

Company Registration No. 10476781

**Simplyhealth Guidance Limited**  
**Annual Report and Financial Statements**  
**31 December 2022**

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**Simplyhealth Guidance Limited**  
**Annual Report and Financial Statements 2022**

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## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **COMPANY INFORMATION**

#### **DIRECTORS**

N Potter

#### **REGISTERED OFFICE**

Hambleton House  
Waterloo Court  
Andover  
Hampshire  
SP10 1LQ

#### **BANKERS**

National Westminster Bank plc  
9 Bridge Street  
Andover  
Hampshire  
SP10 1BD

#### **SOLICITORS**

Addleshaw Goddard  
Sovereign House  
PO Box 8  
Sovereign Street  
Leeds  
LS1 1HQ

#### **INDEPENDENT AUDITOR**

Hysons Accountants LLP  
Statutory Auditor  
14 London Street  
Andover, Hampshire SP10 2PA

## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **DIRECTORS' REPORT**

The directors present this report together with the Financial Statements and Auditor's Report for the year ended 31 December 2022.

#### **DIRECTORS**

The directors who served during the period and up to the date of approval of these financial statements were:

S Khemka (resigned 10 February 2023)

N Potter

#### **PRINCIPAL ACTIVITY**

The Company is a member of the Simplyhealth Group of companies and its principal activity is the development and provision of non-insurance services. These services complement insured solutions provided in support of the Group's overarching purpose of improving access to healthcare.

#### **BASIS OF PREPARATION**

In preparing this report, the directors have taken advantage of the small companies' exemption in Part 15 of the Companies Act 2006 and have also considered the requirements of Section 172 of the Companies Act 2006 where the Company is below the threshold for reporting.

#### **DIRECTORS INDEMNITIES**

During the period and at the time the Directors' Report was approved the Company's Directors were the beneficiaries of qualifying indemnity provisions in respect of proceedings brought by third parties (subject to the conditions set out in section 234 of the Companies Act 2006) provided by Simplyhealth Group Limited ('SHG'), the ultimate parent undertaking.

#### **DISCLOSURE OF INFORMATION TO THE INDEPENDENT AUDITOR**

Each of the persons who are Directors of the Company at the date when this report was approved confirms that:

- So far as the Director is aware, there is no relevant audit information (as defined in the Companies Act 2006) of which the Company's auditor is unaware; and
- The Director has taken all the steps that he or she ought to have taken as a Director to make himself or herself aware of any relevant audit information (as defined) and to establish that the Company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

#### **INDEPENDENT AUDITOR**

The auditor, Hysons Accountants LLP has indicated its willingness to continue in office and a resolution that it be reappointed will be proposed at the annual general meeting.

On behalf of the Board

DocuSigned by:

*Nicholas Potter*

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Nicholas Potter, Director

12 September 2023

## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **DIRECTORS' RESPONSIBILITIES STATEMENT**

The Directors are responsible for preparing the Directors' 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) including FRS 102. 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;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- 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 that 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.

The Directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **Report Of The Auditors To The To The Member Of Simplyhealth Guidance Limited**

#### **Opinion**

We have audited the financial statements of Simplyhealth Guidance Limited (the 'company') for the year ended 31 December 2022 which comprise the Statement of Income and Retained Earnings, Balance Sheet and Notes to the Financial Statements, including a summary of 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 31 December 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 Auditors' 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 directors are responsible for the other information. The other information comprises the information in the Report of the Directors, but does not include the financial statements and our Report of the Auditors thereon.

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.

In connection with our audit of the financial statements, 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 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.

## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **Report Of The Auditors To The Members Of Simplyhealth Guidance Limited (Continued)**

#### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Report of the Directors for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Report of the Directors has 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 Report of the Directors.

We have nothing to report in respect of the following matters where 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 directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

#### **Responsibilities of directors**

As explained more fully in the Statement of Directors' Responsibilities set out on page 3, 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 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.

## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **Report Of The Auditors To The Members Of Simplyhealth Guidance Limited (Continued)**

#### **Auditors' 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 a Report of the Auditors 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:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the Senior Statutory Auditor ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with directors and other management and from our commercial knowledge and experience of the publishing sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the Companies Act 2006 and Financial Reporting Standard 102;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.



## **Simplyhealth Guidance Limited Annual Report and Financial Statements 2022**

### **Report Of The Auditors To The Members Of Simplyhealth Guidance Limited (Continued)**

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any.


Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our Report of the Auditors.

### **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 a Report of the Auditors 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.

DocuSigned by:

  
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Christopher Joyce FCCA (Senior Statutory Auditor)  
for and on behalf of Hysons Accountants LLP, Statutory Auditor  
14 London Street  
Andover  
Hampshire  
SP10 2PA

12 September 2023

**Simplyhealth Guidance Limited**  
**Annual Report and Financial Statements 2022**

**STATEMENT OF COMPREHENSIVE INCOME**

	Note	2022	2021
		£	£
Turnover		-	-
Administrative Expenses		-	(86)
Charitable Donations		-	-
<b>Profit/(Loss) on ordinary activities before taxation</b>	<b>3</b>	<b>-</b>	<b>(86)</b>
Tax	5	-	16
<b>Profit/(Loss) for the financial year</b>		<b>-</b>	<b>(70)</b>

The Company has no recognised items of other comprehensive income other than those included above, and therefore no separate statement of other comprehensive income has been presented.

The amounts shown above are in respect of continuing operations.

The notes on pages 11 to 13 form an integral part of these financial statements.

**Simplyhealth Guidance Limited**  
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**STATEMENT OF FINANCIAL POSITION**


	Note	2022	2021
		£	£
<b>Current assets</b>			
Debtors	6	-	16
Cash and cash equivalents		62,625	62,609
<b>Net assets</b>		<b>62,625</b>	<b>62,625</b>
<b>Capital and reserves</b>			
Called up share capital	7	1,250,001	1,250,001
Profit and loss account		(1,187,376)	(1,187,376)
<b>Shareholder's funds</b>		<b>62,625</b>	<b>62,625</b>

The notes on pages 11 to 13 form an integral part of these financial statements.

These financial statements have been prepared in accordance with the special provisions applicable to the small companies regime contained in Parts 15 and 16 of the Companies Act 2006.

These financial statements were approved by the Board and authorised for issue on 12 September 2023

Signed on behalf of the Board

DocuSigned by:  
  
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 Nicholas Potter, Director

**Simplyhealth Guidance Limited**  
**Annual Report and Financial Statements 2022**

**STATEMENT OF CHANGES IN EQUITY**

	Called-up share capital	Profit and loss account	Total
	£	£	£
At 1 January 2021	1,250,001	(1,187,306)	62,695
Total comprehensive profit/(loss) for the year	-	(70)	(70)
<b>At 31 December 2021</b>	<b>1,250,001</b>	<b>(1,187,376)</b>	<b>62,625</b>
At 1 January 2022	1,250,001	(1,187,376)	62,625
Total comprehensive profit/(loss) for the year	-	-	-
<b>At 31 December 2022</b>	<b>1,250,001</b>	<b>(1,187,376)</b>	<b>62,625</b>

The notes on pages 11 to 13 form an integral part of these financial statements.

## **Simplyhealth Guidance Limited**

### **Annual Report and Financial Statements 2022**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **1. CORPORATE INFORMATION**

The Company is limited by shares and incorporated in the United Kingdom, registration number 10476781. The address of the registered office is detailed on page 1. The nature of the Company's operations and its principal activities are set out in the Directors' Report.

### **2. ACCOUNTING POLICIES**

The principal accounting policies are summarised below.

#### **Basis of accounting**

The financial statements have been prepared under the historical cost convention, modified to include certain items at fair value, and in accordance with FRS 102 and the Companies Act 2006.

The functional currency of the Company is considered to be pounds sterling because that is the currency of the primary economic environment in which the Company operates.

The Company meets the definition of a qualifying entity under FRS 102 and has therefore taken advantage of the disclosure exemptions available to it in relation to presentation of a cash flow statement and related notes, financial instrument disclosures (including categories of financial instruments, items of income, expense, gains or losses relating to financial instruments and exposure to and management of financial risks) and remuneration of key management personnel in its financial statements.

#### **Going Concern**

In the course of preparing the annual financial statements, the Directors have assessed whether the Company is a going concern. As part of this review, the Directors have carefully considered the extent to which both the risks associated with the wider economic environment, and the operational risks which the Company has identified, might affect the preparation of the financial statements on a going concern basis.

Based on this assessment the Directors consider that the Company maintains an appropriate level of capital and liquidity, sufficient to meet both the normal demands of the business and the requirements that might arise in stressed circumstances. In addition, the Company's assets are assessed for recoverability on a regular basis. A provision for impairment is made if the recoverable value is lower than its carrying value. No impairment was made in 2022. The directors therefore have a reasonable expectation that the Company has sufficient capital and liquidity facilities to ensure that it will continue in operational existence for the foreseeable future. Accordingly, the Directors are satisfied that it is appropriate to prepare the 2022 financial statements on a going concern basis.

#### **Turnover**

Turnover consists of amounts receivable for the provision of non-insurance services by the Company, and is recognised when the services are provided. All amounts exclude value added tax.

#### **Taxation**

The Company is liable to taxation on its profit or loss on ordinary activities. Current tax is provided at amounts expected to be paid or recovered using the tax rate and laws that have been enacted or substantively enacted by the reporting date.

Current tax assets and liabilities are offset only when there is a legally enforceable right to set off the amounts and the Company intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **Financial assets and liabilities**

Financial assets and liabilities, including debtors and creditors' receivable or payable within one year with no stated interest rate, are stated at their recoverable amount.

#### **Cash at bank and in hand**

Cash at bank and in hand consists of cash balances and deposits held at call with banks with less than 90 days maturity from date of deposit.

## Simplyhealth Guidance Limited

### Annual Report and Financial Statements 2022

#### NOTES TO THE FINANCIAL STATEMENTS (continued)

##### 3. PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION

###### Auditor's remuneration

The auditor's remuneration for services as the Company's auditor, allocated as £1,250 (2021: £5,000), has been borne by another group company in both the current and prior year.

##### 4. STAFF COSTS

All staff are employed by and receive emoluments from Simplyhealth People Limited (SHP), a fellow subsidiary in the Simplyhealth Group that acts as the Group service organisation. Staff costs are disclosed in the Simplyhealth People and Simplyhealth Group (SHG) financial statements only.

###### Directors' remuneration

The Directors are employed by and receive emoluments from Simplyhealth People Limited, a fellow subsidiary in the Simplyhealth Group.

All directors are also directors of Simplyhealth Group Limited. The directors' emoluments, which relate to their services to the Simplyhealth Group as a whole, are disclosed in the financial statements of Simplyhealth Group Limited.

All Directors performed no qualifying services to the Company during the year as their services as directors are incidental to their other duties within the Simplyhealth Group.

##### 5. TAX ON (LOSS)/PROFIT ON ORDINARY ACTIVITIES

Analysis of the tax (credit)/charge

The tax (credit)/charge on ordinary activities for the year was as follows:

	2022	2021
	£	£
United Kingdom corporation tax at 19% (2021: 19%)	-	(16)
<b>Total</b>	-	<b>(16)</b>

The corporation tax charge for the year is the same as the standard rate of corporation tax in the UK at 19% (2021: the same) as shown below:

	2022	2021
	£	£
<b>Profit/(loss) on ordinary activities before taxation</b>	-	(86)
Tax charge/(credit) on loss at UK rate of 19% (2021: 19%)	-	(16)
Group relief surrendered	-	16
Receipt (credit) for group relief	-	(16)
<b>Tax charge / (credit) on loss on ordinary activities</b>	-	<b>(16)</b>

**Simplyhealth Guidance Limited**  
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**NOTES TO THE FINANCIAL STATEMENTS (continued)**

**6. DEBTORS**

	2022	2021
	£	£
Amounts falling due within one year:		
Group relief receivable from group undertakings	-	16
<b>Total</b>	<b>-</b>	<b>16</b>

**7. CALLED UP SHARE CAPITAL**

The allotted, called up and fully paid share capital of the Company is:

	£	£
Issued, called up and unpaid		
1,250,001 ordinary shares of £1	1,250,001	1,250,001

The Company has one class of ordinary shares which carries no right to fixed income.

**8. RELATED PARTY TRANSACTIONS**

The Company has taken advantage of the exemption in FRS 102 not to disclose details of transactions with:

- SHG and its subsidiary undertakings, 100% of whose voting rights are controlled within the group, that are included in the consolidated financial statements of SHG, and
- Key management personnel.

There were no other related party transactions during the period.

**9. ULTIMATE PARENT AND CONTROLLING PARTY**

The Company's immediate and ultimate parent company is Simplyhealth Group Limited, a company limited by guarantee, registered in the United Kingdom at Hambleden House, Waterloo Court, Andover, Hampshire, SP10 1LQ.

Simplyhealth Group Limited is the parent of the largest and smallest group for which consolidated accounts are prepared of which the Company is a member. The financial statements of this company can be obtained from Companies House, Crown Way, Cardiff, CF14 3UZ.