled out across the Group's operations. These measures have received positive feedback from customers, local authorities and health agencies. The Merlin Entertainments Group has also implemented a number of operating cost and cash control measures.

The impact of the COVID-19 outbreak is uncertain and its effect on people's ability or desire to travel and gather in public spaces (including within the attractions industry) will continue to impact the Group's financial condition and results of operations. We cannot predict when all attractions will be allowed to open. Moreover, social distancing and other policies to slow the further spread of the disease may impact the operation and consumer appeal of our attractions. Even once these policies are lifted, interest in visiting our attractions may remain weak for a significant length of time and we cannot predict if and when each of our attractions will return to pre-outbreak demand or ticket pricing.

Brexit

The Directors, as part of the wider Merlin Entertainments Group, continue to monitor the potential impact of Brexit to the Group and the Company. A number of exercises have been undertaken to identify hot spots, perform analysis of particular contractual arrangements that could be threatened or become more expensive, assess increasing costs of duty, and analyse alternative supply options and the volume and location of inventory holdings. If there is no agreement between the UK and the EU, the Directors believe that there could be both structural issues, for example the impact of leaving the EU tax and trade treaty umbrella and immigration restrictions, and transitory issues that would be shorter term impacts.

Business environment (continued)

Strategic Report

Business environment (*continued*)

The transitory issues would occur as a consequence of administrative, process or market changes, which will unwind over a number of months after exiting the EU. The principal areas where these issues may occur are delays in the movement or availability of goods and products that disrupt retail, food and beverage and ride operations, when either sourced directly or through third party providers in the supply chain. There are also a number of potential consequences of Brexit that are being considered as both a risk and an opportunity.

Directors' Report

The Directors present their Directors' Report and the audited financial statements for the 52 weeks ended 28 December 2019. Details of the Company's principal activity and future developments; its principal risks and uncertainties; and its KPIs can be found within the Strategic Report.

Dividends

The Directors do not recommend the payment of a dividend (2018: *£nil*).

Directors

The Directors who held office during the year and up until the date of the signing of these financial statements were as follows:

F Rose
M Jowett

During the year the Company maintained liability insurance for its Directors and officers.

Political donations

The Company made no political donations during the year (2018: *£nil*).

Post balance sheet events

The COVID-19 coronavirus has surfaced in nearly all regions around the world during 2020. Notwithstanding any assessment of the ongoing impact of the COVID-19 pandemic on future trading, the financial statements have not been prepared on a going concern basis. As noted in the Strategic Report, under an agency agreement, the Company acts as an agent for Merlin Entertainments (SEA LIFE) Limited for which it receives an agency fee. This agreement can be terminated at any point. If this was to occur the principal activity of the Company could no longer be supported.

Disclosure of information to auditor

The Directors who held office at the date of approval of this Directors' report confirm that, so far as they are each aware, there is no relevant audit information of which the Company's auditor is unaware; and each Director has taken all the steps that they ought to have taken as a Director to make themselves aware of any relevant audit information and to establish that the Company's auditor is aware of that information.

Independent auditors

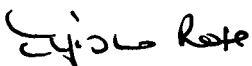
Pursuant to Section 487 of the Companies Act 2006, the auditor will be deemed to be reappointed and KPMG LLP will therefore continue in office.

Information presented in other sections

Details of the Company's principal activity and future developments; its principal risks and uncertainties; and its KPIs can be found within the Strategic Report. The going concern assessment can be found within note 1 of the financial statements.

The Strategic Report and the Directors' Report were both approved by the Board on 16 December 2020.

By order of the Board



F Rose
Director
Link House
25 West Street
Poole
Dorset
BH15 1LD

Statement of Directors' Responsibilities in respect of the Strategic Report, the Directors' Report and the financial statements

The Directors are responsible for preparing the Strategic Report, 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 they have elected to prepare the financial statements in accordance with UK accounting standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 101 'Reduced Disclosure Framework'.

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 these financial statements, the Directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- assess the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern; and
- use the going concern basis of accounting unless they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

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 responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the Company and to prevent and detect 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 UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



Independent Auditor's Report to the members of SEA LIFE Centre (Blackpool) Limited

Opinion

We have audited the financial statements of SEA LIFE Centre (Blackpool) Limited ("the company") for the year ended 31 December 2019 which comprise the profit and loss account, the statement of comprehensive income, the balance sheet, the statement of changes in equity, the statement of cash flows and notes to the financial statements, including the accounting policies in note 1.

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 28 December 2019 and of its profit for the year then ended;
- have been properly prepared in accordance with UK accounting standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland*; and
- 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 are described below. We have fulfilled our ethical responsibilities under, and are independent of the company in accordance with, UK ethical requirements including the FRC Ethical Standard. We believe that the audit evidence we have obtained is a sufficient and appropriate basis for our opinion.

Emphasis of matter – non-going concern basis of preparation

We draw attention to the disclosure made in note 1 to the financial statements which explains that the financial statements are now not prepared on the going concern basis for the reasons set out in that note. Our opinion is not modified in respect of this matter.

Strategic report and directors' report

The directors are responsible for the strategic report and the directors' report. Our opinion on the financial statements does not cover those reports and we do not express an audit opinion thereon.

Our responsibility is to read the strategic report and the directors' report and, in doing so, consider whether, based on our financial statements audit work, the information therein is materially misstated or inconsistent with the financial statements or our audit knowledge. Based solely on that work:

- we have not identified material misstatements in the strategic report and the directors' report;
- in our opinion the information given in those reports for the financial year is consistent with the financial statements; and
- in our opinion those reports have been prepared in accordance with the Companies Act 2006.

Matters on which we are required to report by exception

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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

We have nothing to report in these respects.



Independent Auditor's Report to the members of SEA LIFE Centre (Blackpool) Limited (continued)

Directors' responsibilities

As explained more fully in their statement set out on page 3, the directors are responsible for: the preparation of the financial statements and for being satisfied that they give a true and fair view; such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error; assessing the 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 they either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue our opinion in an auditor's report. Reasonable assurance is a high level of assurance, but does not 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 aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

A fuller description of our responsibilities is provided on the FRC's website at www.frc.org.uk/auditorsresponsibilities.

The purpose of our audit work and to whom we owe our responsibilities

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.

Caroline Griffiths (Senior Statutory Auditor)
for and on behalf of KPMG LLP, Statutory Auditor

Gateway House
Tollgate
Chandlers Ford
Eastleigh
Hampshire

Statement of comprehensive income

for the 52 weeks ended 28 December 2019 (2019: 52 weeks ended 29 December 2018)

	<i>Note</i>	2019 £000	2018 £000
Revenue	2	68	60
Profit before tax		68	60
Taxation	4	(25)	(21)
Profit for the year		43	39
Other comprehensive income for the year net of income tax		-	-
Total comprehensive income for the year		43	39

Statement of financial position

as at 28 December 2019 (2018: as at 29 December 2018)

	Note	2019 £000	2018 £000
Current assets			
Trade and other receivables	5	1,553	1,506
Total assets		1,553	1,506
Current liabilities			
Tax payable		(25)	(21)
Total liabilities		(25)	(21)
Net assets		1,528	1,485
Capital and reserves			
Share capital	6	-	-
Retained earnings		1,528	1,485
Total equity		1,528	1,485

These financial statements were approved by the Board of Directors on
and were signed on its behalf by:

16 December

2020

F Rose

F Rose
Director

Statement of changes in equity

for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018)

	Share capital £000	Retained earnings £000	Total equity £000
At 31 December 2017	-	1,446	1,446
Income for the year	-	39	39
At 29 December 2018	-	1,485	1,485
Income for the year	-	43	43
At 28 December 2019	-	1,528	1,528

Notes to the financial statements

for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018)

1 Accounting policies

Basis of preparation

These financial statements have been prepared for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018).

SEA LIFE Centre (Blackpool) Limited (the Company) is a company incorporated, registered and domiciled in the UK. It is a private company limited by shares. The address of its registered office is Link House, 25 West Street, Poole, Dorset BH15 1LD.

These financial statements were prepared in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' (FRS 101) as applied in a non-going concern context.

At the time of approving these financial statements the Company is still performing its principal activity but as the arrangements can be terminated at any point these financial statements are not prepared on a going concern basis. All assets are stated at their recoverable amounts. It has not been necessary to make any provision for operating losses.

In preparing these financial statements, the Company applies the recognition, measurement and disclosure requirements of International Financial Reporting Standards as adopted by the EU (Adopted IFRSs), but makes amendments where necessary in order to comply with Companies Act 2006 and has set out below where advantage of the FRS 101 disclosure exemptions has been taken.

In these financial statements, the Company has applied the exemptions available under FRS 101 in respect of the following disclosures:

- A Cash Flow Statement and related notes;
- Comparative period reconciliations for share capital, tangible fixed assets and intangible assets;
- Disclosures in respect of transactions with wholly owned Group companies;
- Disclosures in respect of capital management;
- The effects of new but not yet effective IFRSs; and
- Disclosures in respect of the compensation of Key Management Personnel.

The Company's ultimate parent undertaking, Motion JVco Limited, and an intermediate parent company, Merlin Entertainments Limited, includes the Company in their consolidated financial statements. The consolidated financial statements of Merlin Entertainments Limited are prepared in accordance with Adopted IFRSs. They are available to the public and can be obtained from Companies House, Crown Way, Cardiff CF14 3UZ.

As the consolidated financial statements of Merlin Entertainments Limited include the equivalent disclosures, the Company has also taken the exemptions under FRS 101 available in respect of the following disclosures:

- Certain disclosures required by IFRS 13 Fair Value Measurement and the disclosures required by IFRS 7 Financial Instrument Disclosures.

The accounting policies set out below have, unless otherwise stated, been applied consistently to all periods presented in these financial statements.

No new accounting standards, or amendments to accounting standards, or IFRIC interpretations that are effective for the year ended 28 December 2019 have had a material impact on the Company.

The preparation of financial statements requires management to exercise judgement in applying the Company's accounting policies. It also requires the use of estimates and assumptions that affect the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Notes to the financial statements (continued)
for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018)

1 Accounting policies (continued)

Going concern

At the time of approving these financial statements the Company is still performing its principal activity but as the arrangements can be terminated at any point these financial statements are not prepared on a going concern basis. All assets are stated at their recoverable amounts. It has not been necessary to make any provision for operating losses.

Revenue

Revenue represents intercompany agency fees received.

Trade and other receivables

Trade and other receivables are recognised and carried at the original invoice amount less a loss allowance calculated using the simplified expected credit loss (ECL) model approach. Trade receivables are written off when there is no reasonable expectation of recovery. Other receivables are stated at their amortised cost less any impairment losses. Estimated ECLs are calculated using both actual credit loss experience and forward looking projections.

Taxation

Tax on the profit or loss for the year comprises current and deferred tax. Tax is recognised in the income statement unless it relates to items recognised directly in equity, when it is recognised directly in equity, or when it relates to items recognised in other comprehensive income, when it is recognised through the statement of comprehensive income.

Current tax is the expected tax payable on the taxable income for the year, using tax rates substantively enacted at the end of the reporting period, and any adjustment to tax payable in respect of previous periods.

Deferred tax is provided on certain temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and taxation purposes respectively. The following temporary differences are not provided for: the initial recognition of goodwill; the initial recognition of assets or liabilities that affect neither accounting nor taxable profit other than in a business combination; and differences relating to investments in subsidiaries and joint ventures to the extent that they will probably not reverse in the foreseeable future. The amount of deferred tax provided is based on the expected manner of realisation or settlement of the carrying amount of assets and liabilities, using tax rates enacted or substantively enacted at the end of the reporting period.

After considering forecast future profits, deferred tax assets are recognised where it is probable that future taxable profits will be available against which those assets can be utilised.

2 Revenue

Revenue is wholly attributable to the principal activity of the Company and arises solely within the United Kingdom.

Notes to the financial statements

for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018)

3 Operating profit

Auditor's remuneration

	2019 £000	2018 £000
Audit of these financial statements	1	1

The auditor's remuneration is borne by a fellow Group company.

Fees payable to the Company's auditor for services other than the statutory audit of the Company are disclosed on a consolidated basis in the consolidated financial statements of the Company's ultimate parent.

No staff are employed by the Company apart from the Directors. The Directors received no remuneration from the Company during the period and are paid by other Group undertakings. The Directors did not receive remuneration for their services to the Company as the services provided to the Company are incidental to their wider role in the Group.

4 Taxation

Recognised in the income statement

	2019 £000	2018 £000
Current tax expense		
Current year	25	21
Total tax expense in income statement	25	21

Reconciliation of effective tax rate

	2019 %	2019 £000	2018 %	2018 £000
Profit before tax		68		60
Income tax using the domestic corporation tax rate	19.0%	13	20.7%	12
Imputed interest	17.8%	12	15.4%	9
Total tax expense in the income statement	36.8%	25	36.1%	21

The standard rate for UK corporation tax used in the 52 weeks ended 28 December 2019 was 19.0% (2018: 19.0%). A reduction in the UK corporation tax rate from 19% to 17% (effective from 1 April 2020) was substantively enacted on 6 September 2016. In the 11 March 2020 Budget it was announced that the UK tax rate will remain at the current 19% and not reduce to 17% from 1 April 2020. This will have a consequential effect on the Company's future tax charge.

5 Trade and other receivables

	Current 2019 £000	Current 2018 £000
Amounts owed from Group undertakings	1,528	1,506

Notes to the financial statements (continued)

for the 52 weeks ended 28 December 2019 (2018: 52 weeks ended 29 December 2018)

6 Share capital and reserves

Share capital

	2019 £000	2018 £000
Allotted, called up and fully paid		
100 ordinary shares of £1 each	-	-

The holders of ordinary shares are entitled to receive dividends as declared from time to time and are entitled to one vote per share at meetings of the Company.

7 Ultimate parent company

The ultimate parent Company is Motion JVco Limited, a Company incorporated in the United Kingdom, which prepares Group financial statements.

The immediate parent company is Merlin Entertainments (SEA LIFE) Limited, with a registered address of Link House, 25 West Street, Poole, Dorset BH15 1LD.