

REGISTERED NUMBER: 09054188 (England and Wales)

Strategic Report, Report of the Directors and
Financial Statements for the Year Ended 31 December 2020
for
The W1 London Limited

The W1 London Limited (Registered number: 09054188)

Contents of the Financial Statements
for the Year Ended 31 December 2020

	Page
Company Information	1
Strategic Report	2
Report of the Directors	3
Report of the Independent Auditors	4
Statement of Comprehensive Income	7
Balance Sheet	8
Statement of Changes in Equity	9
Cash Flow Statement	10
Notes to the Cash Flow Statement	11
Notes to the Financial Statements	12

The W1 London Limited

Company Information
for the Year Ended 31 December 2020

DIRECTORS:	N J Edwards Sir P J Wood A J Bulmer
REGISTERED OFFICE:	SPW One P O Box 671 Epsom KT17 9PE
REGISTERED NUMBER:	09054188 (England and Wales)
AUDITORS:	McLay McAlister & McGibbon LLP Chartered Accountants and Statutory Auditors 145 St Vincent Street Glasgow G2 5JF

The W1 London Limited (Registered number: 09054188)

Strategic Report
for the Year Ended 31 December 2020

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

REVIEW OF BUSINESS

Turnover for 2020 was £26,039,124 compared to £23,214,798 in the previous year.

At the year end net assets were £2,821,008 compared to £1,085,069 in the previous financial year.

MONITORING

The directors continue to monitor the key risks facing the company and assess the controls for managing these risks.

ON BEHALF OF THE BOARD:

A J Bulmer - Director

8 December 2021

The W1 London Limited (Registered number: 09054188)

Report of the Directors
for the Year Ended 31 December 2020

The directors present their report with the financial statements of the company for the year ended 31 December 2020.

DIVIDENDS

No dividends will be distributed for the year ended 31 December 2020.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 January 2020 to the date of this report.

N J Edwards
Sir P J Wood
A J Bulmer

STATEMENT OF DIRECTORS' RESPONSIBILITIES

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

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing 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 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

ON BEHALF OF THE BOARD:

A J Bulmer - Director

8 December 2021

Report of the Independent Auditors to the Members of
The W1 London Limited

Opinion

We have audited the financial statements of The W1 London Limited (the 'company') for the year ended 31 December 2020 which comprise the Statement of Comprehensive Income, Balance Sheet, Statement of Changes in Equity, Cash Flow Statement and Notes to the Cash Flow Statement, 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 Financial Reporting Standard 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 company's affairs as at 31 December 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 Auditors' 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

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The directors are responsible for the other information. The other information comprises the information in the Strategic Report and the Report of the Directors, but does not include the financial statements and our Report of the Auditors 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 this gives rise to a material misstatement in the financial statements themselves. 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.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Strategic Report and the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Strategic Report and the Report of the Directors have been prepared in accordance with applicable legal requirements.

Report of the Independent Auditors to the Members of
The W1 London Limited

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Strategic Report or the Report of the Directors.

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, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of directors

As explained more fully in the Statement of Directors' Responsibilities set out on page three, 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 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 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 company or to cease operations, or have no realistic alternative but to do so.

Auditors' 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 a Report of the Auditors 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.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, we considered the following:

- the nature of the industry and sector, control environment and business performance;
- results of our enquiries of management about their own identification and assessment of the risks and irregularities;
- any matters we identified having reviewed the company's internal controls established to mitigate risks of fraud or non-compliance with laws and regulations;
- the matters discussed among the audit engagement team regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.

We obtained an understanding of the legal and regulatory framework that the company operates in. The key laws and regulations we considered included the UK Companies Act and tax legislation. We assessed the extent of compliance with these laws and regulations as part of our procedures on the related financial statement items. In addition we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate. Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the directors, inspection of regulatory and legal correspondence, if any, and review of minutes of meetings. These limited procedures did not identify actual or suspected non-compliance.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Auditors.

Report of the Independent Auditors to the Members of
The W1 London Limited

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 a Report of the Auditors 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.

Fiona Russell (Senior Statutory Auditor)
for and on behalf of McLay McAlister & McGibbon LLP
Chartered Accountants and Statutory Auditors
145 St Vincent Street
Glasgow
G2 5JF

10 December 2021

The W1 London Limited (Registered number: 09054188)

Statement of Comprehensive Income
for the Year Ended 31 December 2020

	Notes	31.12.20 £	31.12.19 £
TURNOVER		26,039,124	23,214,798
Cost of sales		<u>(23,121,226)</u>	<u>(20,646,170)</u>
GROSS PROFIT		2,917,898	2,568,628
Administrative expenses		<u>(848,115)</u>	<u>(481,716)</u>
OPERATING PROFIT		2,069,783	2,086,912
Interest receivable and similar income		<u>2,352</u>	<u>8,698</u>
		2,072,135	2,095,610
Interest payable and similar expenses	4	<u>71,000</u>	<u>(803,615)</u>
PROFIT BEFORE TAXATION		2,143,135	1,291,995
Tax on profit	5	<u>(407,196)</u>	<u>(245,479)</u>
PROFIT FOR THE FINANCIAL YEAR		1,735,939	1,046,516
OTHER COMPREHENSIVE INCOME		<u>-</u>	<u>-</u>
TOTAL COMPREHENSIVE INCOME		1,735,939	1,046,516
FOR THE YEAR		<u><u>1,735,939</u></u>	<u><u>1,046,516</u></u>

The notes form part of these financial statements

The W1 London Limited (Registered number: 09054188)

Balance Sheet
31 December 2020

	Notes	31.12.20 £	31.12.19 £
FIXED ASSETS			
Investments	6	1	1
CURRENT ASSETS			
Stocks	7	31,254,846	52,268,196
Debtors	8	31,542,664	22,539,543
Cash at bank		<u>1,120,577</u>	<u>3,509,561</u>
		63,918,087	78,317,300
CREDITORS			
Amounts falling due within one year	9	<u>(597,080)</u>	<u>(16,732,232)</u>
NET CURRENT ASSETS			
		<u>63,321,007</u>	<u>61,585,068</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		63,321,008	61,585,069
CREDITORS			
Amounts falling due after more than one year	10	(60,500,000)	(60,500,000)
NET ASSETS			
		<u>2,821,008</u>	<u>1,085,069</u>
CAPITAL AND RESERVES			
Called up share capital	13	1	1
Retained earnings	14	<u>2,821,007</u>	<u>1,085,068</u>
SHAREHOLDERS' FUNDS			
		<u>2,821,008</u>	<u>1,085,069</u>

The financial statements were approved by the Board of Directors and authorised for issue on 8 December 2021 and were signed on its behalf by:

A J Bulmer - Director

The notes form part of these financial statements

The W1 London Limited (Registered number: 09054188)

Statement of Changes in Equity
for the Year Ended 31 December 2020

	Called up share capital £	Retained earnings £	Total equity £
Balance at 1 January 2019	1	38,552	38,553
Changes in equity			
Total comprehensive income	-	1,046,516	1,046,516
Balance at 31 December 2019	<u>1</u>	<u>1,085,068</u>	<u>1,085,069</u>
Changes in equity			
Total comprehensive income	-	1,735,939	1,735,939
Balance at 31 December 2020	<u>1</u>	<u>2,821,007</u>	<u>2,821,008</u>

The notes form part of these financial statements

The W1 London Limited (Registered number: 09054188)

Cash Flow Statement
for the Year Ended 31 December 2020

	Notes	31.12.20 £	31.12.19 £
Cash flows from operating activities			
Cash generated from operations	1	4,308,068	23,797,456
Interest paid		71,000	(803,615)
Tax paid		(225,004)	-
Net cash from operating activities		<u>4,154,064</u>	<u>22,993,841</u>
Cash flows from investing activities			
Interest received		<u>2,352</u>	<u>8,698</u>
Net cash from investing activities		<u>2,352</u>	<u>8,698</u>
Cash flows from financing activities			
Loan repayments in year		<u>(6,545,400)</u>	<u>(23,454,600)</u>
Net cash from financing activities		<u>(6,545,400)</u>	<u>(23,454,600)</u>
Decrease in cash and cash equivalents		<u>(2,388,984)</u>	<u>(452,061)</u>
Cash and cash equivalents at beginning of year	2	3,509,561	3,961,622
Cash and cash equivalents at end of year	2	<u>1,120,577</u>	<u>3,509,561</u>

The notes form part of these financial statements

The W1 London Limited (Registered number: 09054188)

Notes to the Cash Flow Statement
for the Year Ended 31 December 2020

1. **RECONCILIATION OF PROFIT BEFORE TAXATION TO CASH GENERATED FROM OPERATIONS**

	31.12.20	31.12.19
	£	£
Profit before taxation	2,143,135	1,291,995
Finance costs	(71,000)	803,615
Finance income	(2,352)	(8,698)
	<u>2,069,783</u>	<u>2,086,912</u>
Decrease in stocks	21,013,350	7,822,887
(Increase)/decrease in trade and other debtors	(9,003,121)	12,396,498
(Decrease)/increase in trade and other creditors	<u>(9,771,944)</u>	<u>1,491,159</u>
Cash generated from operations	<u><u>4,308,068</u></u>	<u><u>23,797,456</u></u>

2. **CASH AND CASH EQUIVALENTS**

The amounts disclosed on the Cash Flow Statement in respect of cash and cash equivalents are in respect of these Balance Sheet amounts:

Year ended 31 December 2020

	31.12.20	1.1.20
	£	£
Cash and cash equivalents	<u>1,120,577</u>	<u>3,509,561</u>

Year ended 31 December 2019

	31.12.19	1.1.19
	£	£
Cash and cash equivalents	<u>3,509,561</u>	<u>3,961,622</u>

3. **ANALYSIS OF CHANGES IN NET (DEBT)/FUNDS**

	At 1.1.20	Cash flow	At 31.12.20
	£	£	£
Net cash			
Cash at bank	<u>3,509,561</u>	<u>(2,388,984)</u>	<u>1,120,577</u>
	<u>3,509,561</u>	<u>(2,388,984)</u>	<u>1,120,577</u>
Debt			
Debts falling due within 1 year	<u>(6,545,400)</u>	<u>6,545,400</u>	-
	<u>(6,545,400)</u>	<u>6,545,400</u>	-
Total	<u><u>(3,035,839)</u></u>	<u><u>4,156,416</u></u>	<u><u>1,120,577</u></u>

The notes form part of these financial statements

The W1 London Limited (Registered number: 09054188)

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

1. **STATUTORY INFORMATION**

The W1 London Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Due to the current economic climate arising from Covid-19 the Directors recognise that there are certain matters that might influence the business that are out with the company's control. The Directors are therefore monitoring the Covid-19 situation and managing its effect on the business on a continuous basis.

In determining the appropriate basis of preparation of the financial statements the directors' are required to consider whether the company can continue in operational existence for the next 12 months at a minimum and with the continuing support of the shareholders, the directors are confident they have appropriate funding to completion of the project.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Investments in subsidiaries

Investments in subsidiary undertakings are recognised at cost.

Stocks and work in progress

Stocks are valued at the lower of cost and net realisable value. They are reviewed for potential impairment and where necessary provision is made for any impairment arising. Cost comprises direct cost of land, materials, interest and those overheads that have been incurred in bringing stock to its present condition. Net realisable value represents the estimated selling price less all estimated costs of completion and costs to be incurred in marketing and selling.

Financial instruments

Debtors

Trade and other debtors are recognised at the settlement amount due with appropriate allowances for irrecoverable amounts when there is objective evidence the asset is impaired.

Cash and cash equivalents

Cash and cash equivalents in the balance sheet comprise cash at bank.

Creditors

Trade and other creditors are recognised where the company has a present obligation resulting from a past event and are recognised at the settlement amount due after allowing for any trade discounts due.

Revenue recognition

Turnover in respect of long term contracts is assessed in accordance with the stage of completion of the contract. Where the outcome of the contract can be assessed with reasonable certainty before its conclusion, the attributable profit is recognised in the profit and loss account.

3. **EMPLOYEES AND DIRECTORS**

There were no staff costs for the year ended 31 December 2020 nor for the year ended 31

The W1 London Limited (Registered number: 09054188)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

3. **EMPLOYEES AND DIRECTORS - continued**

The average number of employees during the year was NIL (2019 - NIL).

	31.12.20	31.12.19
	£	£
Directors' remuneration	<u>-</u>	<u>-</u>

4. **INTEREST PAYABLE AND SIMILAR EXPENSES**

	31.12.20	31.12.19
	£	£
Bank interest	<u>(71,000)</u>	<u>803,615</u>

5. **TAXATION**

Analysis of the tax charge

The tax charge on the profit for the year was as follows:

	31.12.20	31.12.19
	£	£
Current tax:		
UK corporation tax	<u>407,196</u>	<u>245,479</u>
Tax on profit	<u>407,196</u>	<u>245,479</u>

6. **FIXED ASSET INVESTMENTS**

	Shares in group undertakings £
COST	
At 1 January 2020 and 31 December 2020	<u>1</u>
NET BOOK VALUE	
At 31 December 2020	<u>1</u>
At 31 December 2019	<u>1</u>

The company's investments at the Balance Sheet date in the share capital of companies include the following:

35 MHS Management Company Limited

Registered office:

Nature of business: Non Profit Making

	%		31.12.20	31.12.19
	holding		£	£
Class of shares:	100.00			
Ordinary				
Aggregate capital and reserves			<u>1</u>	<u>1</u>

The W1 London Limited (Registered number: 09054188)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

7. **STOCKS**

	31.12.20	31.12.19
	£	£
Stocks	<u>31,254,846</u>	<u>52,268,196</u>

8. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.20	31.12.19
	£	£
Other debtors	31,427,994	22,510,305
VAT	75,552	29,238
Prepayments and accrued income	39,118	-
	<u>31,542,664</u>	<u>22,539,543</u>

9. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.20	31.12.19
	£	£
Bank loans and overdrafts (see note 11)	-	6,545,400
Trade creditors	29,883	8,565,018
Tax	407,196	225,004
Other creditors	1	1
Accrued expenses	160,000	1,396,809
	<u>597,080</u>	<u>16,732,232</u>

10. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	31.12.20	31.12.19
	£	£
Director's loan account	<u>60,500,000</u>	<u>60,500,000</u>

11. **LOANS**

An analysis of the maturity of loans is given below:

	31.12.20	31.12.19
	£	£
Amounts falling due within one year or on demand:		
Bank loans	<u>-</u>	<u>6,545,400</u>

12. **SECURED DEBTS**

The following secured debts are included within creditors:

	31.12.20	31.12.19
	£	£
Bank loans	<u>-</u>	<u>6,545,400</u>

The director's loan is secured over 35 Marylebone High Street and 22 Beaumont Mews and a floating charge over the company's assets.

The bank loans were previously secured over these assets, however these debts were repaid during the year.

The W1 London Limited (Registered number: 09054188)

Notes to the Financial Statements - continued
for the Year Ended 31 December 2020

13. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.12.20 £	31.12.19 £
1	Ordinary shares	£1	<u>1</u>	<u>1</u>

14. RESERVES

	Retained earnings £
At 1 January 2020	1,085,068
Profit for the year	<u>1,735,939</u>
At 31 December 2020	<u>2,821,007</u>

15. ULTIMATE CONTROLLING PARTY

The controlling party is Sir P J Wood.

