

Alastair Sawday Publishing Co. Ltd

Annual Report and Unaudited Financial Statements
for the Year Ended 31 December 2020
Pages for filing with Registrar

Alastair Sawday Publishing Co. Ltd

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Alastair Sawday Publishing Co. Ltd

Company Information

Directors	M Bevens T A Sawday T H Dixon G A R Sawday S E Flannigan J Amner
Registered office	Merchants House Wapping Road Bristol BS1 4RW
Registered number	02812527
Accountants	Corrigan Accountants Limited The Tramshed 25 Lower Park Row Bristol BS1 5BN

Alastair Sawday Publishing Co. Ltd
(Registration number: 02812527)
Balance Sheet as at 31 December 2020

	Note	2020 £	2019 £
Fixed assets			
Intangible assets	<u>5</u>	289,710	358,051
Tangible assets	<u>6</u>	31,637	29,792
Investments	<u>7</u>	15,466	15,466
		<u>336,813</u>	<u>403,309</u>
Current assets			
Stocks		23,467	54,673
Debtors	<u>8</u>	667,616	1,054,921
Cash at bank and in hand		3,844,365	1,815,418
		<u>4,535,448</u>	<u>2,925,012</u>
Creditors: Amounts falling due within one year	<u>9</u>	(4,167,629)	(3,041,276)
Net current assets/(liabilities)		<u>367,819</u>	<u>(116,264)</u>
Total assets less current liabilities		704,632	287,045
Creditors: Amounts falling due after more than one year	<u>9</u>	(433,333)	-
Provisions for liabilities		<u>(27,500)</u>	-
Net assets		<u>243,799</u>	<u>287,045</u>
Capital and reserves			
Called up share capital		15,475	15,475
Share premium reserve		49,625	49,625
Profit and loss account		<u>178,699</u>	<u>221,945</u>
Total equity		<u>243,799</u>	<u>287,045</u>

Alastair Sawday Publishing Co. Ltd
(Registration number: 02812527)
Balance Sheet as at 31 December 2020

For the financial year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have 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.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised for issue by the Board on 27 September 2021 and signed on its behalf by:

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M Bevens
Director

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

1 Statutory information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

Merchants House
Wapping Road
Bristol
BS1 4RW

2 Accounting policies

Summary of significant accounting policies

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention.

The financial statements are prepared in pounds sterling which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

Group accounts not prepared

The company has taken advantage of the exemption provided by Section 398 of the Companies Act 2006 to not produce consolidated accounts on the basis that the group is small.

Going concern

The directors have prepared the financial statements on a going concern basis, which assumes that the company will have sufficient financial resources in order to pay its liabilities as they fall due in the 12 month period from the date of approval of these financial statements.

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

2 Accounting policies (continued)

Revenue recognition

Revenue consists of the sale of books and digital marketing services.

Turnover comprises the fair value of the consideration received or receivable for the provision of goods and services in the ordinary course of the company's activities. Turnover is shown net of value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

and it is probable that future economic benefits will flow to the entity.

Foreign currency transactions and balances

Transactions in foreign currencies are initially recorded at the functional currency rate prevailing at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated into sterling at the rates prevailing on the reporting period date. Exchange gains and losses are taken to profit and loss and classified within Administrative expenses.

Tax

The tax expense or credit for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date.

Deferred tax

Deferred income tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the company. Deferred income tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

2 Accounting policies (continued)

Tangible fixed assets

Tangible fixed assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation. The cost of tangible fixed assets includes directly attributable incremental costs incurred in their acquisition and installation.

Depreciation is charged so as to write off the cost of assets evenly over their estimated useful lives, as follows:

Plant and machinery	30% on cost
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Intangible fixed assets

Goodwill arising on the acquisition of a business represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the business recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation. Goodwill is amortised over its useful life.

Development costs, being website, software and associated development costs, are shown at historical cost. Development costs have a finite useful life and are carried at cost less accumulated amortisation.

Amortisation is provided on intangible assets so as to write off the cost over their useful life as follows, once the asset has been brought into use:

Goodwill	4 years straight line
Development costs	3 - 8 years straight line

Research costs are written off to profit or loss in the year incurred.

Investments

Investments in subsidiaries are measured at cost less impairment. A subsidiary is an entity controlled by the company. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits.

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

2 Accounting policies (continued)

Trade debtors

Trade debtors are recognised initially at the transaction price. They are subsequently measured less any provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to sell. Cost is determined using the first-in, first-out (FIFO) method.

The cost of finished goods comprises merchandise and, where applicable, those costs that have been incurred in bringing the inventories to their present location and condition. At each reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to sell; the impairment loss is recognised immediately in profit or loss.

Trade creditors

Trade creditors are recognised at the transaction price.

Leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease. Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee.

Assets held under finance leases are recognised at the lower of their fair value at inception of the lease and the present value of the minimum lease payments. These assets are depreciated on a straight-line basis over the shorter of the useful life of the asset and the lease term. The corresponding liability to the lessor is included in the Balance Sheet as a finance lease obligation.

Lease payments are apportioned between finance costs in the profit and loss account and reduction of the lease obligation so as to achieve a constant periodic rate of interest on the remaining balance of the liability.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments.

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

2 Accounting policies (continued)

Dividends

Dividend distribution to the company's shareholders are recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Intermediate payment arrangements and the Sawdays Employee Ownership Trust

The group formed a new Trust in 2017, the Sawdays Employee Ownership Trust, in order to facilitate the acquisition of the majority of the company's shares by the employees of the group. Subsequent contributions by the company to the Trust, a shareholder, are treated as distributions from reserves.

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

The cost of any unused holiday entitlement is recognised in the period in which the employees' services are received.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 31 (2019 - 33).

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

4 Taxation

Deferred tax

Deferred tax assets and liabilities

	Liability £
2020	
Accelerated capital allowances	27,500
	<u><u> </u></u>

5 Intangible fixed assets

	Goodwill £	Development costs £	Internally generated software development costs £	Total £
Cost				
At 1 January 2020	8,000	711,940	-	719,940
Additions internally developed	-	89,446	8,492	97,938
At 31 December 2020	<u>8,000</u>	<u>801,386</u>	<u>8,492</u>	<u>817,878</u>
Amortisation				
At 1 January 2020	8,000	353,889	-	361,889
Amortisation charge	-	165,722	557	166,279
At 31 December 2020	<u>8,000</u>	<u>519,611</u>	<u>557</u>	<u>528,168</u>
Carrying amount				
At 31 December 2020	<u>-</u>	<u>281,775</u>	<u>7,935</u>	<u>289,710</u>
At 31 December 2019	<u>-</u>	<u>358,051</u>	<u>-</u>	<u>358,051</u>

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

6 Tangible fixed assets

	Plant and machinery £
Cost	
At 1 January 2020	404,838
Additions	9,295
At 31 December 2020	414,133
Depreciation	
At 1 January 2020	375,046
Charge for the year	7,450
At 31 December 2020	382,496
Carrying amount	
At 31 December 2020	31,637
At 31 December 2019	29,792

7 Investments

	2020 £	2019 £
Investments in subsidiaries	15,466	15,466

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

8 Debtors: amounts falling due within one year

	Note	2020 £	2019 £
Trade debtors		334,209	329,120
Amounts owed by group undertakings	<u>14</u>	6,474	20,918
Other debtors		172,236	612,182
Prepayments and accrued income		154,697	92,701
		<u>667,616</u>	<u>1,054,921</u>

9 Creditors

	Note	2020 £	2019 £
Finance lease liability	<u>10</u>	66,667	19,686
Trade creditors		90,228	52,558
Amounts owed to group undertakings	<u>14</u>	3,291,248	2,408,780
Corporation tax		-	26,085
Social security and other taxes		51,673	34,192
VAT		32,023	-
Other creditors		213,277	41
Accruals		422,513	499,934
		<u>4,167,629</u>	<u>3,041,276</u>
Due after one year			
Finance lease liability	<u>10</u>	433,333	-

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

10 Loans and borrowings

	2020 £	2019 £
Current loans and borrowings		
Bank borrowings	66,667	-
HP and finance lease liabilities	-	19,686
	<u>66,667</u>	<u>19,686</u>

	2020 £	2019 £
Non-current loans and borrowings		
Bank borrowings	<u>433,333</u>	<u>-</u>

11 Share capital

Allotted, called up and fully paid shares

	2020		2019	
	No.	£	No.	£
Ordinary of £1 each	15,475	15,475	15,475	15,475
	<u>15,475</u>	<u>15,475</u>	<u>15,475</u>	<u>15,475</u>

Alastair Sawday Publishing Co. Ltd

Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

12 Financial commitments, guarantees and contingencies

As part of the acquisition of the majority of the company's share capital by an Employee Ownership Trust in 2017, the vendors and the Trust agreed that the £500,000 balance of the consideration would be met out of the future profits of the company, with the Trust's annual £100,000 obligation to the vendors being funded by future distributions from the company. At year end £300,000 (2018 - £400,000) was owed to the vendors by the Trust.

13 Obligations under operating leases

Operating leases

The total of future minimum lease payments is as follows:

2020	2019
£	£
431,815	230,134

14 Related party transactions

Summary of transactions with all subsidiaries

During the year the company collected cash on behalf of its subsidiary, from trade debtors of the subsidiary. The amount held on behalf of the subsidiary and included within the balance of amounts owed to group undertakings as disclosed in Note 9 is £1,729,981 (2019 - £1,137,217).

Receivables from related parties at year end

2020	Parent £
Amounts receivable from related party	100
2019	Parent £
Amounts receivable from related party	100

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Notes to the Unaudited Financial Statements for the Year Ended 31 December 2020

14 Related party transactions (continued)

Expenditure with and payables to related parties

	Subsidiary £
2020	
Amounts payable to related party	3,291,248
	<hr/>
	Subsidiary £
2019	
Amounts payable to related party	2,408,780
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