

Company registration number 3668383 (England and Wales)

**CALL ASSIST LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 APRIL 2022**

# CALL ASSIST LIMITED

## COMPANY INFORMATION

---

<b>Directors</b>	Mr Richard Stevens Mr Edward Wright Miss Linda Baker Mr Lee Puffett Mr Guy Stevens Mr Jonathan Mason
<b>Secretary</b>	Miss Linda Baker
<b>Company number</b>	3668383
<b>Registered office</b>	Axis Court North Station Road Colchester Essex CO1 1UX
<b>Auditor</b>	Streets Whittle & Partners LLP The Old Exchange 64 West Stockwell Street Colchester Essex CO1 1HE

---

# **CALL ASSIST LIMITED**

## **STRATEGIC REPORT**

***FOR THE YEAR ENDED 30 APRIL 2022***

---

The directors present the strategic report for the year ended 30 April 2022.

### **Fair review of the business**

The company continues to build on its sound base and increase its share of the market, as well as softly launching into new markets.

### **Principal risks and uncertainties**

There is considerable competition within this market particularly with larger scheme business, but the company offers a high standard of service, flexibility and competitive pricing which helps to maintain its position.

Forecasting is reasonably accurate with variations occurring in the normal course of business.

### **Development and performance**

There are many challenges within the market and the company strives to improve its service standards year by year. Pressures on costs remain an issue and the company tries to manage these prudently by systems development, training and technological advances. The business is generally low margin therefore it is important that the company continues to maintain this approach.

The company is diversifying its product range and services.

### **Key performance indicators**

The detailed profit and loss account, balance sheet and cash flow statements remain the key financial performance indicators to the directors and are satisfactory for this financial year. Growth and concentration in well performing areas, as well as increased efficiency means the company's profit remains stable.

On behalf of the board

Mr Richard Stevens

**Director**

21 December 2022

# **CALL ASSIST LIMITED**

## **DIRECTORS' REPORT**

***FOR THE YEAR ENDED 30 APRIL 2022***

---

The directors present their annual report and financial statements for the year ended 30 April 2022.

### **Principal activities**

The principal activity of the company during the year was the provision of insurance related assistance services, primarily in the field of vehicle recovery insurance.

### **Results and dividends**

The results for the year are set out on page 9.

No ordinary dividends were paid. The directors do not recommend payment of a final dividend.

### **Directors**

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

Mr Richard Stevens

Mr Edward Wright

Miss Linda Baker

Mr Lee Puffett

Mr Guy Stevens

Mr Jonathan Mason

### **Disabled persons**

Applications for employment by disabled persons are always fully considered, bearing in mind the aptitudes of the applicant concerned. In the event of members of staff becoming disabled, every effort is made to ensure that their employment within the company continues and that the appropriate training is arranged. It is the policy of the company that the training, career development and promotion of disabled persons should, as far as possible, be identical to that of other employees.

### **Employee involvement**

The company's policy is to consult and discuss with employees, through staff councils and at meetings, matters likely to affect employees' interests.

Information about matters of concern to employees is given through information bulletins and reports which seek to achieve a common awareness on the part of all employees of the financial and economic factors affecting the company's performance.

### **Future developments**

The company plans to continue its provision of insurance related assurance services. The development of its new software continues and is a major cost to the company.

### **Auditor**

Whittle & Partners LLP, practising as Whittles, has indicated its willingness to continue in office and will be proposed for reappointment in accordance with Section 485 of the Companies Act 2006.

## **CALL ASSIST LIMITED**

### **DIRECTORS' REPORT (CONTINUED)**

***FOR THE YEAR ENDED 30 APRIL 2022***

---

#### **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 company's auditor 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 company's auditor is aware of that information.

On behalf of the board

Mr Richard Stevens

**Director**

21 December 2022

## **CALL ASSIST LIMITED**

### **DIRECTORS' RESPONSIBILITIES STATEMENT**

***FOR THE YEAR ENDED 30 APRIL 2022***

---

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 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.

# **CALL ASSIST LIMITED**

## **INDEPENDENT AUDITOR'S REPORT**

### **TO THE MEMBERS OF CALL ASSIST LIMITED**

---

#### **Opinion**

We have audited the financial statements of Call Assist Limited (the 'company') for the year ended 30 April 2022 which comprise the statement of comprehensive income, the balance sheet, the statement of changes in equity and notes to the financial statements, including 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 30 April 2022 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**

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 other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. 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. 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 course of 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.

# **CALL ASSIST LIMITED**

## **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

### **TO THE MEMBERS OF CALL ASSIST LIMITED**

---

#### **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 company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report. We have nothing to report in respect of the following matters in relation to which 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 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 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.

#### **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.

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

We considered the nature of the company's industry and its control environment, and reviewed the company's documentation of their policies and procedures relating to fraud and compliance with laws and regulations. We also enquired of management about their own identification and assessment of the risks of irregularities.

We obtained an understanding of the legal and regulatory framework that the company operates in, and identified the key laws and regulations that:

- Had a direct effect on the determination of material of amounts and disclosures in the financial statements. These included the UK Companies Act, pensions legislation, tax legislation; and
- Do not have a direct effect on the financial statements but compliance with which may be fundamental to the company's ability to operate or to avoid a material penalty. These included the Financial Conduct Authority regulations.



## **CALL ASSIST LIMITED**

### **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

#### **TO THE MEMBERS OF CALL ASSIST LIMITED**

---

We discussed among the audit engagement team the opportunities and incentives that may exist within the organisation for fraud and how and where fraud might occur in the financial statements. As a result of performing the above, we identified the greatest potential for fraud or non-compliance with laws and regulations in the following areas, and our specific procedures performed to address them are described below:

The company earns fees and commissions from its insurance-related vehicle recovery activities and there is a fraud risk that bordereaux are inappropriately accelerated or deferred between accounting periods.

We have assessed that there is a significant risk of material misstatement relating to revenue recognition which is pinpointed to the cut off assertion specifically around the year end.

- We obtained an understanding of the revenue process, including procedures for recharging recovery costs to insurers and the flow of financial information into the general ledger;
- Assessed the design and implementation of controls in the revenue process specifically focusing on the controls that address revenue recognition cut-off and bordereaux reconciliations; and
- Performed additional cut-off testing around the year-end date by reviewing revenue recognised after-date to identify any transactions which may have been erroneously recognised as revenue in the incorrect period.

In common with all audits under ISAs (UK), we are also required to perform specific procedures to respond to the risk of management override. In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments; assessed whether the judgements made in making accounting estimates are indicative of a potential bias; and evaluated the business rationale of any significant transactions that are unusual or outside the normal course of business.

In addition to the above, our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- performing analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud;
- enquiring of management concerning actual and potential litigation and claims, and instances of non-compliance with laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

## **CALL ASSIST LIMITED**

### **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

#### **TO THE MEMBERS OF CALL ASSIST 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 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.

**Rachel Skells BA FCA (Senior Statutory Auditor)**  
**For and on behalf of Streets Whittle & Partners LLP**

21 December 2022

**Chartered Accountants**  
**Statutory Auditor**

The Old Exchange  
64 West Stockwell Street  
Colchester  
Essex  
CO1 1HE

## CALL ASSIST LIMITED

### STATEMENT OF COMPREHENSIVE INCOME

*FOR THE YEAR ENDED 30 APRIL 2022*

	Notes	2022 £	2021 £
Turnover	3	14,354,269	12,350,637
Cost of sales		(4,164,597)	(3,327,061)
<b>Gross profit</b>		<b>10,189,672</b>	<b>9,023,576</b>
Administrative expenses		(10,378,305)	(8,473,949)
Other operating income		831,314	860,758
<b>Operating profit</b>	<b>4</b>	<b>642,681</b>	<b>1,410,385</b>
Interest receivable and similar income	8	365,291	530,256
<b>Profit before taxation</b>		<b>1,007,972</b>	<b>1,940,641</b>
Tax on profit	9	(113,181)	(248,726)
<b>Profit for the financial year</b>		<b>894,791</b>	<b>1,691,915</b>

The profit and loss account has been prepared on the basis that all operations are continuing operations.

# CALL ASSIST LIMITED

## BALANCE SHEET

AS AT 30 APRIL 2022

	Notes	2022 £	£	2021 £	£
<b>Fixed assets</b>					
Tangible assets	10		62,027		84,274
Investments	11		1,741,506		1,741,506
			<u>1,803,533</u>		<u>1,825,780</u>
<b>Current assets</b>					
Debtors	13	3,844,461		4,854,695	
Cash at bank and in hand		6,789,208		4,393,517	
		<u>10,633,669</u>		<u>9,248,212</u>	
<b>Creditors: amounts falling due within one year</b>	14	(5,126,440)		(4,271,772)	
		<u></u>		<u></u>	
<b>Net current assets</b>			5,507,229		4,976,440
			<u></u>		<u></u>
<b>Total assets less current liabilities</b>			7,310,762		6,802,220
			<u></u>		<u></u>
<b>Creditors: amounts falling due after more than one year</b>	15		-		(385,696)
					<u></u>
<b>Provisions for liabilities</b>					
Deferred tax liability	16	(9,415)		(8,862)	
		<u></u>	9,415	<u></u>	8,862
<b>Net assets</b>			<u>7,320,177</u>		<u>6,425,386</u>
			<u></u>		<u></u>
<b>Capital and reserves</b>					
Called up share capital	18		190		190
Capital redemption reserve			10		10
Profit and loss reserves			7,319,977		6,425,186
			<u>7,320,177</u>		<u>6,425,386</u>
<b>Total equity</b>			<u></u>		<u></u>

The financial statements were approved by the board of directors and authorised for issue on 21 December 2022 and are signed on its behalf by:

Mr Richard Stevens  
Director

Company Registration No. 3668383

## CALL ASSIST LIMITED

### STATEMENT OF CHANGES IN EQUITY

*FOR THE YEAR ENDED 30 APRIL 2022*

	Share capital	Capital redemption reserve	Profit and loss reserves	Total
	£	£	£	£
<b>Balance at 1 May 2020</b>	190	10	4,733,271	4,733,471
<b>Year ended 30 April 2021:</b>				
Profit and total comprehensive income for the year	-	-	1,691,915	1,691,915
<b>Balance at 30 April 2021</b>	190	10	6,425,186	6,425,386
<b>Year ended 30 April 2022:</b>				
Profit and total comprehensive income for the year	-	-	894,791	894,791
<b>Balance at 30 April 2022</b>	190	10	7,319,977	7,320,177

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 30 APRIL 2022**

---

### **1 Accounting policies**

#### **Company information**

Call Assist Limited is a private company limited by shares incorporated in England and Wales. The registered office is Axis Court, North Station Road, Colchester, Essex, CO1 1UX.

#### **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.

Call Assist Limited has taken advantage of the reduced disclosure requirements made available under section 1.8 of FRS102 as its results are consolidated into the group financial statements as set out below. As part of the exemption there is no Statement of Cashflow included in the statutory accounts and there is also no disclosure of key management personnel.

Call Assist Limited is a subsidiary of Call Assist Holdings Limited and the results of Call Assist Limited are included in the consolidated financial statements of Call Assist Holdings Limited which are available from Companies House, Crown Way, Cardiff, CF14 3UZ.

#### **1.2 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.

#### **1.3 Turnover**

Turnover represents amounts receivable for services net of VAT where applicable.

Revenue earned from profit share arrangements are recognised when the amount of the profit share can be reliably calculated, it is the result of a past event and it is probable that it will be paid.

#### **1.4 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:

Fixtures, fittings & equipment	25% straight line
Motor vehicles	25% 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 credited or charged to profit or loss.

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

---

### 1 Accounting policies

(Continued)

#### 1.5 Fixed asset investments

Interests in subsidiaries are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

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

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

#### 1.6 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible 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.

#### 1.7 Cash and cash equivalents

Cash and cash equivalents include cash in hand and bank deposits.

#### 1.8 Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost.

Financial assets comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital.

Financial liabilities held at amortised cost comprise all creditors except social security and other taxes, deferred income and provisions.

#### 1.9 Equity instruments

Share capital issued by the company 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 company.

#### 1.10 Taxation

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

##### *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 company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

---

### 1 Accounting policies

(Continued)

#### *Deferred tax*

Deferred tax is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

#### 1.11 Employee benefits

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

The cost of any unused holiday entitlement is recognised in the period in which the 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.

#### 1.12 Retirement benefits

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

#### 1.13 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to profit or loss 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 leases asset are consumed.

#### 1.14 Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.



# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 2 Judgements and key sources of estimation uncertainty

In the application of the company'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.

#### Claims reserve accrual

The claims reserve accrual is an area subject to a high degree of judgement by management. The accrual is calculated by reference to historical claims volumes and costs which are then flexed to take into account the current industry environment. This process of flexing requires judgements on the forecast level of claims activity.

#### Depreciation

Fixed assets are depreciated over the course of their useful economic life. In order to calculate the depreciation charge, judgements are required on the length of the likely useful life and the likely proceeds (if any) of the asset if sold at the end of its life.

### 3 Turnover and other revenue

An analysis of the company's turnover is as follows:

	2022	2021
	£	£
<b>Turnover analysed by class of business</b>		
Rendering of services	14,354,269	12,350,637
	<b>=====</b>	<b>=====</b>
	2022	2021
	£	£
<b>Other revenue</b>		
Interest income	10,506	8,186
Dividends received	354,785	522,070
Grants received	-	779,858
	<b>=====</b>	<b>=====</b>

Grants received represents payments received under the Coronavirus Job Retention Scheme.

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 4 Operating profit

	2022	2021
	£	£
Operating profit for the year is stated after charging/(crediting):		
Government grants	-	(779,858)
Depreciation of owned tangible fixed assets	50,626	181,709
Operating lease charges	34,556	27,447
	<u>          </u>	<u>          </u>

### 5 Auditor's remuneration

	2022	2021
	£	£
Fees payable to the company's auditor and associates:		
<b>For audit services</b>		
Audit of the financial statements of the company	37,617	18,383
	<u>          </u>	<u>          </u>
<b>For other services</b>		
All other non-audit services	2,031	1,791
	<u>          </u>	<u>          </u>

### 6 Employees

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

	2022	2021
	Number	Number
Sales and administration	351	405
	<u>          </u>	<u>          </u>

Their aggregate remuneration comprised:

	2022	2021
	£	£
Wages and salaries	6,711,419	5,829,213
Social security costs	528,858	350,946
Pension costs	288,428	112,426
	<u>          </u>	<u>          </u>
	7,528,705	6,292,585
	<u>          </u>	<u>          </u>

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 7 Directors' remuneration

	2022	2021
	£	£
Remuneration for qualifying services	1,266,320	572,830
Company pension contributions to defined contribution schemes	139,266	57,005
	<u>1,405,586</u>	<u>629,835</u>

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 4 (2021 - 4).

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

	2022	2021
	£	£
Remuneration for qualifying services	370,674	211,083
Company pension contributions to defined contribution schemes	1,321	51,316
	<u>371,995</u>	<u>262,399</u>

### 8 Interest receivable and similar income

	2022	2021
	£	£
<b>Interest income</b>		
Interest on bank deposits	10,506	8,186
<b>Income from fixed asset investments</b>		
Income from shares in group undertakings	354,785	522,070
Total income	<u>365,291</u>	<u>530,256</u>

### 9 Taxation

	2022	2021
	£	£
<b>Current tax</b>		
UK corporation tax on profits for the current period	115,851	266,709
Adjustments in respect of prior periods	(2,117)	6,805
Total current tax	<u>113,734</u>	<u>273,514</u>

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 9 Taxation

(Continued)

	2022 £	2021 £
<b>Deferred tax</b>		
Origination and reversal of timing differences	(553)	(24,788)
	<u>          </u>	<u>          </u>
Total tax charge	113,181	248,726
	<u>          </u>	<u>          </u>

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

	2022 £	2021 £
Profit before taxation	1,007,972	1,940,641
	<u>          </u>	<u>          </u>
Expected tax charge based on the standard rate of corporation tax in the UK of 19.00% (2021: 19.00%)	191,515	368,722
Tax effect of expenses that are not deductible in determining taxable profit	4,316	4,440
Tax effect of income not taxable in determining taxable profit	(67,409)	(99,193)
Group relief	-	(1,838)
Depreciation on assets not qualifying for tax allowances	9,619	34,525
Research and development tax credit	(15,718)	(26,425)
Other non-reversing timing differences	1,800	-
Under/(over) provided in prior years	(2,116)	6,805
Capital allowances	(8,293)	(13,522)
Deferred taxation	(533)	(24,788)
	<u>          </u>	<u>          </u>
Taxation charge for the year	113,181	248,726
	<u>          </u>	<u>          </u>

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 10 Tangible fixed assets

	Fixtures, fittings & equipment	Motor vehicles	Total
	£	£	£
<b>Cost</b>			
At 1 May 2021	1,033,710	10,000	1,043,710
Additions	28,379	-	28,379
Disposals	(21,304)	-	(21,304)
At 30 April 2022	1,040,785	10,000	1,050,785
<b>Depreciation and impairment</b>			
At 1 May 2021	949,436	10,000	959,436
Depreciation charged in the year	50,626	-	50,626
Eliminated in respect of disposals	(21,304)	-	(21,304)
At 30 April 2022	978,758	10,000	988,758
<b>Carrying amount</b>			
At 30 April 2022	62,027	-	62,027
At 30 April 2021	84,274	-	84,274

### 11 Fixed asset investments

	Notes	2022 £	2021 £
Investments in subsidiaries	12	1,741,506	1,741,506

### 12 Subsidiaries

Details of the company's subsidiaries at 30 April 2022 are as follows:

Name of undertaking	Address	Class of shares held	% Held	
			Direct	Indirect
Startreseuc.co.uk Limited	1	Ordinary	100.00	-
Firebolt Technologies Limited	1	Ordinary	100.00	-
GEM Motoring Assist Limited	1	Ordinary	100.00	-
The Company of Veteran Motorists Limited	1	Ordinary	0	100.00

Registered office addresses (all UK unless otherwise indicated):

1 Axis Court, North Station Road, Colchester, CO1 1UX

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 12 Subsidiaries

(Continued)

The aggregate capital and reserves and the result for the year of the subsidiaries noted above was as follows:

Name of undertaking	Capital and Reserves	Profit/(Loss)
	£	£
Startrescue.co.uk Limited	1	-
Firebolt Technologies Limited	(7,561)	2,208
GEM Motoring Assist Limited	883,298	309,787
The Company of Veteran Motorists Limited	276	210,785

### 13 Debtors

	2022	2021
Amounts falling due within one year:	£	£
Trade debtors	2,453,439	3,716,080
Corporation tax recoverable	60,753	-
Amounts owed by group undertakings	30,000	30,000
Amounts owed by undertakings in which the company has a participating interest	302,804	267,862
Other debtors	891,357	710,907
Prepayments and accrued income	106,108	129,846
	<u>3,844,461</u>	<u>4,854,695</u>

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

	2022	2021
	£	£
Trade creditors	74,957	87,806
Amounts due to group undertakings	300,001	1
Corporation tax	-	97,927
Other taxation and social security	384,896	105,701
Insurance company creditors	3,131,345	2,980,006
Accruals and deferred income	1,235,241	1,000,331
	<u>5,126,440</u>	<u>4,271,772</u>

### 15 Creditors: amounts falling due after more than one year

	2022	2021
	£	£
Other creditors	-	385,696
	<u>-</u>	<u>385,696</u>

# CALL ASSIST LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2022

### 16 Deferred taxation

Deferred tax assets and liabilities are offset where the company has a legally enforceable right to do so. The following is the analysis of the deferred tax balances (after offset) for financial reporting purposes:

	Liabilities 2022 £	Liabilities 2021 £
<b>Balances:</b>		
Accelerated Capital Allowances	(9,415)	(8,862)
	<u>          </u>	<u>          </u>
		<b>2022</b>
<b>Movements in the year:</b>		<b>£</b>
Asset at 1 May 2021		(8,862)
Credit to profit or loss		(553)
		<u>          </u>
Asset at 30 April 2022		(9,415)
		<u>          </u>

The deferred tax asset set out above is expected to reverse within 12 months and relates to accelerated capital allowances that are expected to mature within the same period.

### 17 Retirement benefit schemes

	2022 £	2021 £
<b>Defined contribution schemes</b>		
Charge to profit or loss in respect of defined contribution schemes	288,428	112,426
	<u>          </u>	<u>          </u>

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

### 18 Share capital

	2022 Number	2021 Number	2022 £	2021 £
<b>Ordinary share capital</b>				
<b>Issued and fully paid</b>				
Ordinary shares of £1 each	90	90	90	90
Ordinary A Shares of £1 each	100	100	100	100
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
	190	190	190	190
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

## CALL ASSIST LIMITED

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 30 APRIL 2022**

---

#### 19 Operating lease commitments

##### Lessee

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

	2022	2021
	£	£
Within one year	20,732	20,694
Between two and five years	-	12,731
	<hr/>	<hr/>
	20,732	33,425
	<hr/>	<hr/>

#### 20 Ultimate controlling party

The ultimate controlling party is Call Assist Holdings Limited, a company registered in England and Wales. Copies of their financial statements can be obtained from Companies House, Crown way, Cardiff, CF14 3UZ.



This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.