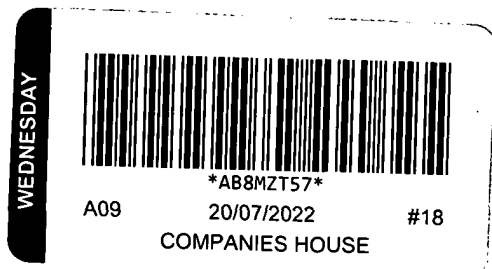


# **Decision Analysis Services Limited**

**Unaudited Financial Statements**

**Year Ended 31 January 2022**

**Company Number 05980241**



# **Decision Analysis Services Limited**

## **Company Information**

---

**Directors**

P D Cook  
S R Davies  
D R Exelby  
C J Maughan  
R S Shepherd  
C J Skinner

**Company secretary**

R S Shepherd

**Registered number**

05980241

**Registered office**

Two Chimneys  
Pinks Hill  
Wood Street Village  
Guildford  
Surrey  
GU3 3BW

**Accountants**

BDO LLP  
R+  
2 Blagrove Street  
Reading  
Berkshire  
RG1 1AZ

# **Decision Analysis Services Limited**

## **Contents**

---

	<b>Page</b>
<b>Accountants' report</b>	<b>1</b>
<b>Statement of financial position</b>	<b>2 - 3</b>
<b>Notes to the financial statements</b>	<b>4 - 10</b>

# Decision Analysis Services Limited

## Chartered accountants' report to the board of directors on the preparation of the unaudited financial statements of Decision Analysis Services Limited For the year ended 31 January 2022

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Decision Analysis Services Limited for the year ended 31 January 2022 which comprise the statement of financial position and the related notes from the Company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <https://www.icaew.com/regulation/a-z>.

It is your duty to ensure that Decision Analysis Services Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Decision Analysis Services Limited. You consider that Decision Analysis Services Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Decision Analysis Services Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

### Use of our report

This report is made solely to the board of directors of Decision Analysis Services Limited, as a body, in accordance with the terms of our engagement letter. Our work has been undertaken solely to prepare for your approval the accounts of Decision Analysis Services Limited and state those matters that we have agreed to state to the board of directors of Decision Analysis Services Limited, as a body, in this report in accordance with ICAEW Technical Release TECH07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Decision Analysis Services Limited and its board of directors as a body for our work or for this report.

*BDO LLP*

**BDO LLP**  
R+  
2 Blagrove Street  
Reading  
Berkshire  
RG1 1AZ

Date: 15/07/2022

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127).

**Decision Analysis Services Limited**  
Registered number: 05980241

**Statement of financial position**  
**As at 31 January 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	5	30,398	31,454
<b>Current assets</b>			
Debtors: amounts falling due within one year	6	2,112,382	1,587,535
Bank and cash balances		892,340	593,706
		<u>3,004,722</u>	<u>2,181,241</u>
Creditors: amounts falling due within one year	7	(753,871)	(407,870)
<b>Net current assets</b>		<u>2,250,851</u>	<u>1,773,371</u>
<b>Provisions for liabilities</b>			
Deferred tax	8	(7,438)	(1,964)
<b>Net assets</b>		<u><u>2,273,811</u></u>	<u><u>1,802,861</u></u>
<b>Capital and reserves</b>			
Called up share capital	9	100	100
Share premium account		241,149	241,149
Profit and loss account		2,032,562	1,561,612
<b>Total equity</b>		<u><u>2,273,811</u></u>	<u><u>1,802,861</u></u>

**Decision Analysis Services Limited**  
Registered number: 05980241

**Statement of financial position (continued)**  
**As at 31 January 2022**

---

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

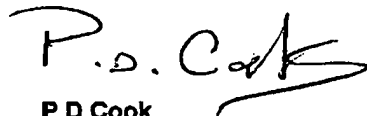
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

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 statement of income and retained earnings 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 by:



**P D Cook**  
Director

Date: 21st June 2022

The notes on pages 4 to 10 form part of these financial statements.

# Decision Analysis Services Limited

## Notes to the financial statements For the year ended 31 January 2022

---

### 1. General information

The Company is a private company limited by share capital incorporated in England and Wales.

The address of its registered office is:

Two Chimneys  
Pinks Hill  
Wood Street Village  
Guildford  
Surrey  
GU3 3BW

These financial statements are presented in Pound Sterling, which is the functional currency of the Company. The figures have been rounded to the nearest £1.

### 2. Accounting policies

#### 2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgement in applying the Company's accounting policies (see note 3).

The following principal accounting policies have been applied:

#### 2.2 Going concern

Towards the end of the last financial period (2020/2021) the Board became aware of the potential impact of COVID-19 virus on our future business. The directors reviewed our business plan and budgets for 2021/22 and adjusted these to reflect the operational and market impact and risks associated with the COVID related restrictions implemented by the Government. The Board continued to review the situation throughout the period, and we adjusted the plans and budget as appropriate. The directors believe that the going concern basis remains appropriate.

#### 2.3 Revenue recognition

Turnover represents amounts chargeable net of value added tax, in respect of services to customers.

The Company recognises turnover when:

The amount of turnover can be reliably measured;  
It is probable that future economic benefits will flow to the entity; and specific criteria have been met for each of the Company's activities.

Amounts recoverable on long term contracts:

The Company operates a number of contracts, which span the year-end. Income is recognised on the basis of the completion and profit attributed evenly across the life of the contract. At the year-end contracts in progress are recognised either as deferred income or accrued income and are adjusted through sales.

# **Decision Analysis Services Limited**

## **Notes to the financial statements For the year ended 31 January 2022**

---

### **2. Accounting policies (continued)**

#### **2.4 Interest income**

Interest income is recognised in the statement of income and retained earnings using the effective interest method.

#### **2.5 Finance costs**

Finance costs are charged to the statement of income and retained earnings over the term of the debt using the effective interest method so that the amount charged is at a constant rate on the carrying amount. Issue costs are initially recognised as a reduction in the proceeds of the associated capital instrument.

#### **2.6 Tax**

The tax expense for the year comprises current and deferred tax. Tax is recognised in the statement of income and retained earnings except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the Company operates and generates income.

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the statement of financial position date, except that:

- The recognition of deferred tax assets is limited to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits; and
- Any deferred tax balances are reversed if and when all conditions for retaining associated tax allowances have been met.

Deferred tax balances are not recognised in respect of permanent differences except in respect of business combinations, when deferred tax is recognised on the differences between the fair values of assets acquired and the future tax deductions available for them and the differences between the fair values of liabilities acquired and the amount that will be assessed for tax. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

#### **2.7 Tangible assets**

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.



# **Decision Analysis Services Limited**

## **Notes to the financial statements For the year ended 31 January 2022**

---

### **2. Accounting policies (continued)**

#### **2.7 Tangible assets (continued)**

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, as follows:

Depreciation is provided on the following basis:

Office equipment	33% straight line
------------------	-------------------

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the statement of income and retained earnings.

#### **2.8 Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### **2.9 Trade debtors**

Short term debtors are measured at transaction price, less any impairment.

#### **2.10 Trade creditors**

Short term creditors are measured at the transaction price. Other financial liabilities, including loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

#### **2.11 Foreign currency translation**

##### **Functional and presentation currency**

The Company's functional and presentational currency is GBP.

##### **Transactions and balances**

Foreign currency transactions are translated into the functional currency using the spot exchange rates at the dates of the transactions.

At each period end foreign currency monetary items are translated using the closing rate. Non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction and non-monetary items measured at fair value are measured using the exchange rate when fair value was determined.

#### **2.12 Leases**

Rentals paid under operating leases are charged to the statement of income and retained earnings on a straight line basis over the lease term.

# **Decision Analysis Services Limited**

## **Notes to the financial statements For the year ended 31 January 2022**

---

### **2. Accounting policies (continued)**

#### **2.13 Share capital**

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments.

#### **2.14 Pensions**

##### **Defined contribution pension plan**

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the statement of income and retained earnings when they fall due. Amounts not paid are shown in accruals as a liability in the statement of financial position. The assets of the plan are held separately from the Company in independently administered funds.

#### **2.15 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.

### **3. Judgements in applying accounting policies and key sources of estimation uncertainty**

In the application of the Company's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

There were no judgement or material estimation uncertainties affecting the reported financial performance in the current or prior year.

### **4. Employees**

The average monthly number of employees, including directors, during the year was 55 (2021 - 51).

# Decision Analysis Services Limited

## Notes to the financial statements For the year ended 31 January 2022

### 5. Tangible fixed assets

	Office equipment £
<b>Cost</b>	
At 1 February 2021	183,527
Additions	20,149
At 31 January 2022	203,676
<b>Depreciation</b>	
At 1 February 2021	152,073
Charge for the year	21,205
At 31 January 2022	173,278
<b>Net book value</b>	
At 31 January 2022	30,398
At 31 January 2021	31,454

### 6. Debtors

	2022 £	2021 £
Trade debtors	930,590	821,401
Amounts owed by group undertakings	609,985	575,387
Other debtors	1,793	85
Prepayments and accrued income	570,014	190,662
	<b>2,112,382</b>	<b>1,587,535</b>

The amounts owed by group undertakings includes a loss on exchange of £40,402 (2021 gain on exchange - £35,110) which represents the revaluation of the loan provided to Decision Analysis Services Pty Limited.

# Decision Analysis Services Limited

## Notes to the financial statements For the year ended 31 January 2022

### 7. Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	94,481	66,967
Corporation tax	109,673	21,044
Other taxation and social security	375,031	235,668
Other creditors	646	33,248
Accruals and deferred income	174,040	50,943
	<u>753,871</u>	<u>407,870</u>

Included within accruals and deferred income is an accrual for holiday pay. For the year ended 31 January 2021 this was not considered necessary as the numbers involved would have had no material bearing on the accounts.

### 8. Deferred taxation

	2022 £	2021 £
At beginning of year	(1,964)	(4,698)
Charged to profit or loss	(5,474)	2,734
<b>At end of year</b>	<u><b>(7,438)</b></u>	<u><b>(1,964)</b></u>

The provision for deferred taxation is made up as follows:

	2022 £	2021 £
Accelerated capital allowances	(7,600)	(5,976)
Short term timing differences	162	4,012
	<u>(7,438)</u>	<u>(1,964)</u>

# Decision Analysis Services Limited

## Notes to the financial statements For the year ended 31 January 2022

### 9. Share capital

	2022 £	2021 £
<b>Allotted, called up and fully paid</b>		
9,600 (2021 - 9,600) Ordinary shares of £0.01 each	96	96
436 (2021 - 436) Ordinary B shares of £0.01 each	4	4
	<u>100</u>	<u>100</u>

### 10. Pension scheme

#### Defined contribution pension scheme

The Company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Company in an independently administered fund. The pension cost charge represents contributions payable by the Company to the fund and amounted to £272,890 (2021 - £244,760). Contributions totalling £646 (2021 - £33,207) were payable to the fund at the reporting date and are included in creditors.

### 11. Related party transactions

The Company has taken advantage of the exemption available in Section 33.1A of FRS 102 whereby it has not disclosed transactions with other wholly owned undertakings within the group of which it is a member.

### 12. Parent and ultimate parent undertaking

The Company's ultimate parent undertaking is Decision Analysis Holdings Limited, incorporated in England and Wales.

The Company is controlled by P D Cook by virtue of his majority shareholding in the parent company.