

REGISTERED NUMBER · 04549385 (England and Wales)

ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 OCTOBER 2012
FOR
CLEARANSWER CALL CENTRES LIMITED



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FOR THE YEAR ENDED 31 OCTOBER 2012**

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CLEARANSWER CALL CENTRES LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 OCTOBER 2012**

DIRECTORS:

S M Dunk
P J Marston
Mrs J Davies
Mrs C J Marston
Mrs L Dunk

SECRETARY:

P J Marston

REGISTERED OFFICE

162-164 High Street
Rayleigh
Essex
SS6 7BS

REGISTERED NUMBER:

04549385 (England and Wales)

AUDITORS:

ESW Limited
Chartered Accountants
& Registered Auditors
162-164 High Street
Rayleigh
Essex
SS6 7BS

CLEARANSWER CALL CENTRES LIMITED (REGISTERED NUMBER. 04549385)

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 OCTOBER 2012**

The directors present their report with the accounts of the company for the year ended 31 October 2012

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of call centre operators

REVIEW OF BUSINESS

Clearanswer Call Centres Limited ("the company") operates call centres in the north east of England

The results of the company show a pre-tax profit of £2,149,559 (2011 £1,450,558) for the year and sales of £14,151,512 (2011 £10,002,155)

Given the straightforward nature of the business, the company's directors are of the opinion that analysis using KPIs is not necessary for an understanding of the development, performance or position of the business

DIVIDENDS

The total distribution of dividends for the year ended 31 October 2012 will be £681,668

RESEARCH AND DEVELOPMENT

We continue to invest in our services with the use of new technology which is vital to remain competitive in the current market place. The directors regard the investment in research and development as integral to the continuing success of the business and ensuring the safeguarding of client information

FUTURE DEVELOPMENTS

The external commercial environment is expected to remain competitive and we remain confident that we will increase our current level of performance in the future

The management of the business and the execution of the company's strategy are subject to a number of risks

The key business risks and uncertainties affecting the company are considered to relate to the rate of change of the market and the company's ability to keep pace of these developments

DIRECTORS

The directors shown below have held office during the whole of the period from 1 November 2011 to the date of this report

S M Dunk
P J Marston
Mrs J Davies

Other changes in directors holding office are as follows

Mrs C J Marston - appointed 1 March 2012
Mrs L Dunk - appointed 1 March 2012

POLITICAL AND CHARITABLE CONTRIBUTIONS

During the year the company made charitable donations totalling £6,900 (2011 NIL)

**REPORT OF THE DIRECTORS
FOR THE YEAR ENDED 31 OCTOBER 2012**

STATEMENT OF DIRECTORS' RESPONSIBILITIES

The directors are responsible for preparing the Report of the Directors 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). 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,
- 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 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.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he or she ought to have taken as a director in order to make himself or herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

The auditors, ESW Limited, will be proposed for re-appointment at the forthcoming Annual General Meeting.

ON BEHALF OF THE BOARD:



P J Marston - Director

17 September 2013

**REPORT OF THE INDEPENDENT AUDITORS TO
CLEARANSWER CALL CENTRES LIMITED
UNDER SECTION 449 OF THE COMPANIES ACT 2006**

We have examined the abbreviated accounts set out on pages five to fourteen, together with the full financial statements of Clearanswer Call Centres Limited for the year ended 31 October 2012 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report 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, for our work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

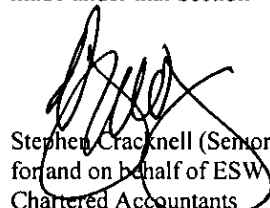
The directors are responsible for preparing the abbreviated accounts in accordance with Section 445 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 445(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section.



Stephen Cracknell (Senior Statutory Auditor)
for and on behalf of ESW Limited
Chartered Accountants
& Registered Auditors
162-164 High Street
Rayleigh
Essex
SS6 7BS

17 September 2013

CLEARANSWER CALL CENTRES LIMITED (REGISTERED NUMBER. 04549385)

**ABBREVIATED PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 OCTOBER 2012**

	Notes	2012 £	2011 £
TURNOVER		14,151,512	10,002,155
Cost of sales		(9,736,419)	(7,043,824)
		<u>4,415,093</u>	<u>2,958,331</u>
Administrative expenses		(2,253,193)	(1,494,114)
OPERATING PROFIT	3	<u>2,161,900</u>	<u>1,464,217</u>
Interest payable and similar charges	4	(12,341)	(13,659)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION		<u>2,149,559</u>	<u>1,450,558</u>
Tax on profit on ordinary activities	5	(608,382)	(455,683)
PROFIT FOR THE FINANCIAL YEAR		<u><u>1,541,177</u></u>	<u><u>994,875</u></u>

CONTINUING OPERATIONS

None of the company's activities were acquired or discontinued during the current year or previous year

TOTAL RECOGNISED GAINS AND LOSSES

The company has no recognised gains or losses other than the profits for the current year or previous year

The notes form part of these abbreviated accounts

ABBREVIATED BALANCE SHEET
31 OCTOBER 2012

	Notes	2012 £	2011 £
FIXED ASSETS			
Tangible assets	7	378,459	391,624
CURRENT ASSETS			
Debtors	8	3,467,007	1,189,403
Cash at bank and in hand		850,091	1,115,996
		<u>4,317,098</u>	<u>2,305,399</u>
CREDITORS			
Amounts falling due within one year	9	(2,801,890)	(1,736,596)
NET CURRENT ASSETS		<u>1,515,208</u>	<u>568,803</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,893,667</u>	<u>960,427</u>
CREDITORS			
Amounts falling due after more than one year	10	(93,306)	(19,575)
PROVISIONS FOR LIABILITIES	13	(18,367)	(18,367)
NET ASSETS		<u><u>1,781,994</u></u>	<u><u>922,485</u></u>
CAPITAL AND RESERVES			
Called up share capital	14	200	200
Profit and loss account	15	1,781,794	922,285
SHAREHOLDERS' FUNDS	18	<u><u>1,781,994</u></u>	<u><u>922,485</u></u>

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to medium-sized companies

The financial statements were approved by the Board of Directors on 17 September 2013 and were signed on its behalf by



P J Marston - Director

S M Dunk - Director



The notes form part of these abbreviated accounts

**CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 OCTOBER 2012**

	Notes	2012 £	2011 £
Net cash inflow from operating activities	1	995,494	1,970,320
Returns on investments and servicing of finance	2	(12,341)	(13,659)
Taxation		(443,316)	(389,024)
Capital expenditure	2	(262,002)	(204,994)
Equity dividends paid		(681,668)	(574,483)
		<u>(403,833)</u>	<u>788,160</u>
Financing	2	137,928	(78,560)
(Decrease)/increase in cash in the period		<u>(265,905)</u>	<u>709,600</u>
Reconciliation of net cash flow to movement in net funds	3		
(Decrease)/increase in cash in the period		(265,905)	709,600
Cash (inflow)/outflow from (increase)/decrease in debt and lease financing		<u>(147,082)</u>	<u>67,789</u>
Change in net funds resulting from cash flows		<u>(412,987)</u>	<u>777,389</u>
Movement in net funds in the period		(412,987)	777,389
Net funds at 1 November		<u>1,061,403</u>	<u>284,014</u>
Net funds at 31 October		<u><u>648,416</u></u>	<u><u>1,061,403</u></u>

The notes form part of these abbreviated accounts

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 OCTOBER 2012

1 RECONCILIATION OF OPERATING PROFIT TO NET CASH INFLOW FROM OPERATING ACTIVITIES

	2012 £	2011 £
Operating profit	2,161,900	1,464,217
Depreciation charges	275,167	211,596
Increase in debtors	(2,277,604)	(132,336)
Increase in creditors	836,031	426,843
Net cash inflow from operating activities	995,494	1,970,320

2 ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN THE CASH FLOW STATEMENT

	2012 £	2011 £
Returns on investments and servicing of finance		
Interest element of hire purchase and finance lease rental payments	(11,960)	(11,907)
Finance costs	(381)	(1,752)
Net cash outflow for returns on investments and servicing of finance	(12,341)	(13,659)
Capital expenditure		
Purchase of tangible fixed assets	(262,002)	(204,994)
Net cash outflow for capital expenditure	(262,002)	(204,994)
Financing		
Capital repayments in year	147,082	(67,789)
Amount introduced by directors	781,000	500,001
Amount withdrawn by directors	(790,154)	(510,772)
Net cash inflow/(outflow) from financing	137,928	(78,560)

3 ANALYSIS OF CHANGES IN NET FUNDS

	At 1 11 11 £	Cash flow £	At 31 10 12 £
Net cash			
Cash at bank and in hand	1,115,996	(265,905)	850,091
	<u>1,115,996</u>	<u>(265,905)</u>	<u>850,091</u>
Debt			
Hire purchase and finance leases	(54,593)	(147,082)	(201,675)
	<u>(54,593)</u>	<u>(147,082)</u>	<u>(201,675)</u>
Total	1,061,403	(412,987)	648,416

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 OCTOBER 2012

1 ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax, except in respect of service contracts where turnover is recognised when the company obtains the right to consideration

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter

Short leasehold	- 20% on cost
Improvements to property	- 20% on reducing balance
Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 33% on cost

Deferred tax

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

Hire purchase and leasing commitments

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet Those held under hire purchase contracts are depreciated over their estimated useful lives Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter

The interest element of these obligations is charged to the profit and loss account over the relevant period The capital element of the future payments is treated as a liability

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 the profit and loss account in the period to which they relate

2 STAFF COSTS

	2012	2011
	£	£
Wages and salaries	88,907	28,492
Social security costs	4,558	2,096
Other pension costs	100,000	-
	<u>193,465</u>	<u>30,588</u>

The average monthly number of employees during the year was as follows

	2012	2011
Management	4	3
Operations	2	2
	<u>6</u>	<u>5</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2012

3 OPERATING PROFIT

The operating profit is stated after charging

	2012	2011
	£	£
Depreciation - owned assets	204,589	125,396
Depreciation - assets on hire purchase contracts and finance leases	70,578	86,202
Auditors' remuneration	6,000	6,000
Auditors' remuneration for non audit work	23,700	26,398
	<u>204,867</u>	<u>243,996</u>
Directors' remuneration	7,265	9,167
Directors' pension contributions to money purchase schemes	100,000	-
	<u>107,265</u>	<u>9,167</u>

4 INTEREST PAYABLE AND SIMILAR CHARGES

	2012	2011
	£	£
Hire purchase	11,960	11,907
Corporation tax interest	381	1,752
	<u>12,341</u>	<u>13,659</u>

5 TAXATION

Analysis of the tax charge

The tax charge on the profit on ordinary activities for the year was as follows

	2012	2011
	£	£
Current tax		
UK corporation tax	608,382	437,316
Deferred tax	-	18,367
Tax on profit on ordinary activities	<u>608,382</u>	<u>455,683</u>

6 DIVIDENDS

	2012	2011
	£	£
Ordinary shares of 1 each		
Interim	-	574,483
Ordinary shares of 2p each		
Interim	681,668	-
	<u>681,668</u>	<u>574,483</u>

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2012**

7 TANGIBLE FIXED ASSETS

	Short leasehold £	Improvements to property £	Fixtures and fittings £	Computer equipment £	Totals £
COST					
At 1 November 2011	-	32,922	566,303	304,277	903,502
Additions	1,617	16,923	65,573	177,889	262,002
At 31 October 2012	1,617	49,845	631,876	482,166	1,165,504
DEPRECIATION					
At 1 November 2011	-	9,218	337,629	165,031	511,878
Charge for year	324	8,126	118,624	148,093	275,167
At 31 October 2012	324	17,344	456,253	313,124	787,045
NET BOOK VALUE					
At 31 October 2012	1,293	32,501	175,623	169,042	378,459
At 31 October 2011	-	23,704	228,674	139,246	391,624

Fixed assets, included in the above, which are held under hire purchase contracts and finance leases are as follows

	Improvements to property £	Fixtures and fittings £	Computer equipment £	Totals £
COST				
At 1 November 2011	32,922	113,538	-	146,460
Additions	16,923	31,793	119,276	167,992
At 31 October 2012	49,845	145,331	119,276	314,452
DEPRECIATION				
At 1 November 2011	9,218	52,965	-	62,183
Charge for year	8,126	23,091	39,361	70,578
At 31 October 2012	17,344	76,056	39,361	132,761
NET BOOK VALUE				
At 31 October 2012	32,501	69,275	79,915	181,691
At 31 October 2011	23,704	60,573	-	84,277

8 DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2012 £	2011 £
Trade debtors	2,408,249	1,143,627
Other debtors	-	1,800
Prepayments and accrued income	1,058,758	43,976
	<u>3,467,007</u>	<u>1,189,403</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2012

9 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2012 £	2011 £
Hire purchase contracts and finance leases (see note 11)	108,369	35,018
Tax	604,564	439,498
Social security and other taxes	756	2,698
VAT	210,627	22,788
Other creditors	1,677,574	376,815
Directors' current accounts	-	9,154
Accruals and deferred income	200,000	850,625
	<u>2,801,890</u>	<u>1,736,596</u>

10 CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2012 £	2011 £
Hire purchase contracts and finance leases (see note 11)	<u>93,306</u>	<u>19,575</u>

11 OBLIGATIONS UNDER HIRE PURCHASE CONTRACTS AND LEASES

	Hire purchase contracts		Finance leases	
	2012 £	2011 £	2012 £	2011 £
Gross obligations repayable				
Within one year	12,958	10,031	107,753	29,700
Between one and five years	16,198	-	85,606	22,330
	<u>29,156</u>	<u>10,031</u>	<u>193,359</u>	<u>52,030</u>
Finance charges repayable				
Within one year	2,010	1,113	10,332	3,600
Between one and five years	2,513	-	5,985	2,755
	<u>4,523</u>	<u>1,113</u>	<u>16,317</u>	<u>6,355</u>
Net obligations repayable				
Within one year	10,948	8,918	97,421	26,100
Between one and five years	13,685	-	79,621	19,575
	<u>24,633</u>	<u>8,918</u>	<u>177,042</u>	<u>45,675</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2012

11 OBLIGATIONS UNDER HIRE PURCHASE CONTRACTS AND LEASES - continued

The following operating lease payments are committed to be paid within one year

	Land and buildings	
	2012	2011
	£	£
Expiring		
Between one and five years	<u>300,000</u>	<u>300,000</u>

12 SECURED DEBTS

The following secured debts are included within creditors

	2012	2011
	£	£
Hire purchase contracts and finance leases	<u>201,675</u>	<u>54,593</u>

Assets acquired by way of hire purchase and finance lease are secured by those agreements

13 PROVISIONS FOR LIABILITIES

	2012	2011
	£	£
Deferred tax		
Accelerated capital allowances	<u>18,367</u>	<u>18,367</u>

	Deferred tax
	£
Balance at 1 November 2011	<u>18,367</u>
Balance at 31 October 2012	<u>18,367</u>

14 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid			2012	2011
Number	Class	Nominal value	£	£
10,000	Ordinary	2p	<u>200</u>	<u>200</u>

CLEARANSWER CALL CENTRES LIMITED (REGISTERED NUMBER. 04549385)

**NOTES TO THE ABBREVIATED ACCOUNTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2012**

15 RESERVES

	Profit and loss account £
At 1 November 2011	922,285
Profit for the year	1,541,177
Dividends	(681,668)
At 31 October 2012	1,781,794

16 RELATED PARTY DISCLOSURES

During the year, total dividends of £477,668 (2011 - £574,483) were paid to the directors

Clearanswer Limited

A company under the control of the directors

During the year, the company was recharged £9,237,500 for services provided

	2012 £	2011 £
Amount due to related party at the balance sheet date	2,272,899	743,465

MAPS Trading Limited

A company in which Mr Marston and Mr Dunk are shareholders

	2012 £	2011 £
Amount due from related party at the balance sheet date	303,150	393,150

Clearanswer Europe Limited

A company in which Mr Marston and Mr Dunk are shareholders

	2012 £	2011 £
Amount due from related party at the balance sheet date	391,899	-

17 ULTIMATE CONTROLLING PARTY

There is no overall controlling party

18 RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

	2012 £	2011 £
Profit for the financial year	1,541,177	994,875
Dividends	(681,668)	(574,483)
Net addition to shareholders' funds	859,509	420,392
Opening shareholders' funds	922,485	502,093
Closing shareholders' funds	1,781,994	922,485