

Unaudited Financial Statements for the Year Ended 31 March 2023

for

Aask Us Limited

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for the Year Ended 31 March 2023

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Aask Us Limited

Company Information  
for the Year Ended 31 March 2023

**DIRECTORS:**

A R Chadley  
A P Coleman  
S J Cammidge

**REGISTERED OFFICE:**

1a Launton Business Centre  
Murdock Road  
Bicester  
Oxfordshire  
OX26 4PP

**REGISTERED NUMBER:**

05113667 (England and Wales)

**ACCOUNTANTS:**

Handleys Chartered Accountants  
10 Manor Park  
Banbury  
Oxfordshire  
OX16 3TB

Balance Sheet  
31 March 2023

	Notes	31.3.23 £	£	31.3.22 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		209,989		212,410
<b>CURRENT ASSETS</b>					
Stocks		695,925		704,383	
Debtors	5	833,714		572,611	
Cash at bank		32,701		42,581	
		<u>1,562,340</u>		<u>1,319,575</u>	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>1,256,206</u>		<u>932,146</u>	
<b>NET CURRENT ASSETS</b>			<u>306,134</u>		<u>387,429</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			516,123		599,839
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		(125,000)		(175,000)
<b>PROVISIONS FOR LIABILITIES</b>			<u>(36,704)</u>		<u>(36,463)</u>
<b>NET ASSETS</b>			<u>354,419</u>		<u>388,376</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			2		2
Retained earnings	9		<u>354,417</u>		<u>388,374</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>354,419</u>		<u>388,376</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

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

In accordance with Section 444 of the Companies Act 2006, the Profit and Loss Account has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 1 August 2023 and were signed on its behalf by:

A R Chadley - Director

Notes to the Financial Statements  
for the Year Ended 31 March 2023

**1. STATUTORY INFORMATION**

Ask Us 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.

**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" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Revenue recognition**

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

Revenue from sale of goods is recognised when significant risks and rewards of ownership have been transferred to the buyer, when the amount of revenue can be measured reliably, when it is probable that the economic benefits associated with the transaction will flow to the entity and when the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Revenue from sale of services is recognised when the stage of completion of the transaction can be measured reliably.

**Tangible fixed assets**

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

Plant and machinery	- 25% on cost and Straight line over 7 years
Fixtures and fittings	- 15% 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.

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Profit and Loss Account, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023

2. **ACCOUNTING POLICIES - continued**

**Deferred tax**

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

**Research and development**

Expenditure on research and development is written off in the year in which it is incurred.

**Hire purchase and leasing commitments**

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

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 29 (2022 - 21) .

4. **TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Motor vehicles £	Totals £
<b>COST</b>				
At 1 April 2022	700,483	11,721	52,354	764,558
Additions	85,873	972	-	86,845
At 31 March 2023	<u>786,356</u>	<u>12,693</u>	<u>52,354</u>	<u>851,403</u>
<b>DEPRECIATION</b>				
At 1 April 2022	506,196	5,252	40,700	552,148
Charge for year	85,268	1,085	2,913	89,266
At 31 March 2023	<u>591,464</u>	<u>6,337</u>	<u>43,613</u>	<u>641,414</u>
<b>NET BOOK VALUE</b>				
At 31 March 2023	<u>194,892</u>	<u>6,356</u>	<u>8,741</u>	<u>209,989</u>
At 31 March 2022	<u>194,287</u>	<u>6,469</u>	<u>11,654</u>	<u>212,410</u>

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023

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

	31.3.23	31.3.22
	£	£
Trade debtors	767,301	476,260
Other debtors	66,413	96,351
	<u>833,714</u>	<u>572,611</u>

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

	31.3.23	31.3.22
	£	£
Bank loans and overdrafts	417,095	321,252
Trade creditors	614,769	373,247
Taxation and social security	98,419	43,713
Other creditors	125,923	193,934
	<u>1,256,206</u>	<u>932,146</u>

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

	31.3.23	31.3.22
	£	£
Bank loans	<u>125,000</u>	<u>175,000</u>

8. **LEASING AGREEMENTS**

Minimum lease payments under non-cancellable operating leases fall due as follows:

	31.3.23	31.3.22
	£	£
Within one year	110,988	110,998
Between one and five years	104,113	215,101
	<u>215,101</u>	<u>326,099</u>

9. **RESERVES**

	Retained earnings £
At 1 April 2022	388,374
Profit for the year	60,743
Dividends	(94,700)
At 31 March 2023	<u>354,417</u>

**10. ULTIMATE CONTROLLING PARTY**

The company is controlled by its director, A Chadley, and is a wholly owned subsidiary of AASK US Holdings Limited.

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.