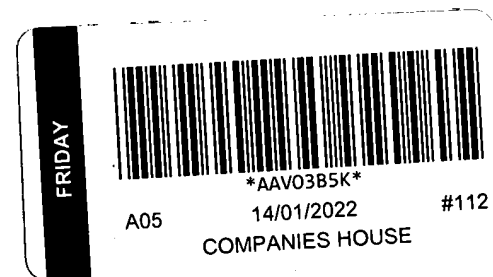


Bloom Media (UK) Limited
Financial statements
For the year ended 31 March 2021



Company no 05695068

Company information

Company registration number:	05695068
Registered office:	Albert Works 71 Sidney Street SHEFFIELD S1 4RG
Directors:	A Fryatt
Bankers:	Barclays Bank plc 1 Princes Street IPSWICH IP1 1PB
Auditor:	Grant Thornton UK LLP Statutory Auditor Chartered Accountants 1 Holly Street SHEFFIELD S1 2GT

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Report of the Directors

The directors present their report and the financial statements of Bloom Media (UK) Limited for the year ended 31 March 2021.

Principal activity

The Company did not trade during the period.

On 31 March 2020, the assets and liabilities of Bloom Media (UK) Limited were transferred to Scope Creative Marketing Limited at book value, satisfied via intercompany balances.

Results and dividends

There was a loss for the period after taxation amounting to £nil (2020: loss of £32,000).

The company has paid dividends during the period amounting to £nil (2020: £748,000).

Directors

The directors who served the Company during the period are as follows:

M Sprot (resigned 16 June 2020)
A Fryatt (appointed 11 May 2020)

Statement of directors' responsibilities

The directors are responsible for preparing the Report of the directors, and the financial statements in accordance with applicable laws 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 laws, including FRS 101 "Reduced Disclosure Framework"). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs and profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Report of the Directors

The directors confirm that:

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

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

Post balance sheet events

At the date of signing there were no post balance sheet events to report.

ON BEHALF OF THE BOARD

A handwritten signature in black ink, appearing to read 'A Fryatt', written in a cursive style.

A Fryatt
Director
13 January 2022

Profit and loss account

	Note	2021 £'000	2020 £'000
Turnover	1	-	1,492
Cost of sales		-	(609)
Gross profit		-	883
Administrative expenses		-	(1,025)
Operating (loss)/profit	2	-	(142)
Net interest		-	-
(Loss)/profit on ordinary activities before taxation		-	(142)
Tax on profit on ordinary activities	4	-	110
(Loss)/profit for the financial year		-	(32)

All of the activities of the company are classed as continuing.

The accompanying accounting policies and notes form an integral part of these financial statements.

Balance sheet

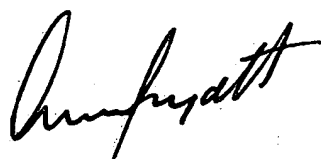
	Note	£'000	2021 £'000	£'000	2020 £'000
Fixed assets					
Intangible fixed assets			-		-
Tangible assets			-		-
			<u>-</u>		<u>-</u>
Current assets					
Debtors	5	298		298	
Cash at bank and in hand		-		-	
		<u>298</u>		<u>298</u>	
Creditors: amounts falling due within one year	6		(88)	(88)	
Net current assets			<u>210</u>		<u>210</u>
Total assets less current liabilities and net assets			<u>210</u>		<u>210</u>
Capital and reserves					
Called up share capital	7	1		1	
Share premium account	8	117		117	
Capital redemption reserve	8	-		-	
Profit and loss account	8	<u>92</u>		<u>92</u>	
Shareholders' funds			<u>210</u>		<u>210</u>

For the year ended 31 March 2021 the company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies.

Director's 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 of the Companies Act 2006.
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Signed on behalf of the board of directors:



A Fryatt
 Director

Company number: 05695068

Statement of changes in equity

	Called-up share capital £'000	Share premium account £'000	Capital redemption reserve £'000	Profit and loss account £'000	Total £'000
At 31 March 2019	1	117	-	574	692
Profit for the financial period	-	-	-	(32)	(32)
Dividends paid	-	-	-	(450)	(450)
Share based payment charge	-	-	-	-	-
At 31 March 2020	<u>1</u>	<u>117</u>	<u>-</u>	<u>92</u>	<u>210</u>
At 31 March 2020	1	117	-	92	210
Loss for the financial period	-	-	-	-	-
Dividends paid	-	-	-	-	-
Transfer to group company	-	-	-	-	-
Share based payment charge	-	-	-	-	-
At 31 March 2021	<u>1</u>	<u>117</u>	<u>-</u>	<u>92</u>	<u>210</u>

The accompanying accounting policies and notes form an integral part of these financial statements.

Notes to the financial statements

1 Accounting policies

1.1 Statement of compliance

These financial statements have been prepared in accordance with applicable accounting standards and in accordance with Financial Reporting Standard 101 – 'The Reduced Disclosure Framework' (FRS 101). The principal accounting policies adopted in the preparation of these financial statements are set out below. These policies have all been applied consistently throughout the year unless otherwise stated.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements have been prepared on a historical cost basis except for the revaluation of certain financial instruments.

The financial statements are presented in Sterling (£'000).

Bloom Media (UK) Limited is incorporated in England and Wales. The registered office is Albert Works, 71 Sidney Street, Sheffield, S1 4RG. The company is principally engaged in media representation services.

1.2 Going concern

In determining the appropriate basis of preparation of the financial statements, the Directors are required to consider whether the Company and Group can continue in operational existence for the foreseeable future.

1.3 Parent Company

The Company is a wholly owned subsidiary of Jaywing plc which prepares publicly available consolidated financial statements in accordance with IFRS. This Company is included in the consolidated financial statements of Jaywing plc for the year ended 31 March 2021. These accounts are available from Albert Works, 71 Sidney Street, Sheffield, S1 4RG.

1.4 Disclosure exemptions adopted

In preparing these financial statements the Company has taken advantage of all disclosure exemptions conferred by FRS 101. Therefore these financial statements do not include:

- 1 A statement of cash flows and related notes
- 2 The requirement to produce a balance sheet at the beginning of the earliest comparative period
- 3 The requirements of LAS 24 related party disclosures to disclose related party transactions entered in to between two or more members of the group as they are wholly owned within the group
- 4 Presentation of comparative reconciliations for property, plant and equipment, intangible assets, investment properties and agriculture
- 5 Capital management disclosures
- 6 Presentation of comparative reconciliation of the number of shares outstanding at the beginning and at the end of the period
- 7 The effect of future accounting standards not adopted
- 8 Certain share based payment disclosures
- 9 Disclosures in relation to impairment of assets
- 10 Disclosures in respect of financial instruments (other than disclosures required as a result of recording financial instruments at fair value)
11. IFRS 9 disclosures in respect of allowances for expected credit losses reconciliations and credit risk and hedge accounting
12. IFRS 15 disclosures in respect of disaggregation of revenue, contract assets reconciliations and contract liabilities reconciliation and unsatisfied performance obligations

1.5 Revenue – other revenue streams

Interest receivable

Interest receivable is reported on an accrual basis using the effective interest method.

1.6 Operating expenses

Operating expenses are recognised in profit or loss upon utilisation of the service or as incurred.

Notes to the financial statements

2 Operating profit

Operating profit is stated after charging:

	2021 £'000	2020 £'000
Depreciation of owned tangible assets	-	13
Operating lease charges – other assets	-	2

Audit fees are borne by the parent company, Jaywing plc.

3 Staff costs

The average number of staff employed by the company during the financial period amounted to:

	2021 Number	2020 Number
Account Management and Production	-	13
Management and administration	-	3
	<u>-</u>	<u>16</u>

Employee costs, including Directors, during the year:

	2021 £'000	2020 £'000
Wages and salaries	-	679
Social security costs	-	58
Other pension costs	-	44
Share based payments charge	-	-
	<u>-</u>	<u>781</u>

None of the Directors during the year were paid by Bloom Media (UK) Limited.

Notes to the financial statements

4 Tax on profit on ordinary activities

(a) The tax charge is based on the profit for the period and represents:

	2021 £'000	2020 £'000
Current tax		
UK corporation tax	-	(26)
Adjustment in respect of previous periods	-	(80)
Total current tax	-	(106)
Deferred Tax		
Origination and reversal of timing differences	-	1
Adjustments in respect of rate differences	-	(5)
	-	(110)

(b) Factors affecting current tax charge

The tax assessed on the loss on ordinary activities for the period is equal to the standard rate of corporation tax in the UK of 19% (2020: 19%)

	2021 £'000	2020 £'000
(Loss) / profit on ordinary activities before taxation	-	(142)
(Loss) / profit on ordinary activities by rate of tax	-	(27)
Amortisation	-	-
Other timing differences	-	(4)
Expenses not deductible for tax purposes	-	1
Adjustments to tax change in respect of previous periods	-	(80)
Total tax (note 4(a))	-	(110)

5 Debtors

	2021 £'000	2020 £'000
Amounts due within one year		
Amounts owed by group undertakings	298	298
	298	298

6 Creditors: amounts falling due within one year

	2021 £'000	2020 £'000
Amounts owed to group companies	88	88
	88	88

7 Share capital

	2021		2020	
	No	£	No	£
Allotted, called up and fully paid shares				
'A' Ordinary shares of £1 each	200	200	200	200
'B' Ordinary shares of £1 each	200	200	200	200
'C' Ordinary shares of £1 each	57	57	57	57
'D' Ordinary shares of £1 each	541	541	541	541
'E' Ordinary shares of £1 each	76	76	76	76
	<u>1,074</u>	<u>1,074</u>	<u>1,074</u>	<u>1,074</u>

The 'A', 'B', 'C', 'D', 'E' Ordinary shares of £1 each rank pari passu in all respects, save that the 'E' Ordinary shares are non-voting and the company may declare dividends at variable rates on the different classes of shares.

8 Reserves

Called-up share capital – represents the nominal value of shares that have been issued.

Share premium account- includes any premiums received on issue of share capital. Any transaction costs associated with the issuing of shares are deducted from share premium.

Profit and loss account – includes all current and prior period retained profits and losses.

9 Controlling party

The ultimate parent undertaking and controlling related party of this Company is its parent company, Jaywing plc, by virtue of its 100% shareholding in the Company.

The largest and smallest group of undertakings for which group accounts have been drawn up is that headed by Jaywing plc. Copies of the group accounts can be obtained at Albert Works, 71 Sidney Street, Sheffield, South Yorkshire, S1 4RG.

10 Post balance sheet events

At the date of signing there were no post balance sheet events to report.

11 Retirement benefits

Defined Contribution Schemes

The Company previously operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £nil (2020: £43,474) with the financial year end pension creditor being £nil (2020: £3,265)