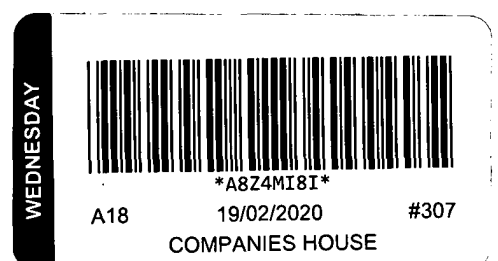


Registered number
06994989

The Audience Agency Services Limited

Filleted Accounts

31 March 2019



The Audience Agency Services Limited
Registered number: 06994989
Balance Sheet
as at 31 March 2019

	Notes	2019 £	2018 £
Fixed assets			
Intangible assets	4	76,984	-
Current assets			
Debtors	5	104,331	106,178
Cash at bank and in hand		19,913	17,477
		<u>124,244</u>	<u>123,655</u>
Creditors: amounts falling due within one year	6	(220,778)	(24,969)
Net current (liabilities)/assets		<u>(96,534)</u>	<u>98,686</u>
Net (liabilities)/assets		<u>(19,550)</u>	<u>98,686</u>
Capital and reserves			
Called up share capital		1	1
Profit and loss account		(19,551)	98,685
Shareholder's funds		<u>(19,550)</u>	<u>98,686</u>

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Steven Parker
Director

Steven J. Parker

Approved by the board on _____

The Audience Agency Services Limited
Notes to the Accounts
for the year ended 31 March 2019

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

Going concern

The directors consider that the company is a going concern because:

- (i) the purchase, legal and integration costs of the Golant Media Ventures business were one-off costs and the trading prospects of this business in 19/20 and future periods have improved and are set to improve further as its integration within The Audience Agency Group completes and realises benefits;
- (ii) deferred receipts from the sale of the London Calling business are being paid by its acquirer and prospects for future additional profit share payments under the same Asset Purchase Agreement are improving;
- (iii) research and development activities in the company in 18/19, 19/20 and planned for future periods have created and are creating business assets which will earn the company licensing revenues from both its parent and third party licensees internationally.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Intangible fixed assets

Intangible fixed assets are measured at cost less accumulative amortisation and any accumulative impairment losses.

Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

The Audience Agency Services Limited
Notes to the Accounts
for the year ended 31 March 2019

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Gift aid payments

In accordance with guidance from the Financial Reporting Council in December 2017, the company no longer accrues the gift aid payment within its accounts. The payment of all available profits to the parent charity will still be made within 9 months of the year end.

The Audience Agency Services Limited
Notes to the Accounts
for the year ended 31 March 2019

2 Audit information

The audit report is unqualified.

Senior statutory auditor: Catherine Hall FCCA DChA
 Firm: Slade & Cooper Limited
 Date of audit report: 13th FEBRUARY 2020

3 Employees

	2019 Number	2018 Number
Average number of persons employed by the company	<u>2</u>	<u>4</u>

4 Intangible fixed assets

Software and goodwill:

Cost

Additions	91,261
At 31 March 2019	<u>91,261</u>

Amortisation

Provided during the year	14,277
At 31 March 2019	<u>14,277</u>

Net book value

At 31 March 2019	<u>76,984</u>
------------------	---------------

Goodwill is being written off in equal annual instalments over its estimated economic life of 3 years.

5 Debtors

	2019 £	2018 £
Trade debtors	25,309	829
Other debtors	79,022	105,349
	<u>104,331</u>	<u>106,178</u>
Amounts due after more than one year included above	<u>40,000</u>	<u>60,000</u>

6 Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	10,817	9,630
Amounts owed to group undertakings and undertakings in which the company has a participating interest	185,996	15,339
Other taxes and social security costs	11,305	-
Other creditors	12,660	-

The Audience Agency Services Limited
Notes to the Accounts
for the year ended 31 March 2019

220,778

24,969

7 Controlling party

The company is the wholly owned subsidiary of The Audience Agency, a company incorporated in England and Wales, limited by guarantee and a registered charity.

8 Other information

The Audience Agency Services Limited is a private company limited by shares and incorporated in England. Its registered office is Green Fish Resource Centre, 46-50 Oldham Street, Manchester M4 1LE

Green Fish Resource Centre
46-50 Oldham Street
Manchester
M4 1LE