# 3142746

#### A.S H S LIMITED

Report of the Directors and

**Consolidated Financial Statements** 

For The Year Ended 31st December 2009

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### A.S.H.S LIMITED (REGISTERED NUMBER: 3142746)

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#### A S.H S LIMITED

## Company Information For The Year Ended 31st December 2009

DIRECTORS.

Mrs A Hindmarch Miss L J M Ephson Mr H J Seymour Mr D Orteu

Mrs S E A Westerman Miss C H Southworth Mr S P Kearsey

SECRETARY.

Mr M W Hindmarch

**REGISTERED OFFICE:** 

The Stable Block Plough Brewery

Battersea London SW8 3JX

REGISTERED NUMBER:

3142746

**BANKERS:** 

HSBC Plc 48 High Street Rayleigh Essex SS6 7JH

#### A.S H.S LIMITED (REGISTERED NUMBER: 3142746)

## Report of the Directors For The Year Ended 31st December 2009

The directors present their report with the financial statements of the company and the group for the year ended 31st December 2009

#### PRINCIPAL ACTIVITY

The principal activity of the group in the year under review was that of the design, manufacture and sale of luxury fashion handbags and accessories

The principal activity of the company's subsidiaries, ASHS USA Limited and ASHS East Coast Limited, was that of the retail only of luxury fashion handbags and accessories

#### REVIEW OF BUSINESS

#### Principal Risks and Uncertainties

The principal risk lies in the retention of key personnel within the business. We endeavour to keep them by providing an attractive environment in which to work, along with interesting financial packages to provide incentives. Another risk is of external competitors copying our propositions, whether wholly or in part

Due to the international nature of the group's activities, the business has to review its net foreign exchange exposure on a regular basis. We employ various hedging strategies to ensure that our margins are not compromised. In an ever changing environment, it is essential for the business to undertake periodic reviews, on a rolling basis, to ensure that liquidity is never an issue.

The uncertainties revolve around the general economic climate that surrounds most luxury brands at this time along with the ability to satisfy the changing demands of a rapidly evolving and increasing market place

#### Fair Review of business

The company distributes luxury products around the world through both Retail and Wholesale channels We have many stores located in all of the major fashion cities

Operating in an increasingly competitive market place the company, for the 12 months ending 31st December 2009, has continued to maintain a very strong hold on its operating activities and costs. This has allowed the business to show an increase in Operating Profit of some 82% despite there being a reduction in the overall turnover base. This reduction has principally arisen due to the de-stocking of many of the major international department stores in the recessionary environment.

Investments of both a capital and revenue nature have continued throughout the group to continue to support the global growth of the brand. The internal management team has continued to focus on improving both Product margins and Operating standards to ensure the business maintains its competitive position.

Market penetration continues to improve due to new and innovative product launches in both the year under review and months running up to the date of this report

With the achievement of the final results for 2009 and the various strategies employed to accomplish them, the company finds itself well placed to continue expanding at a fairly healthy pace for the foreseeable future in new territories, along with new stores being opened in key locations that will support the brand's position

#### DIVIDENDS

No dividends will be distributed for the year ended 31st December 2009

#### A.S H.S LIMITED (REGISTERED NUMBER: 3142746)

## Report of the Directors For The Year Ended 31st December 2009

#### DIRECTORS

The directors shown below have held office during the whole of the period from 1st January 2009 to the date of this report

Mrs A Hindmarch Miss L J M Ephson Mr H J Seymour Mr D Orteu Mrs S E A Westerman Miss C H Southworth

Other changes in directors holding office are as follows

Mr J Drinkwater - resigned 27th January 2009 Mr S P Kearsey - appointed 12th February 2009

#### STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing 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 the group 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 company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's and the group's transactions and disclose with reasonable accuracy at any time the financial position of the company and the group 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 the group 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 group's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the group's auditors are aware of that information

### A.S.H.S LIMITED (REGISTERED NUMBER 3142746)

### Report of the Directors For The Year Ended 31st December 2009

#### **AUDITORS**

The auditors, Wilkins Kennedy, will be proposed for re-appointment at the forthcoming Annual General Meeting

ON BEHALF OF THE BOARD

H J Seymour - Director

29th September 2010

## Report of the Independent Auditors to the Members of A.S H S Limited

We have audited the financial statements of ASHS Limited for the year ended 31st December 2009 on pages six to twenty. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

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

#### Respective responsibilities of directors and auditors

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 Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland) Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors

#### Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error This includes an assessment of whether the accounting policies are appropriate to the group's and the parent company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements

#### Opinion on financial statements

In our opinion

- the financial statements give a true and fair view of the state of the group's and of the parent company's affairs as at 31st December 2009 and of the group's profit for the year then ended,
- the group financial statements 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

#### Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements

#### Matters on which we are required to report by exception

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

Mark Norton (Senior Statutory Auditor) for and on behalf of Wilkins Kennedy

Chartered Accountants & Statutory Auditor

Bridge House

London Bridge

London SE1 9QR

29th September 2010

#### A S H S LIMITED (REGISTERED NUMBER: 3142746)

#### Consolidated Profit and Loss Account For The Year Ended 31st December 2009

	Notes	2009 £	2008 £
TURNOVER		17,838,327	19,398,148
Cost of sales		(8,656,768)	(9,355,474)
GROSS PROFIT		9,181,559	10,042,674
Administrative expenses		(8,700,324)	(9,763,036)
OPERATING PROFIT	3	481,235	279,638
Interest receivable and similar income		5,281	19,507
		486,516	299,145
Interest payable and similar charges	4	(99,393)	(118,990)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		387,123	180,155
Tax on profit on ordinary activities	5	(140,766)	8,827
PROFIT FOR THE FINANCIAL YEAR AFTER TAXATION		246,357	188,982

#### **CONTINUING OPERATIONS**

None of the group's activities were acquired or discontinued during the current year or previous year

### TOTAL RECOGNISED GAINS AND LOSSES

The group has no recognised gains or losses other than the profits for the current year or previous year

## A.S.H S LIMITED (REGISTERED NUMBER: 3142746)

## Consolidated Balance Sheet 31st December 2009

	N	2009	2008
FIXED ASSETS	Notes	£	£
Intangible assets	7	i	1
Tangible assets	8	1,704,180	2,071,881
Investments	9	-	-
		1,704,181	2,071,882
CURRENT ASSETS			
Stocks	10	5,142,826	5,270,770
Debtors	11	2,171,073	2,036,633
Cash at bank and in hand		371,781	150,477
		7,685,680	7,457,880
CREDITORS Amounts falling due within one year	12	(3,422,743)	(3,687,033)
NET CURRENT ASSETS		4,262,937	3,770,847
TOTAL ASSETS LESS CURRENT LIABILITIES		5,967,118	5,842,729
CREDITORS			
Amounts falling due after more than one			
year	13	(149,393)	(244,187)
PROVISIONS FOR LIABILITIES	17	(121,260)	(148,434)
NET ASSETS		5,696,465	5,450,108
CAPITAL AND RESERVES		<del></del>	
Called up share capital	18	67,147	67,147
Share premium	19	3,829,090	3,829,090
Profit and loss account	19	1,800,228	1,553,871
SHAREHOLDERS' FUNDS	21	5,696,465	5,450,108

The financial statements were approved by the Board of Directors on 29th September 2010 and were signed on its behalf by

Ire A Hindmarch - Director

## A.S H S LIMITED (REGISTERED NUMBER: 3142746)

## Company Balance Sheet 31st December 2009

	31.	2009	2008
FIXED ASSETS	Notes	£	£
Intangible assets	7	1	1
Tangible assets	8	1,346,584	2,031,070
Investments	9	2	2
		1,346,587	2,031,073
CURRENT ASSETS			
Stocks	10	4,997,076	5,096,486
Debtors	11	3,548,663	2,812,845
Cash at bank		292,884	44,826
		8,838,623	7,954,157
CREDITORS Amounts falling due within one year	12	(3,421,478)	(3,675,605)
NET CURRENT ASSETS		5,417,145	4,278,552
TOTAL ASSETS LESS CURRENT LIABILITIES		6,763,732	6,309,625
CREDITORS			
Amounts falling due after more than one			(2.1.1.25)
year	13	(149,393)	(244,187)
PROVISIONS FOR LIABILITIES	17	(124,247)	(152,808)
NET ASSETS		6,490,092	5,912,630
CAPITAL AND RESERVES			
Called up share capital	18	67,147	67,147
Share premium	19	3,829,090	3,829,090
Profit and loss account	19	2,593,855	2,016,393
SHAREHOLDERS' FUNDS	21	6,490,092	5,912,630

The financial statements were approved by the Board of Directors on 29th September 2010 and were signed on its behalf by

Mrs A Hindmarch - Director

## A S H S LIMITED (REGISTERED NUMBER: 3142746)

#### Consolidated Cash Flow Statement For The Year Ended 31st December 2009

	Notes	2009 £	2008 £
Net cash inflow			
from operating activities	1	620,176	1,179,552
Returns on investments and			
servicing of finance	2	(94,112)	(99,483)
Taxation		(23,788)	-
Capital expenditure	2	(189,967)	(415,923)
		312,309	664,146
Financing	2	(91,005)	(100,860)
Increase in cash in the period		221,304	563,286
Reconciliation of net cash flow			
to movement in net debt	3		
Increase in cash in the period Cash outflow		221,304	563,286
from decrease in debt		88,726	100,860
Change in net debt resulting		<del></del>	
from cash flows		310,030	664,146
Movement in net debt in the period		310,030	664,146
Net debt at 1st January		(177,848)	(841,994)
Net funds/(debt) at 31st December		132,182	(177,848)
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#### A.S.H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Cash Flow Statement For The Year Ended 31st December 2009

## RECONCILIATION OF OPERATING PROFIT TO NET CASH INFLOW FROM OPERATING ACTIVITIES

2009	2008
£	£
481,235	279,638
559,947	521,354
127,944	(507,672)
(134,440)	(925,853)
(414,510)	1,812,085
620,176	1,179,552
	£ 481,235 559,947 127,944 (134,440) (414,510)

#### 2 ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN THE CASH FLOW STATEMENT

	2009 £	2008 £
Returns on investments and servicing of finance		
Interest received	5,281	19,507
Interest paid	(99,393)	(118,990)
Net cash outflow for returns on investments and servicing of finance	(94,112)	(99,483)
Capital expenditure		
Purchase of tangible fixed assets	(593,100)	(415,923)
Sale of tangible fixed assets	403,133	-
Net cash outflow for capital expenditure	(189,967)	(415,923)
Financing		
Loan repayments in year	(88,728)	(100,860)
Depreciation charge write back	(2,277)	
Net cash outflow from financing	(91,005)	(100,860)

### A S.H S LIMITED (REGISTERED NUMBER 3142746)

#### Notes to the Consolidated Cash Flow Statement For The Year Ended 31st December 2009

ANALYSIS OF CHANGES IN NET DEBT			
	At 1/1/09 £	Cash flow £	At 31/12/09 £
Net cash			
Cash at bank and in hand	150,477	221,304	371,781
	150,477	221,304	371,781
Debt			
Debts falling due	(04.120)	(6,069)	(00.206)
within one year Debts falling due	(84,138)	(6,068)	(90,206)
after one year	(244,187)	94,794	(149,393)
	(328,325)	88,726	(239,599)
Total	(177,848)	310,030	132,182

#### A S.H.S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements For The Year Ended 31st December 2009

#### ACCOUNTING POLICIES

#### Accounting convention

1

The financial statements have been prepared under the historical cost convention

#### Basis of consolidation

The consolidated financial statements incorporate the financial statements of the Company and entities controlled by the Company (its subsidiary undertakings). Where necessary adjustments are made to the financial statements of the subsidiaries to bring their accounting policies in line with the Group. All intra-group transactions, balances, income and expenses are eliminated on consolidation.

The Parent Company has not presented its own profit and loss account and related notes as permitted by Section 408 of the Companies Act 2006

#### Turnover

Turnover represents net invoiced sales of goods, excluding value added tax

#### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Short leasehold

- Depreciated over the period of the lease

Fixtures and fittings

- 25% on reducing balance

Motor vehicles

- 25% on reducing balance

#### Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

#### Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

#### Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

#### Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease

#### Investments

Investments are included at cost less amounts written off Profits or losses arising from disposals of fixed asset investments are treated as part of the result from ordinary activities

#### Pensions

The company operates a money purchase pension scheme for certain employees. The cost of the contribution is charged to the profit and loss account as incurred

#### 2 STAFF COSTS

2009 2008 £ £ 3,605,701 3,969,532

Wages and salaries

#### A S H.S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

2	STAFF COSTS - continued		
	The average monthly number of employees during the year was as follows	2009	2008
	Average number of employees	96	93 — <del>—</del>
3	OPERATING PROFIT		
	The operating profit is stated after charging/(crediting)		
		2009 £	2008 £
	Other operating leases Depreciation - owned assets	2,270,717 559,944	2,123,133 521,354
	Auditors' remuneration	5,843	13,250
	Auditors' remuneration for non audit work	15,000	16,750
	Foreign exchange differences	(1,420)	<del></del>
	Directors' remuneration	510,631	600,556
	Information regarding the highest paid director is as follows		
		2009	2008
	Emoluments etc	£ 157,750	£ 181,528
			<del></del>
4	INTEREST PAYABLE AND SIMILAR CHARGES	2000	2000
		2009 £	2008 £
	Bank interest	99,393	118,990
5	TAXATION		
	Analysis of the tax charge/(credit)  The tax charge/(credit) on the profit on ordinary activities for the year was as follows:	i	
		2009	2008
	Current tax	£	£
	UK corporation tax	167,940	18,505
	Deferred tax	(27,174)	(27,332)
	Tax on profit on ordinary activities	140,766	(8,827)

#### 6 PROFIT OF PARENT COMPANY

As permitted by Section 408 of the Companies Act 2006, the profit and loss account of the parent company is not presented as part of these financial statements The parent company's profit for the financial year was £577,462 (2008 - £228,444)

## A.S H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

7

Group	
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COST	
At 1st January 2009 and 31st December 2009	
and 31st December 2009	
NET BOOK VALUE	
At 31st December 2009	
	<del></del>
At 31st December 2008	
	=
Company	
	Pater
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	£
COST	
At 1st January 2009	
and 31st December 2009	
NET BOOK VALUE	
At 31st December 2009	
	<del>=</del>
At 31st December 2008	

### A S H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

8	TANGIBLE FIXED ASSETS

Group		Fixtures		
	Short leasehold £	and fittings £	Motor vehicles £	Totals £
COST	~	~	~	~
At 1st January 2009	1,311,550	2,671,703	25,150	4,008,403
Additions	-	593,100	-	593,100
Disposals	<u> </u>	(449,623)	-	(449,623)
At 31st December 2009	1,311,550	2,815,180	25,150	4,151,880
DEPRECIATION				
At 1st January 2009	1,020,593	890,779	25,150	1,936,522
Charge for year	133,153	426,791	-	559,944
Eliminated on disposal	-	(46,490)	-	(46,490)
Charge written back	<del>-</del>	(2,276)		(2,276)
At 31st December 2009	1,153,746	1,268,804	25,150	2,447,700
NET BOOK VALUE				
At 31st December 2009	157,804	1,546,376	-	1,704,180
At 31st December 2008	290,957 	1,780,924	-	2,071,881
Company				
		Fixtures		
	Short	and	Motor	T-4-1-
	leasehold £	fittings £	vehicles £	Totals £
COST	*	~	~	~
At 1st January 2009	840,260	2,657,657	25,150	3,523,067
Additions	-	188,646	-	188,646
Disposals		(449,623)		(449,623)
At 31st December 2009	840,260	2,396,680	25,150	3,262,090
DEPRECIATION				
At 1st January 2009	584,389	882,458	25,150	1,491,997
Charge for year	98,066	374,209	-	472,275
Eliminated on disposal	-	(46,490)	-	(46,490)
Charge written back	-	(2,276)	-	(2,276)
At 31st December 2009	682,455	1,207,901	25,150	1,915,506
	682,455	1,207,901	25,150	1,915,506
At 31st December 2009  NET BOOK VALUE  At 31st December 2009	682,455	1,207,901	25,150	1,915,506
NET BOOK VALUE	<del></del> _		25,150	

## A S H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

9

10

FIXED ASSET INVESTMENTS			
Company			Shares in group undertakings
COST At 1st January 2009 and 31st December 2009			£ 2
NET BOOK VALUE At 31st December 2009			2
At 31st December 2008			2
The group or the company's investments at the following	ne balance sheet date in the share	capital of compa	nies include the
Subsidiaries			
ASHS USA Limited Country of incorporation England & Wales Nature of business Retailer of handbags and fa			
Class of shares	% holding		
Ordinary	100 00	2009	2008
Aggregate capital and reserves Loss for the year		£ (301,313) (185,451) =====	£ (115,862) (40,036)
ASHS East Coast Limited Country of incorporation England & Wales Nature of business Retailer of handbags and fa	ashion accessories		
Class of shares	% holding		
Ordinary	100 00	2009 £	2008 £
Aggregate capital and reserves (Loss)/Profit for the year		(492,311) (145,653)	(346,658) 577
STOCKS			
	<b>Group</b> 2009 2008	Com 2009	pany 2008
Stocks	£ £ 5,142,826 5,270,770	£ 4,997,076	£ 5,096,486

#### A S H.S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

11	<b>DEBTORS:</b>	AMOUNTS FALLING DUE WITHIN	ONE YEAR

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Trade debtors	995,801	857,026	995,801	857,026
Amounts owed by group undertakings	-	-	1,396,217	787,668
Other debtors	1,175,272	1,179,607	1,156,645	1,168,151
	2,171,073	2,036,633	3,548,663	2,812,845

#### 12 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group		Con	npany
	2009	2008	2009	2008
	£	£	£	£
Bank loans and overdrafts (see note 14)	90,206	84,138	90,206	84,138
Trade creditors	2,462,146	2,137,801	2,462,146	2,137,801
Tax	162,657	18,505	162,657	18,505
Other creditors	707,734	1,446,589	706,469	1,435,161
	3,422,743	3,687,033	3,421,478	3,675,605

## 13 CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Bank loans (see note 14)	149,393	244,187	149,393	244,187

#### 14 LOANS

An analysis of the maturity of loans is given below

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Amounts falling due within one year or on demand				
Bank loans	90,206	84,138	90,206	84,138
				===
Amounts falling due between one and two years				
Bank loans - 1-2 years	90,206	84,138	90,206	84,138
				===
Amounts falling due between two and five years				
Bank loans - 2-5 years	59,187	160,049	59,187	160,049
		<del></del>		

#### A.S.H.S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

15 OPERATING LEASE COMMI
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The following operating lease payments are committed to be paid within one year

Ca	m	ทล	nν	•

Land and buildings		Other operating leases	
2009	2008	2009	2008
£	£	£	£
114,902	653,348	-	14,630
463,562	975,609	452,906	-
332,852			
911,316	1,628,957	452,906	14,630
	2009 £ 114,902 463,562 332,852	buildings  2009 2008 £ £  114,902 653,348 463,562 975,609 332,852 -	buildings opera leas  2009 2008 2009 £ £ £  114,902 653,348 - 463,562 975,609 452,906 332,852 -

#### 16 SECURED DEBTS

The following secured debts are included within creditors

	Com	pany
	2009	2008
	£	£
Bank loans	239,599	328,325
	<del></del>	

#### 17 PROVISIONS FOR LIABILITIES

	Group		Company	
	2009	2008	2009	2008
	£	£	£	£
Deferred tax	121,260	148,434	124,247	152,808
	<u></u>			

#### Group

Oloup	Deferred tax £
Balance at 1st January 2009 Decrease in Deferred tax	148,434 (27,174)
Balance at 31st December 2009	121,260

#### Company

	Deferred
	tax
	£
Balance at 1st January 2009	152,808
Movement in provision	(28,561)
·	
Balance at 31st December 2009	124,247
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#### A S.H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

18	CALL	ED U	IP SHA	RE C	CAPITAL

Allotted, iss	ued and fully paid			
Number	Class	Nominal	2009	2008
		value	£	£
45,000	Ordinary	£1	40,320	40,320
10,786	Ordinary	50p	5,393	5,393
21,434	Preferred Ordinary	£1	21,434	21,434
			67,147	67,147

The breakdown of the 50p ordinary shares is shown in the table below -

Share Type	No of shares in issue 2009	No of shares in issue 2008	£2009	£2008
Ordinary "A" 50p each	4,143	4,143	2,072	2,072
Ordinary "B" 50p each	4,143	4,143	2,072	2,072
Ordinary "C" 50p each	1,250	1,250	625	625
Ordinary "D" 50p each	1,250	1,250	625	625

The ordinary £1 shares are broken down into 40,319 ordinary shares and 1 Ordinary "E" share

On any return of assets on liquidation, reduction of capital or otherwise (except on a redemption or purchase by the company of any shares), the surplus assets of the company remaining after the payment of its liabilities will be applied firstly to the Preferred Ordinary shares and subsequently to the remaining Ordinary shareholders

#### 19 RESERVES

Group
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	Profit and loss account £	Share premium £	Totals £
At 1st January 2009 Profit for the year	1,553,871 246,357	3,829,090	5,382,961 246,357
At 31st December 2009	1,800,228	3,829,090	5,629,318
Company	Profit and loss account £	Share premium £	Totals £
At 1st January 2009 Profit for the year	2,016,393 577,462	3,829,090	5,845,483 577,462
At 31st December 2009	2,593,855	3,829,090	6,422,945

#### A S.H S LIMITED (REGISTERED NUMBER: 3142746)

#### Notes to the Consolidated Financial Statements - continued For The Year Ended 31st December 2009

#### 20 RELATED PARTY DISCLOSURES

Payments have been made in the period in respect of consultancy services received during the year from M W Hindmarch, a related party by virtue of his shareholding. These payments totalled £6,840 for the year (2008 £13,414), the balance owed at the year end was £Nil (2008 £Nil)

The above transactions were undertaken in the normal course of trading

#### 21 RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

Group		
	2009	2008
Profit for the financial year	£ 246,357	£ 188,982
Net addition to shareholders' funds	246,357	188,982
Opening shareholders' funds	5,450,108	5,261,126
Closing shareholders' funds	5,696,465	5,450,108
Company	2000	2000
	2009 £	2008 £
Profit for the financial year Cash share issue	577,462	228,444
Net addition to shareholders' funds	577,462 5.012.620	228,444
Opening shareholders' funds	5,912,630	5,684,186
Closing shareholders' funds	6,490,092	5,912,630