

Unaudited Financial Statements
for the Year Ended 31 March 2023
for
Carol Willey Market Research Limited

Butler & Co Alresford Limited
Chartered Accountants
Bennett House
The Dean
Alresford
Hampshire
SO24 9BH

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for the Year Ended 31 March 2023**

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Carol Willey Market Research Limited

**Company Information
for the Year Ended 31 March 2023**

DIRECTORS:

Mrs C Willey
M D Willey

REGISTERED OFFICE:

Stoneycroft
Grosvenor Road
Medstead
Alton
Hampshire
GU34 5JE

REGISTERED NUMBER:

08945987 (England and Wales)

ACCOUNTANTS:

Butler & Co Alresford Limited
Chartered Accountants
Bennett House
The Dean
Alresford
Hampshire
SO24 9BH

Balance Sheet
31 March 2023

	Notes	2023 £	£	2022 £	£
FIXED ASSETS					
Tangible assets	4		375		1,292
CURRENT ASSETS					
Debtors	5	951,243		336,791	
Cash at bank and in hand		<u>246,076</u>		<u>473,923</u>	
		1,197,319		810,714	
CREDITORS					
Amounts falling due within one year	6	<u>176,500</u>		<u>101,375</u>	
NET CURRENT ASSETS			<u>1,020,819</u>		<u>709,339</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			1,021,194		710,631
PROVISIONS FOR LIABILITIES	7		<u>71</u>		<u>245</u>
NET ASSETS			<u>1,021,123</u>		<u>710,386</u>
CAPITAL AND RESERVES					
Called up share capital	8		100		100
Retained earnings			<u>1,021,023</u>		<u>710,286</u>
SHAREHOLDERS' FUNDS			<u>1,021,123</u>		<u>710,386</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 Income Statement has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 5 October 2023 and were signed on its behalf by:

Mrs C Willey - Director

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

1. STATUTORY INFORMATION

Carol Willey Market Research 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.

The presentation currency of the financial statements is the Pound Sterling (£).

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.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

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

Fixtures and fittings	- 33% reducing balance basis
Computer equipment	- 33% on cost

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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.

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.

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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 3 (2022 - 3).

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

4. **TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2022 and 31 March 2023	<u>851</u>	<u>2,546</u>	<u>3,397</u>
DEPRECIATION			
At 1 April 2022	641	1,464	2,105
Charge for year	<u>210</u>	<u>707</u>	<u>917</u>
At 31 March 2023	<u>851</u>	<u>2,171</u>	<u>3,022</u>
NET BOOK VALUE			
At 31 March 2023	<u>-</u>	<u>375</u>	<u>375</u>
At 31 March 2022	<u>210</u>	<u>1,082</u>	<u>1,292</u>

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

	2023 £	2022 £
Trade debtors	285,361	133,204
Other debtors	630,200	195,100
VAT	-	8,487
Prepayments and accrued income	<u>35,682</u>	<u>-</u>
	<u>951,243</u>	<u>336,791</u>

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

	2023 £	2022 £
Trade creditors	-	3,539
Tax	84,838	51,876
Social security and other taxes	13,648	10,712
VAT	1,925	-
Other creditors	178	4,891
Directors' current accounts	1,653	900
Accruals and deferred income	<u>74,258</u>	<u>29,457</u>
	<u>176,500</u>	<u>101,375</u>

7. **PROVISIONS FOR LIABILITIES**

	2023 £	2022 £
Deferred tax	<u>71</u>	<u>245</u>

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

7. PROVISIONS FOR LIABILITIES - continued

	Deferred tax
Balance at 1 April 2022	£ 245
Accelerated capital allowances	(174)
Balance at 31 March 2023	<u>71</u>

8. CALLED UP SHARE CAPITAL

Allotted, issued and fully paid:		Nominal value:	2023 £	2022 £
Number:	Class:			
100	Ordinary	£1	<u>100</u>	<u>100</u>

9. RELATED PARTY DISCLOSURES

During the year, total dividends of £50,000 (2022 - £130,000) were paid to the directors .

At the balance sheet date the company owed £1,653 (2022: £900) to its directors. No interest arose on this loan, and the loan is repayable on demand.

There are no disclosures required under FRS102 (1a) because all related party transactions are either not material to the understanding of the financial statements, or are conducted on an arms-length basis with a commercial rate of interest charged on the loans.

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.