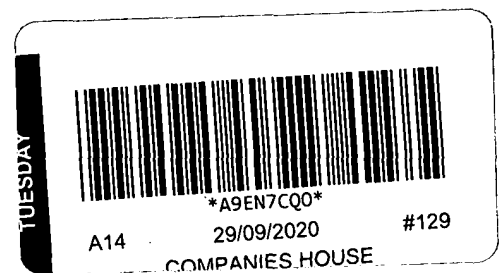


# Golley Slater Group Limited

Annual Report and Financial Statements

For the year ended 31 March 2020



# Golley Slater Group Limited

## Company Information

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<b>Directors</b>	T Jessen A Golley J Golley D Longden M Williams
<b>Secretary</b>	Acuity Secretaries Limited
<b>Company number</b>	00584047
<b>Registered office</b>	Wharton Place Wharton Street Cardiff CF10 1GS
<b>Auditor</b>	Moore Kingston Smith LLP Charlotte Building 17 Gresse Street London W1T 1QL
<b>Business address</b>	Wharton Place Wharton Street Cardiff CF10 1GS
<b>Bankers</b>	HSBC Bank Plc 56 Queen Street Cardiff CF10 2PX

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# Golley Slater Group Limited

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# Golley Slater Group Limited

## Strategic Report

For the year ended 31 March 2020

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The directors present the strategic report for the year ended 31 March 2020.

### Business review

The group and company provide a full range of solutions for marketing and sales related business challenges via a full mix of marketing services tailor made for each client. These disciplines include:

- Advertising
- Public Relations and Public Affairs
- Social
- Media
- Branding and Identity
- Direct, Digital, Telephony, Promotion and Relationship Marketing
- Data Management and Insights
- Marketing Automation
- Consumer, Retail and Shopper Marketing

### Principal risks and uncertainties

The company operates in a highly competitive market where there is an ongoing risk of losing clients to competitors. The company manages this risk by having in place comprehensive contracts with fixed terms and notice periods of three months or more wherever practical.

Credit risk with clients is addressed through credit checks and the risk of financial loss is mitigated through the group's credit insurance policy.

The directors have considered the potential impact of the coronavirus, and the various measures taken to contain it, on the operations of the group and company in the near future. The group does not have a high level of fixed costs and is engaged in a programme of cost deferral and reduction which will be proportionate to any anticipated drop off in revenues and cash inflows. The group has also taken advantage of Government assistance programmes where relevant.

### Key performance indicators

As shown in the consolidated profit and loss account on page 8, the gross profit has decreased by 3% over the prior year (2019 - increase 5%). The Group has continued to consolidate and focus on its key disciplines. Turnover decreased by £0.9m compared to 2019, with all disciplines showing improvement.

The company's key measurement of the effectiveness of its operations is the margin of operating profit (before amortisation of intangibles) against gross profit. As shown in the consolidated profit and loss account, operating profit margin has remained relatively unchanged, 12% in March 2019 to 11.8% in March 2020.

The consolidated balance sheet on page 10 shows an increase in net current assets of £0.5m at the year end to £15m. The business has good credit controls in place and negotiates terms with suppliers to enable it to maintain a cash positive working capital position. There is also a £0.5m (2019 - £0.5m) overdraft facility in place.

The directors have considered the use of the going concern basis in the preparation of the financial statements and have concluded that it was appropriate. More information is provided in note 1 of the financial statements.

There have been no significant events since the balance sheet date.

# Golley Slater Group Limited

## Strategic Report (Continued)

For the year ended 31 March 2020

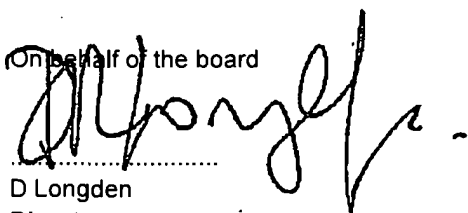
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### Other performance indicators

The directors are satisfied with the results for the financial period.

The Group continues to transform in line with social, behavioural and technological changes, whilst maintaining strength in 'traditional' media and marketing disciplines.

On behalf of the board

A handwritten signature in black ink, appearing to read 'D Longden', is written over a dotted line.

D Longden

**Director**

23 September 2020

# Golley Slater Group Limited

## Directors' Report

For the year ended 31 March 2020

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The directors present their annual report and financial statements for the year ended 31 March 2020.

### Principal activities

The principal activity of the group and company continued to be that of marketing services.

### Directors

The directors who held office during the year and up to the date of signature of the financial statements were as follows:

T Jessen  
A Golley  
J Golley  
D Longden  
M Williams

### Results and dividends

The results for the year are set out on page 8.

An interim dividend, to its parent company Golley Group Limited, of £100,000 was proposed and paid by the directors for the financial year (31 March 2019 - £100,000). No dividends payments were made during the year by the company or any Group company to individual investor shareholders.

### Future developments

The directors are satisfied with the results for the financial period.

The Group continues to transform in line with social, behavioural and technological changes, whilst maintaining strength in 'traditional' media and marketing disciplines.

### Auditor

The auditor, Moore Kingston Smith LLP, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

### Statement of directors' responsibilities

The directors are responsible for preparing the Annual 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 group and company, and of the profit or loss of the group 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 accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the group and company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the group's and company's transactions and disclose with reasonable accuracy at any time the financial position of the group and 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 group and company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# Golley Slater Group Limited

## Directors' Report (Continued)

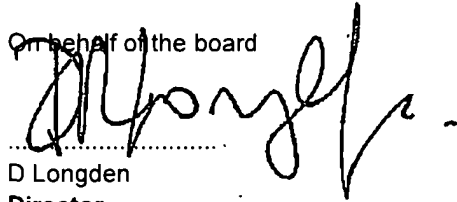
For the year ended 31 March 2020

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### Statement of disclosure to auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information of which the auditor of the company is unaware. Additionally, the directors individually have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the auditor of the company is aware of that information.

On behalf of the board



.....  
D Longden

**Director**

Date: 23 September 2020

# Golley Slater Group Limited

## Independent Auditor's Report

### To the Members of Golley Slater Group Limited

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#### Opinion

We have audited the financial statements of Golley Slater Group Limited (the 'parent company') and its subsidiaries (the 'group') for the year ended 31 March 2020 which comprise the Group Profit And Loss Account, the Group Statement of Comprehensive Income, the Group Balance Sheet, the Company Balance Sheet, the Group Statement of Changes in Equity, the Company Statement of Changes in Equity and notes to the financial statements, 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 financial statements:

- give a true and fair view of the state of the group's and the parent company's affairs as at 31 March 2020 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; 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 under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the 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

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's or the parent company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

#### Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the 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 financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the 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 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.



# Golley Slater Group Limited

## Independent Auditor's Report (Continued)

### To the Members of Golley Slater Group Limited

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

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

- the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Directors' Report have 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 Strategic Report and the Directors' Report.

We have nothing to report in respect of the following matters where 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 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.

#### **Responsibilities of directors**

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the 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 financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the 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 financial statements**

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 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 financial statements.

# Golley Slater Group Limited

## Independent Auditor's Report (Continued)

### To the Members of Golley Slater Group Limited

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As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the group's or the parent company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or the parent company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### 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.

*Moore Kingston Smith LLP*

Ian Graham (Senior Statutory Auditor)  
for and on behalf of Moore Kingston Smith LLP

25/09/2020  
.....

Chartered Accountants  
Statutory Auditor

# Golley Slater Group Limited

## Group Profit and Loss Account

For the year ended 31 March 2020

	Notes	2020 £	2019 £
<b>Turnover</b>	<b>3</b>	22,340,954	21,441,028
Cost of sales		(12,819,172)	(11,609,485)
<b>Gross profit</b>		<u>9,521,782</u>	<u>9,831,543</u>
Administrative expenses		(8,402,260)	(8,649,475)
Other operating income		-	200
<b>Operating profit before amortisation of goodwill</b>		<u>1,119,522</u>	<u>1,182,268</u>
Amortisation of goodwill		(3,607)	(3,607)
<b>Operating profit</b>	<b>4</b>	<u>1,115,915</u>	<u>1,178,661</u>
Interest receivable and similar income	<b>8</b>	14,886	10,804
Interest payable and similar expenses	<b>9</b>	(64,415)	(58,290)
Amounts written off investments		-	13,523
<b>Profit before taxation</b>		<u>1,066,386</u>	<u>1,144,698</u>
Tax on profit	<b>10</b>	(189,838)	(236,803)
<b>Profit for the financial year</b>		<u><u>876,548</u></u>	<u><u>907,895</u></u>

Profit for the financial year is all attributable to the owners of the parent company.

The Profit and Loss Account has been prepared on the basis that all operations are continuing operations.

# Golley Slater Group Limited

## Group Statement of Comprehensive Income For the year ended 31 March 2020

		<b>2020</b> <b>£</b>	<b>2019</b> <b>£</b>
<b>Profit for the year</b>		<b>876,548</b>	<b>907,895</b>
<b>Other comprehensive income</b>			
Actuarial loss on defined benefit pension schemes	21	(224,000)	(10,530)
Deferred tax on actuarial differences		42,560	-
<b>Other comprehensive income for the year</b>		<b>(181,440)</b>	<b>(10,530)</b>
<b>Total comprehensive income for the year</b>		<b>695,108</b>	<b>897,365</b>

Total comprehensive income for the year is all attributable to the owners of the parent company.

# Golley Slater Group Limited

## Group Balance Sheet

As at 31 March 2020

	Notes	2020 £	£	2019 £	£
<b>Fixed assets</b>					
Goodwill	12		54,097		57,704
Other intangible assets	12		-		118
Total intangible assets			54,097		57,822
Tangible assets	13		476,650		184,994
Investments	14		14,923		14,923
			545,670		257,739
<b>Current assets</b>					
Debtors falling due after more than one year	17	272,840		224,230	
Debtors falling due within one year	17	16,380,405		16,479,560	
Cash at bank and in hand		4,666,326		4,006,784	
		21,319,571		20,710,574	
<b>Creditors: amounts falling due within one year</b>	18	(6,319,818)		(6,183,398)	
<b>Net current assets</b>			14,999,753		14,527,176
<b>Total assets less current liabilities</b>			15,545,423		14,784,915
<b>Provisions for liabilities</b>	19		(336,400)		(288,000)
<b>Net assets excluding pension liability</b>			15,209,023		14,496,915
<b>Defined benefit pension liability</b>	21		(1,436,000)		(1,319,000)
<b>Net assets</b>			13,773,023		13,177,915
<b>Capital and reserves</b>					
Called up share capital	22		2,052,942		2,052,942
Share premium account			374,260		374,260
Capital redemption reserve			9,239		9,239
Other reserves			72,000		72,000
Profit and loss reserves			11,264,582		10,669,474
<b>Total equity</b>			13,773,023		13,177,915

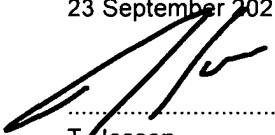
# Golley Slater Group Limited

## Group Balance Sheet (Continued)

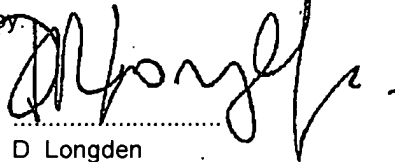
As at 31 March 2020

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The financial statements were approved by the board of directors and authorised for issue on 23 September 2020 and are signed on its behalf by:



T. Jessen  
Director



D. Longden  
Director

# Golley Slater Group Limited

## Company Balance Sheet

As at 31 March 2020

	Notes	2020 £	£	2019 £	£
<b>Fixed assets</b>					
Intangible assets	12	-		118	
Tangible assets	13	476,650		184,994	
Investments	14	31,214		31,214	
			507,864		216,326
<b>Current assets</b>					
Debtors falling due after more than one year	17	272,840		224,230	
Debtors falling due within one year	17	16,038,971		16,160,593	
Cash at bank and in hand		4,666,326		4,006,784	
			20,978,137		20,391,607
<b>Creditors: amounts falling due within one year</b>	18	(6,234,624)		(6,108,008)	
<b>Net current assets</b>			14,743,513		14,283,599
<b>Total assets less current liabilities</b>			15,251,377		14,499,925
<b>Provisions for liabilities</b>	19	(336,400)		(288,000)	
<b>Net assets excluding pension liability</b>			14,914,977		14,211,925
<b>Defined benefit pension liability</b>	21	(1,436,000)		(1,319,000)	
<b>Net assets</b>			13,478,977		12,892,925
<b>Capital and reserves</b>					
Called up share capital	22	2,052,942		2,052,942	
Share premium account		374,260		374,260	
Capital redemption reserve		9,239		9,239	
Profit and loss reserves		11,042,536		10,456,484	
<b>Total equity</b>			13,478,977		12,892,925

# Golley Slater Group Limited

## Company Balance Sheet (Continued)

As at 31 March 2020

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As permitted by s408 Companies Act 2006, the company has not presented its own profit and loss account and related notes. The company's profit for the year was £867,492 (2019 - £891,118 profit).

The financial statements were approved by the board of directors and authorised for issue on 23 September 2020 and are signed on its behalf by:



.....  
T. Jessen  
Director



.....  
D. Longden  
Director

Company Registration No. 00584047



# Golley Slater Group Limited

## Group Statement of Changes in Equity For the year ended 31 March 2020

	Notes	Share capital £	Share premium account £	Capital redemption reserve £	Other reserves £	Profit and loss reserves £	Total £
<b>Balance at 1 April 2018</b>		2,052,942	374,260	9,239	72,000	9,872,109	12,380,550
<b>Year ended 31 March 2019:</b>							
Profit for the year		-	-	-	-	907,895	907,895
Other comprehensive income:							
Actuarial gain on defined benefit plans		-	-	-	-	(10,530)	(10,530)
Total comprehensive income for the year		-	-	-	-	897,365	897,365
Dividends	11	-	-	-	-	(100,000)	(100,000)
<b>Balance at 31 March 2019</b>		2,052,942	374,260	9,239	72,000	10,669,474	13,177,915
<b>Year ended 31 March 2020:</b>							
Profit for the year		-	-	-	-	876,548	876,548
Other comprehensive income:							
Actuarial loss on defined benefit plans		-	-	-	-	(224,000)	(224,000)
Deferred tax on actuarial differences		-	-	-	-	42,560	42,560
Total comprehensive income for the year		-	-	-	-	695,108	695,108
Dividends	11	-	-	-	-	(100,000)	(100,000)
<b>Balance at 31 March 2020</b>		2,052,942	374,260	9,239	72,000	11,264,582	13,773,023

# Golley Slater Group Limited

## Company Statement of Changes in Equity

For the year ended 31 March 2020

	Notes	Share capital £	Share premium account £	Capital redemption reserve £	Profit and loss reserves £	Total £
<b>Balance at 1 April 2018</b>		2,052,942	374,260	9,239	9,675,896	12,112,337
<b>Year ended 31 March 2019:</b>						
Profit for the year		-	-	-	891,118	891,118
Other comprehensive income:						
Actuarial gains on defined benefit plans		-	-	-	(10,530)	(10,530)
Total comprehensive income for the year		-	-	-	880,588	880,588
Dividends	11	-	-	-	(100,000)	(100,000)
<b>Balance at 31 March 2019</b>		2,052,942	374,260	9,239	10,456,484	12,892,925
<b>Year ended 31 March 2020:</b>						
Profit for the year		-	-	-	867,492	867,492
Other comprehensive income:						
Actuarial gains on defined benefit plans		-	-	-	(224,000)	(224,000)
Deferred tax on actuarial differences		-	-	-	42,560	42,560
Total comprehensive income for the year		-	-	-	686,052	686,052
Dividends	11	-	-	-	(100,000)	(100,000)
<b>Balance at 31 March 2020</b>		2,052,942	374,260	9,239	11,042,536	13,478,977

# Golley Slater Group Limited

## Notes to the Financial Statements

For the year ended 31 March 2020

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### 1 Accounting policies

#### Company information

Golley Slater Group Limited ("the company") is a private limited company domiciled and incorporated in England and Wales. The registered office is Wharton Place, Wharton Street, Cardiff, CF10 1GS.

The group consists of Golley Slater Group Limited and all of its subsidiaries.

#### 1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

The company is a qualifying entity for the purposes of FRS 102, being a member of a group where the parent of that group prepares publicly available consolidated financial statements, including this company, which are intended to give a true and fair view of the assets, liabilities, financial position and profit or loss of the group. The company has therefore taken advantage of exemptions from the following disclosure requirements for parent company information presented within the consolidated financial statements:

- Section 4 'Statement of Financial Position' – Reconciliation of the opening and closing number of shares;
- Section 7 'Statement of Cash Flows' – Presentation of a statement of cash flow and related notes and disclosures;
- Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instrument Issues' – Carrying amounts, interest income/expense and net gains/losses for each category of financial instrument; basis of determining fair values; details of collateral, loan defaults or breaches, details of hedges, hedging fair value changes recognised in profit or loss and in other comprehensive income;
- Section 26 'Share based Payment' – Share-based payment expense charged to profit or loss, reconciliation of opening and closing number and weighted average exercise price of share options, how the fair value of options granted was measured, measurement and carrying amount of liabilities for cash-settled share-based payments, explanation of modifications to arrangements;
- Section 33 'Related Party Disclosures' – Compensation for key management personnel.

The company and group have taken advantage of the exemption available under FRS102 from preparing a cash flow statement, being a wholly-owned subsidiary of Golley Group Limited and included in its consolidated financial statements, which are publicly available.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 1 Accounting policies

(Continued)

#### 1.2 Basis of consolidation

In the parent company financial statements, the cost of a business combination is the fair value at the acquisition date of the assets given, equity instruments issued and liabilities incurred or assumed, plus costs directly attributable to the business combination. The excess of the cost of a business combination over the fair value of the identifiable assets, liabilities and contingent liabilities acquired is recognised as goodwill. The cost of the combination includes the estimated amount of contingent consideration that is probable and can be measured reliably, and is adjusted for changes in contingent consideration after the acquisition date. Provisional fair values recognised for business combinations in previous periods are adjusted retrospectively for final fair values determined in the 12 months following the acquisition date. Investments in subsidiaries, joint ventures and associates are accounted for at cost less impairment.

The consolidated financial statements incorporate those of Golley Slater Group Limited and all of its subsidiaries (ie entities that the group controls through its power to govern the financial and operating policies so as to obtain economic benefits). Subsidiaries acquired during the year are consolidated using the purchase method. Their results are incorporated from the date that control passes.

All financial statements are made up to 31 March 2020. Where necessary, adjustments are made to the financial statements of subsidiaries to bring the accounting policies used into line with those used by other members of the group.

All intra-group transactions, balances and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

#### 1.3 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

The group made a profit for the year of £876,548 and as at the balance sheet date had net assets of £13,773,023. Due to the global impact of the Coronavirus (COVID-19) pandemic, the group has assessed the risks and the potential impact on the business as a result of the pandemic and measures have been taken to mitigate such risks and their impact. The group remains profitable since the year end and has sufficient cash reserves. The group does not have a high level of fixed costs and is engaged in a programme of cost deferral and reduction which will be proportionate to any anticipated drop off in revenues and cash inflows. The group has also taken advantage of Government assistance programmes where relevant. As a result the directors are confident that they have the ability to respond effectively to continued uncertainty and as a result, the directors believe that the company will be able to continue to meet its liabilities as they fall due for a period of at least twelve months from the date of approval of the financial statements.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 1 Accounting policies

(Continued)

#### 1.4 Turnover

Group turnover consists of four main sources of revenue: advertising, marketing, digital, and public relations, which is recognised in the period in which the service is performed.

Advertising and marketing production revenue is recognised in the year in which the project is worked on. For projects which fall over the financial year end, income is recognised to reflect the partial completion of the contractual obligation in accordance with FRS102.

Media commissions are recognised in the month to which they relate, and media commissions are recognised as income when the related advertisement appears.

Revenue from fees and services to be performed subject to a specific agreement is recognised in the period that the service is performed in accordance with the terms of the contractual arrangement.

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

When cash inflows are deferred and represent a financing arrangement, the fair value of the consideration is the present value of the future receipts. The difference between the fair value of the consideration and the nominal amount received is recognised as interest income.

Revenue from contracts for the provision of professional services is recognised by reference to the stage of completion when the stage of completion, costs incurred and costs to complete can be estimated reliably. The stage of completion is calculated by comparing costs incurred, mainly in relation to contractual hourly staff rates and materials, as a proportion of total costs. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent of the expenses recognised that are recoverable.

#### 1.5 Intangible fixed assets - goodwill

Goodwill represents the excess of the cost of acquisition of a business over the fair value of net assets acquired. It is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is considered to have a finite useful life and is amortised on a systematic basis over its expected life, which is 20 years.

For the purposes of impairment testing, goodwill is allocated to the cash-generating units expected to benefit from the acquisition. Cash-generating units to which goodwill has been allocated are tested for impairment at least annually, or more frequently when there is an indication that the unit may be impaired. If the recoverable amount of the cash-generating unit is less than the carrying amount of the unit, the impairment loss is allocated first to reduce the carrying amount of any goodwill allocated to the unit and then to the other assets of the unit pro-rata on the basis of the carrying amount of each asset in the unit.

#### 1.6 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date if the fair value can be measured reliably.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computer software	33.33% straight line
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# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

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### 1 Accounting policies

(Continued)

#### 1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Leasehold property, fixtures and fittings	3-10 years straight line
Office equipment	10%-33.33% years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the profit and loss account.

#### 1.8 Fixed asset investments

Equity investments are measured at fair value through profit or loss, except for those equity investments that are not publicly traded and whose fair value cannot otherwise be measured reliably, which are recognised at cost less impairment until a reliable measure of fair value becomes available.

In the parent company financial statements, investments in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses.

A subsidiary is an entity controlled by the group. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

Entities in which the group has a long term interest and shares control under a contractual arrangement are classified as jointly controlled entities.

#### 1.9 Impairment of fixed assets

At each reporting period end date, the group reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

The carrying amount of the investments accounted for using the equity method is tested for impairment as a single asset. Any goodwill included in the carrying amount of the investment is not tested separately for impairment.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 1 Accounting policies

(Continued)

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

#### 1.10 Cash at bank and in hand

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.11 Financial instruments

The group has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the group's balance sheet when the group becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset and the net amounts presented in the financial statements when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Other financial assets**

Other financial assets, including investments in equity instruments which are not subsidiaries, associates or joint ventures, are initially measured at fair value, which is normally the transaction price. Such assets are subsequently carried at fair value and the changes in fair value are recognised in profit or loss, except that investments in equity instruments that are not publicly traded and whose fair values cannot be measured reliably are measured at cost less impairment.

##### **Impairment of financial assets**

Financial assets, other than those held at fair value through profit and loss, are assessed for indicators of impairment at each reporting end date.

Financial assets are impaired where there is objective evidence that, as a result of one or more events that occurred after the initial recognition of the financial asset, the estimated future cash flows have been affected. If an asset is impaired, the impairment loss is the difference between the carrying amount and the present value of the estimated cash flows discounted at the asset's original effective interest rate. The impairment loss is recognised in profit or loss.

If there is a decrease in the impairment loss arising from an event occurring after the impairment was recognised, the impairment is reversed. The reversal is such that the current carrying amount does not exceed what the carrying amount would have been, had the impairment not previously been recognised. The impairment reversal is recognised in profit or loss.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 1 Accounting policies

(Continued)

#### ***Derecognition of financial assets***

Financial assets are derecognised only when the contractual rights to the cash flows from the asset expire or are settled, or when the group transfers the financial asset and substantially all the risks and rewards of ownership to another entity, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party.

#### ***Classification of financial liabilities***

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the group after deducting all of its liabilities.

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### ***Other financial liabilities***

Derivatives, including interest rate swaps and forward foreign exchange contracts, are not basic financial instruments. Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently re-measured at their fair value. Changes in the fair value of derivatives are recognised in profit or loss in finance costs or finance income as appropriate, unless hedge accounting is applied and the hedge is a cash flow hedge.

Debt instruments that do not meet the conditions in FRS 102 paragraph 11.9 are subsequently measured at fair value through profit or loss. Debt instruments may be designated as being measured at fair value through profit or loss to eliminate or reduce an accounting mismatch or if the instruments are measured and their performance evaluated on a fair value basis in accordance with a documented risk management or investment strategy.

#### ***Derecognition of financial liabilities***

Financial liabilities are derecognised when the group's contractual obligations expire or are discharged or cancelled.

#### **1.12 Equity instruments**

Equity instruments issued by the group are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the group.

#### **1.13 Taxation**

The tax expense represents the sum of the tax currently payable and deferred tax.



# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 1 Accounting policies

(Continued)

#### **Current tax**

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The group's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

#### **Deferred tax**

Deferred tax liabilities are generally recognised for all timing differences and 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. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset if, and only if, there is a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

#### **1.14 Provisions**

Provisions are recognised when the group has a legal or constructive present obligation as a result of a past event, it is probable that the group will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation. Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value, the unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

#### **1.15 Employee benefits**

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

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

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

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### 1 Accounting policies

(Continued)

#### 1.16 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

The group operates a defined benefit pension scheme for its employees, providing benefits based on final pensionable pay. Membership to the scheme is closed to new members and in 2016 the scheme was closed to future accrual of benefits. The defined benefit scheme is contributory and contributions are assessed in accordance with the advice of a qualified actuary. The groups contributions to the defined benefit scheme are charged to the profit and loss account so as to spread the cost of pension provisions over the employees' working lives with the group.

The cost of providing benefits under defined benefit plans is determined separately for each plan using the projected unit credit method, and is based on actuarial advice.

Prior to the scheme closing to future accrual in 2016, the change in the net defined benefit liability arising from employee service during the year is recognised as an employee cost. The cost of plan introductions, benefit changes, settlements and curtailments are recognised as an expense in measuring profit or loss in the period in which they arise.

The net interest element is determined by multiplying the net defined benefit liability by the discount rate, taking into account any changes in the net defined benefit liability during the period as a result of contribution and benefit payments. The net interest is recognised in profit or loss as other finance revenue or cost.

Remeasurement changes comprise actuarial gains and losses, the effect of the asset ceiling and the return on the net defined benefit liability excluding amounts included in net interest. These are recognised immediately in other comprehensive income in the period in which they occur and are not reclassified to profit and loss in subsequent periods.

The net defined benefit pension asset or liability in the balance sheet comprises the total for each plan of the present value of the defined benefit obligation (using a discount rate based on high quality corporate bonds), less the fair value of plan assets out of which the obligations are to be settled directly. Fair value is based on market price information, and in the case of quoted securities is the published bid price. The value of a net pension benefit asset is limited to the amount that may be recovered either through reduced contributions or agreed refunds from the scheme.

#### 1.17 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

#### 1.18 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

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### 2 Judgements and key sources of estimation uncertainty

In the application of the group's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

#### **Critical judgements**

The following judgements (apart from those involving estimates) have had the most significant effect on amounts recognised in the financial statements.

#### **Deferred tax assets**

Deferred tax assets are recognised for unused tax losses to the extent that it is probable that taxable profit will be available against which the losses can be utilised. Significant management judgement is required to determine the amount of deferred tax assets that can be recognised, based upon the likely timing and level of future taxable profits together with future tax planning strategies. See note 16 for the carrying amount and further details.

#### **Defined benefit pension scheme**

The company has an obligation to pay pension benefits to certain employees. The cost of these benefits and the present value of the obligation depend on a number of factors including; life expectancy, salary increases, asset valuations and the discount rate on corporate bonds. Management estimates these factors in determining the net pension obligation in the balance sheet. The assumptions reflect historical experience and current trends. See note 21 for the disclosures relating to the defined benefit pension scheme.

#### **Revenue recognition**

Turnover is in respect of the provision for services including fees, rechargeable expenses and sales of materials performed subject to specific contract. Where recorded turnover exceeds amounts invoiced to clients, the excess is classified as accrued income. Where amounts invoiced to clients exceeds turnover, the excess is classified as deferred income.

Income is taken on fee income in the period to which it relates. Income is recognised in the period in which each project is worked on. For projects which fall over the accounting year end, income is recognised to reflect the partial performance of the contract obligations.

Income is recognised by apportioning the fees billed or billable to the time period for which those fees were earned by relationship to the percentage of completeness of the project to which they relate.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 2 Judgements and key sources of estimation uncertainty

(Continued)

#### Key sources of estimation uncertainty

The estimates and assumptions which have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities are as follows.

#### Dilapidations provisions

Provisions have been made for property dilapidations. These provisions are estimates and the actual costs and timing of future cash flows are dependent on future events. The difference between expectations and the actual future liability will be accounted for in the period when such determination is made.

### 3 Turnover and other revenue

	2020 £	2019 £
<b>Turnover analysed by class of business</b>		
Marketing services	22,340,954	21,441,028
	<u>          </u>	<u>          </u>
	2020 £	2019 £
<b>Other significant revenue</b>		
Interest income	14,886	10,804
	<u>          </u>	<u>          </u>
	2020 £	2019 £
<b>Turnover analysed by geographical market</b>		
United Kingdom	22,340,954	21,441,028
	<u>          </u>	<u>          </u>
<b>4 Operating profit</b>	2020 £	2019 £
Operating profit for the year is stated after charging/(crediting):		
Exchange losses/(gains)	4,132	(1,767)
Depreciation of owned tangible fixed assets	142,599	86,805
Amortisation of intangible assets	118	1,433
Amortisation of goodwill	3,607	3,607
Operating lease charges	179,748	187,818
	<u>          </u>	<u>          </u>

Exchange differences recognised in profit or loss during the year, except for those arising on financial instruments measured at fair value through profit or loss, amounted to a loss of £4,132 (2019 - gain of £1,767).

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 5 Auditor's remuneration

	2020 £	2019 £
Fees payable to the company's auditor and associates:		
<b>For audit services</b>		
Audit of the financial statements of the group and company	34,700	35,000
<b>For other services</b>		
Taxation compliance services	4,750	4,450

### 6 Employees

The average monthly number of persons (including directors) employed by the group and company during the year was:

	Group 2020 Number	2019 Number	Company 2020 Number	2019 Number
Production	48	46	47	45
Sales and account handling	84	83	70	70
Administration	23	22	21	21
	155	151	138	136

Their aggregate remuneration comprised:

	Group 2020 £	2019 £	Company 2020 £	2019 £
Wages and salaries	5,885,600	5,912,604	5,421,705	5,520,707
Social security costs	567,158	569,786	525,225	536,474
Pension costs	174,334	125,302	164,841	120,326
	6,627,092	6,607,692	6,111,771	6,177,507

### 7 Directors' remuneration

	2020 £	2019 £
Remuneration for qualifying services	639,434	616,319
Company pension contributions to defined contribution schemes	25,817	37,200
	665,251	653,519

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 7 Directors' remuneration

(Continued)

Remuneration disclosed above includes the following amounts paid to the highest paid director:

	2020 £	2019 £
Remuneration for qualifying services	262,629	264,124
Company pension contributions to defined contribution schemes	5,400	3,200

Remuneration to key management personnel was deemed to be solely that of remuneration paid to the directors of the group.

### 8 Interest receivable and similar income

	2020 £	2019 £
<b>Interest income</b>		
Interest on bank deposits	14,886	10,804

### 9 Interest payable and similar expenses

	2020 £	2019 £
Interest on the net defined benefit liability	30,000	34,000
Bank charges	34,415	24,290
<b>Total finance costs</b>	<b>64,415</b>	<b>58,290</b>

### 10 Taxation

	2020 £	2019 £
<b>Current tax</b>		
UK corporation tax on profits for the current period	141,738	189,654
Adjustments in respect of prior periods	1,677	3,245
<b>Total current tax</b>	<b>143,415</b>	<b>192,899</b>
<b>Deferred tax</b>		
Origination and reversal of timing differences	46,423	17,524
Other adjustments	-	26,380
<b>Total deferred tax</b>	<b>46,423</b>	<b>43,904</b>
<b>Total tax charge for the year</b>	<b>189,838</b>	<b>236,803</b>

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 10 Taxation

(Continued)

The actual charge for the year can be reconciled to the expected charge based on the profit or loss and the standard rate of tax as follows:

	2020 £	2019 £
Profit before taxation	1,066,386	1,144,698
<i>Expected tax charge based on the standard rate of corporation tax in the UK of 19.00% (2019: 19.00%)</i>	202,613	217,493
Tax effect of expenses that are not deductible in determining taxable profit	10,853	12,853
Adjustments in respect of prior years	-	3,245
Group relief	(7,558)	(7,652)
Permanent capital allowances in excess of depreciation	(44,525)	(18,752)
Amortisation on assets not qualifying for tax allowances	685	685
Other permanent differences	46,423	17,524
Under/(over) provided in prior years	1,677	-
Adjustments in relation to provisions	(20,330)	(14,973)
Pension contributions adjustment	-	26,380
Taxation charge for the year	189,838	236,803

In addition to the amount charged to the profit and loss account, the following amounts relating to tax have been recognised directly in other comprehensive income:

	2020 £	2019 £
Deferred tax arising on:		
Actuarial differences recognised as other comprehensive income	(42,560)	-

### 11 Dividends

	2020 £	2019 £
Interim paid	100,000	100,000

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 12 Intangible fixed assets

Group	Goodwill £	Negative goodwill £	Computer software £	Total £
<b>Cost</b>				
At 1 April 2019 and 31 March 2020	5,439,920	(17,969)	352,989	5,774,940
<b>Amortisation and impairment</b>				
At 1 April 2019	5,382,216	(17,969)	352,871	5,717,118
Amortisation charged for the year	3,607	-	118	3,725
At 31 March 2020	5,385,823	(17,969)	352,989	5,720,843
<b>Carrying amount</b>				
At 31 March 2020	54,097	-	-	54,097
At 31 March 2019	57,704	-	118	57,822
<b>Company</b>				
	Goodwill £	Computer software £	Total £	
<b>Cost</b>				
At 1 April 2019 and 31 March 2020	710,364	352,989	1,063,353	
<b>Amortisation and impairment</b>				
At 1 April 2019	710,364	352,871	1,063,235	
Amortisation charged for the year	-	118	118	
At 31 March 2020	710,364	352,989	1,063,353	
<b>Carrying amount</b>				
At 31 March 2020	-	-	-	
At 31 March 2019	-	118	118	



# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 13 Tangible fixed assets

Group	Leasehold property, fixtures and fittings £	Office equipment £	Total £
<b>Cost</b>			
At 1 April 2019	359,066	1,263,412	1,622,478
Additions	315,517	118,738	434,255
Disposals	-	(34,794)	(34,794)
At 31 March 2020	674,583	1,347,356	2,021,939
<b>Depreciation and impairment</b>			
At 1 April 2019	350,902	1,086,582	1,437,484
Depreciation charged in the year	38,050	104,549	142,599
Eliminated in respect of disposals	-	(34,794)	(34,794)
At 31 March 2020	388,952	1,156,337	1,545,289
<b>Carrying amount</b>			
At 31 March 2020	285,631	191,019	476,650
At 31 March 2019	8,164	176,830	184,994
<b>Company</b>	<b>Leasehold property, fixtures and fittings £</b>	<b>Office equipment £</b>	<b>Total £</b>
<b>Cost</b>			
At 1 April 2019	359,066	1,263,412	1,622,478
Additions	315,517	118,738	434,255
Disposals	-	(34,794)	(34,794)
At 31 March 2020	674,583	1,347,356	2,021,939
<b>Depreciation and impairment</b>			
At 1 April 2019	350,902	1,086,582	1,437,484
Depreciation charged in the year	38,050	104,549	142,599
Eliminated in respect of disposals	-	(34,794)	(34,794)
At 31 March 2020	388,952	1,156,337	1,545,289
<b>Carrying amount</b>			
At 31 March 2020	285,631	191,019	476,650
At 31 March 2019	8,164	176,830	184,994

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 13 Tangible fixed assets

(Continued)

The net carrying value of tangible fixed assets held under finance leases or hire purchase contracts amounted to £nil(2019 - £nil). The depreciation charge in respect of such assets amounted to £nil (2019 - £nil) for the year.

### 14 Fixed asset investments

	Notes	Group 2020 £	2019 £	Company 2020 £	2019 £
Investments in subsidiaries	15	-	-	16,291	16,291
Unlisted investments		14,923	14,923	14,923	14,923
		<u>14,923</u>	<u>14,923</u>	<u>31,214</u>	<u>31,214</u>

#### Movements in fixed asset investments Group

Investments  
other than  
loans  
£

#### Cost or valuation

At 1 April 2019 and 31 March 2020

14,923

#### Carrying amount

At 31 March 2020

14,923

At 31 March 2019

14,923

#### Movements in fixed asset investments Company

	Shares in group undertakings £	Other investments other than loans £	Total £
Cost or valuation			
At 1 April 2019 and 31 March 2020	<u>16,291</u>	<u>14,923</u>	<u>31,214</u>
Carrying amount			
At 31 March 2020	<u>16,291</u>	<u>14,923</u>	<u>31,214</u>
At 31 March 2019	<u>16,291</u>	<u>14,923</u>	<u>31,214</u>

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 15 Subsidiaries

Details of the company's subsidiaries at 31 March 2020 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
Golley Slater Media Limited	Wharton Place, Wharton Street, Cardiff, CF10 1GS, UK	Media & Recruitment Advertising	Ordinary	100.00	-
Golley Slater London Limited	Wharton Place, Wharton Street, Cardiff, CF10 1GS, UK	Non trading	Ordinary	100.00	-
Margaret Street Communications Limited*	Wharton Place, Wharton Street, Cardiff, CF10 1GS, UK	Dormant	Ordinary	100.00	-
Voices For Change Limited*	Wharton Place, Wharton Street, Cardiff, CF10 1GS, UK	Dormant	Ordinary	100.00	-

\* dormant subsidiaries.

### 16 Financial instruments

	Group 2020 £	2019 £	Company 2020 £	2019 £
<b>Carrying amount of financial assets</b>				
Debt instruments measured at amortised cost	16,118,306	16,363,129	15,776,872	15,744,162
Instruments measured at fair value through profit or loss	14,923	14,923	31,214	31,214
<b>Carrying amount of financial liabilities</b>				
Measured at amortised cost	4,023,862	4,553,730	4,023,862	4,553,730

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 17 Debtors

	Group 2020 £	2019 £	Company 2020 £	2019 £
<b>Amounts falling due within one year:</b>				
Trade debtors	3,057,467	3,322,516	3,057,467	3,322,516
Amounts due from group undertakings	12,923,572	12,934,046	12,582,138	12,615,079
Other debtors	399,366	224,975	399,366	224,975
	<u>16,380,405</u>	<u>16,481,537</u>	<u>16,038,971</u>	<u>16,162,570</u>
Deferred tax asset (note 20)	-	(1,977)	-	(1,977)
	<u>16,380,405</u>	<u>16,479,560</u>	<u>16,038,971</u>	<u>16,160,593</u>
<b>Amounts falling due after more than one year:</b>				
Deferred tax asset (note 20)	<u>272,840</u>	<u>224,230</u>	<u>272,840</u>	<u>224,230</u>
<b>Total debtors</b>	<u>16,653,245</u>	<u>16,703,790</u>	<u>16,311,811</u>	<u>16,384,823</u>

### 18 Creditors: amounts falling due within one year

	Group 2020 £	2019 £	Company 2020 £	2019 £
Trade creditors	2,777,444	2,965,988	2,777,444	2,965,988
Corporation tax payable	141,738	189,654	56,544	114,264
Other taxation and social security	845,962	840,132	845,962	840,132
Other creditors	47,598	52,469	47,598	52,469
Accruals and deferred income	2,507,076	2,135,155	2,507,076	2,135,155
	<u>6,319,818</u>	<u>6,183,398</u>	<u>6,234,624</u>	<u>6,108,008</u>

### 19 Provisions for liabilities

	Notes	Group 2020 £	2019 £	Company 2020 £	2019 £
Dilapidation provisions		288,000	288,000	288,000	288,000
Deferred tax liabilities	20	48,400	-	48,400	-
		<u>336,400</u>	<u>288,000</u>	<u>336,400</u>	<u>288,000</u>

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 19 Provisions for liabilities

(Continued)

Movements on provisions apart from deferred tax liabilities:

	Dilapidations £
<b>Group</b>	
At 1 April 2019 and 31 March 2020	288,000
	<u>288,000</u>
<b>Company</b>	
At 1 April 2019 and 31 March 2020	288,000
	<u>288,000</u>

### 20 Deferred taxation

The following are the major deferred tax liabilities and assets recognised by the group and company, and movements thereon:

	Liabilities 2020 £	Liabilities 2019 £	Assets 2020 £	Assets 2019 £
<b>Group</b>				
Accelerated capital allowances	48,400	-	-	(1,977)
Retirement benefit obligations	-	-	272,840	224,230
	<u>48,400</u>	<u>-</u>	<u>272,840</u>	<u>222,253</u>
	<u>48,400</u>	<u>-</u>	<u>272,840</u>	<u>222,253</u>
<b>Company</b>				
Accelerated capital allowances	48,400	-	-	(1,977)
Retirement benefit obligations	-	-	272,840	224,230
	<u>48,400</u>	<u>-</u>	<u>272,840</u>	<u>222,253</u>
	<u>48,400</u>	<u>-</u>	<u>272,840</u>	<u>222,253</u>

### 21 Retirement benefit schemes

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the group in an independently administered fund.

The charge to the profit and loss in respect of defined contribution schemes £174,334 (2019 - £125,302).

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 21 Retirement benefit schemes

(Continued)

#### Defined benefit schemes

The group operates a defined benefit pension scheme with assets held in a separately administered fund. The scheme provides retirement benefits on the basis of members' final salary. The plan is administered by an independent trustee, who is responsible for ensuring that the plan is sufficiently funded to meet current and future obligations. The group has agreed a funding plan with the trustee, whereby ordinary contributions are made into the scheme based on a percentage of active employees' salary. Additional contributions are agreed with the trustee to reduce the funding deficit where necessary.

The scheme closed to the future accrual of benefits on 2 December 2016, and from this date active member benefits lost the link to final pensionable salary and became linked to deferred revaluation instead.

The most recent full actuarial valuation of the defined benefit scheme was at 1 December 2017 and this was updated to March 2020. The present value of the defined benefit obligation, the related current service cost and past service cost were measured using the projected unit credit method.

	2020	2019
	%	%
<b>Key assumptions</b>		
Discount rate	2.30	2.40
Expected rate of salary increases	0.00	0.00
Rate of increase in pension payments:		
LPI maximum 5%	2.40	3.00
LPI maximum 2.5%	1.90	2.20
Inflation assumption	2.40	3.10
	=====	=====
<b>Mortality assumptions</b>	2020	2019
Assumed life expectations on retirement at age 60:	Years	Years
Retiring today		
- Males	25.9	26.3
- Females	28.0	28.4
	=====	=====
Retiring in 20 years		
- Males	27.1	27.5
- Females	29.2	29.5
	=====	=====

#### Significant demographic assumptions

The mortality assumption at 31 March 2020 is based on an experience investigation prior to the previous funding valuation. The current assumption uses 95% of mortality rates included in the standard tables known as S2PxA. Allowance for future longevity improvements is made in line with the CMI 2018 (2019 - CMI2017) projections with a long term improvement rate of 1%.

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 21 Retirement benefit schemes

(Continued)

	2020 £	2019 £
<b>Amounts recognised in the profit and loss account</b>		
Net interest on defined benefit liability/(asset)	30,000	34,000
	<u>          </u>	<u>          </u>
	2020 £	2019 £
<b>Amounts taken to other comprehensive income</b>		
Actual return on scheme assets	(516,000)	220,000
Less: calculated interest element	(114,000)	(134,000)
	<u>          </u>	<u>          </u>
Actuarial changes on plan assets	(630,000)	86,000
Actuarial changes related to obligations:	406,000	(96,530)
of which due to experience	-	25,000
of which due to demographic assumptions	178,000	53,000
of which due to financial assumptions	228,000	(174,530)
	<u>          </u>	<u>          </u>
Total costs/(income)	(224,000)	(10,530)
	<u>          </u>	<u>          </u>

The amounts included in the balance sheet arising from the company's obligations in respect of defined benefit plans are as follows:

	Group 2020 £	2019 £	Company 2020 £	2019 £
Present value of defined benefit obligations	5,653,000	6,116,000	5,653,000	6,116,000
Fair value of plan assets	(4,217,000)	(4,797,000)	(4,217,000)	(4,797,000)
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
Deficit in scheme	1,436,000	1,319,000	1,436,000	1,319,000
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

	Group 2020 £	Company 2020 £
<b>Movements in the present value of defined benefit obligations</b>		
Liabilities at 1 April 2019	6,116,000	6,116,000
Benefits paid	(201,000)	(201,000)
Actuarial gains and losses	(406,000)	(406,000)
Interest cost	144,000	144,000
	<u>          </u>	<u>          </u>
At 31 March 2020	5,653,000	5,653,000
	<u>          </u>	<u>          </u>

# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 21 Retirement benefit schemes

(Continued)

	Group 2020 £	Company 2020 £
<b>Movements in the fair value of plan assets</b>		
Fair value of assets at 1 April 2019	4,797,000	4,797,000
Interest income	114,000	114,000
Return on plan assets (excluding amounts included in net interest)	(630,000)	(630,000)
Benefits paid	(201,000)	(201,000)
Contributions by the employer	137,000	137,000
At 31 March 2020	<u>4,217,000</u>	<u>4,217,000</u>

#### Fair value of plan assets at the reporting period end

	Group 2020 £	2019 £	Company 2020 £	2019 £
Invested assets	4,158,000	4,726,000	4,158,000	4,726,000
Annuity policies	59,000	71,000	59,000	71,000
	<u>4,217,000</u>	<u>4,797,000</u>	<u>4,217,000</u>	<u>4,797,000</u>

### 22 Share capital

	Group and company 2020 £	2019 £
<b>Ordinary share capital</b>		
<b>Issued and fully paid</b>		
2,052,942 Ordinary shares of £1 each	<u>2,052,942</u>	<u>2,052,942</u>

### 23 Financial commitments, guarantees and contingent liabilities

The company is party to a cross guarantee structure with the Group's bankers by means of a fixed and floating charge over all the assets of the Group companies in favour of HSBC Plc. The net borrowings related to this guarantee amount to £nil (2019 - £nil).



# Golley Slater Group Limited

## Notes to the Financial Statements (Continued)

For the year ended 31 March 2020

### 24 Operating lease commitments

#### Lessee

At the reporting end date the group had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	<b>Group 2020 £</b>	<b>2019 £</b>	<b>Company 2020 £</b>	<b>2019 £</b>
Within one year	212,907	213,752	212,907	213,752
Between two and five years	436,029	646,024	436,029	646,024
	<u>648,936</u>	<u>859,776</u>	<u>648,936</u>	<u>859,776</u>

### 25 Related party transactions

The company and group has taken advantage of the exemption from disclosing relates party transactions with companies under the same control in accordance with FRS102, Section 33 'Related Parties'.

### 26 Controlling party

The ultimate parent and controlling party is Golley Group Limited a company registered in England and Wales. Golley Group Limited is both the largest and smallest group into which Golley Slater Group Limited is consolidated. Copies of the financial statements of Golley Group Limited are available from Companies House, Crown Way, Maindy, Cardiff CF14 3UZ.

The ultimate controlling party is A Golley, by virtue of his majority shareholding in Golley Group Limited.