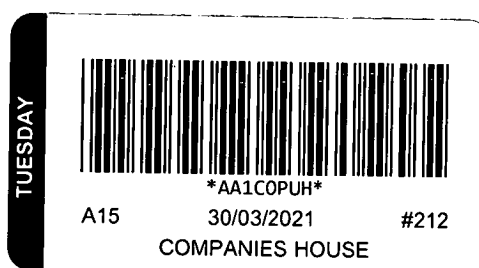


THE AUDIENCE AGENCY SERVICES LIMITED

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2020



THE AUDIENCE AGENCY SERVICES LIMITED
REGISTERED NUMBER: 06994989

BALANCE SHEET
AS AT 31 MARCH 2020

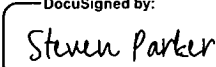
	Note	2020 £	2019 £
Fixed assets			
Intangible assets	4	358,612	76,984
Current assets			
Debtors: amounts falling due after more than one year	5	20,000	40,000
Debtors: amounts falling due within one year	5	205,921	64,331
Cash at bank and in hand		15,244	19,913
		<u>241,165</u>	<u>124,244</u>
Creditors: amounts falling due within one year	6	(103,866)	(220,778)
Net current assets/(liabilities)		137,299	(96,534)
Net assets/(liabilities)		<u>495,911</u>	<u>(19,550)</u>
Capital and reserves			
Called up share capital		1	1
Capital contribution		347,585	-
Profit and loss account		148,325	(19,551)
		<u>495,911</u>	<u>(19,550)</u>

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

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

The company has opted not to file the profit and loss account in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

DocuSigned by:

70BDE98926504A7...

S Parker
Director

The notes on pages 3 to 6 form part of these financial statements.

THE AUDIENCE AGENCY SERVICES LIMITED

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 31 MARCH 2020

	Called up share capital	Other reserves	Profit and loss account	Total equity
	£	£	£	£
At 1 April 2018	1	-	98,685	98,686
Loss for the year	-	-	(19,550)	(19,550)
Gift aid payment	-	-	(98,686)	(98,686)
At 1 April 2019	1	-	(19,551)	(19,550)
Profit for the year	-	-	82,811	82,811
Transfer to profit and loss account	-	(85,065)	85,065	-
Capital contribution	-	432,650	-	432,650
At 31 March 2020	1	347,585	148,325	495,911

The notes on pages 3 to 6 form part of these financial statements.

THE AUDIENCE AGENCY SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

1. General information

The Audience agency Services Limited is a private company limited by shares and incorporated in England and Wales (06994989). The principal address of the company is Green Fish Resource Centre, 46-50 Oldham Street, Manchester, M4 1LE.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements are prepared in Sterling (£) which is the functional currency of the company. The financial statements are for the year ended 31 March 2020 (2019: year ended 30 March 2019).

The financial statements 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).

The following principal accounting policies have been applied:

2.2 Financial reporting standard 102 - reduced disclosure exemptions

As the company is a wholly owned subsidiary of a company whose consolidated accounts include the results of the subsidiary and are publically available, the company has taken advantage of the FRS 102 section 33.1A exemption from disclosing transactions with group undertakings.

2.3 Coronavirus and going concern

At the balance sheet date the company had a strong net current asset position. At the time of signing these accounts, the directors have considered the effect of the Coronavirus pandemic on the going concern position, and consider that the company will continue to trade for a period of at least 12 months from the date of signing these accounts due to the ongoing support from the parent charitable company and the UK Government support available to businesses during this difficult time.

The financial forecasts prepared by the directors show that the company will be able to operate within the facilities available to it.

On that basis, the directors have prepared these financial statements on a going concern basis.

2.4 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.

THE AUDIENCE AGENCY SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2020

2. Accounting policies (continued)

2.5 Intangible assets

Goodwill

Goodwill arising in a business combination is recognised as the excess of consideration over the net assets acquired in the combination

Other intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

2.6 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.

2.7 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 determined using the effective interest method, less any impairment losses for bad and doubtful debts.

2.8 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.

2.9 Financial instruments

The company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

All financial assets and liabilities are initially measured at transaction price and subsequently measured at amortised cost.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the company would receive for the asset if it were to be sold at the balance sheet date.

3. Employees

The average number of persons employed by the company was 2 (2019 - 2).

THE AUDIENCE AGENCY SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2020

4. Intangible assets

	Computer software £	Goodwill £	Total £
Cost			
At 1 April 2019	68,261	23,000	91,261
Additions	364,389	-	364,389
At 31 March 2020	432,650	23,000	455,650
Amortisation			
At 1 April 2019	9,971	4,306	14,277
Charge for the year on owned assets	75,094	7,667	82,761
At 31 March 2020	85,065	11,973	97,038
Net book value			
At 31 March 2020	347,585	11,027	358,612
At 31 March 2019	58,290	18,694	76,984

5. Debtors

	2020 £	2019 £
Due after more than one year		
Other debtors	20,000	40,000
	20,000	40,000
Due within one year		
Trade debtors	22,913	25,309
Amounts owed by group undertakings	54,722	-
Other debtors	128,286	39,022
	205,921	64,331

THE AUDIENCE AGENCY SERVICES LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2020

6. Creditors: Amounts falling due within one year

	2020 £	2019 £
Trade creditors	19,123	10,817
Amounts owed to parent entity	58,686	185,996
Other taxation and social security costs	6,985	11,305
Other creditors	-	592
Accruals and deferred income	19,072	12,068
	<u>103,866</u>	<u>220,778</u>

7. Reserves

Capital contribution

This relates to capital contributions received from the parent charity to develop computer software.

Profit and loss account

Includes all current and prior period retained profits and losses.

8. 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. The consolidated financial statements of The Audience Agency, in which the results of the company are included are available from Companies House, Cardiff, CF14 3UZ.

9. Auditor's information

The auditor's report on the financial statements for the year ended 31 March 2020 was unqualified.

The audit report was signed on 26 March 2021 by Simon Atkins FCA (senior statutory auditor) on behalf of Cooper Parry Group Limited.