

Registration number: 07014055

**ASSOCIATION OF SERVICED APARTMENT PROVIDERS
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2018**

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

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ASSOCIATION OF SERVICED APARTMENT PROVIDERS

COMPANY INFORMATION

Directors	R Whittaker D Greenwood T A Stephenson J Wagner
Registered office	19.5 Highnam Business Centre Newent Road Highnam Gloucestershire GL2 8DN
Accountants	Hazlewoods LLP Windsor House Bayshill Road Cheltenham GL50 3AT

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

DIRECTORS' REPORT FOR THE YEAR ENDED 31 AUGUST 2018

The directors present their report and the financial statements for the year ended 31 August 2018.

Directors of the company

The directors who held office during the year were as follows:

D H James (resigned 1 October 2018)

R Whittaker (appointed 1 September 2017)

S Winstone (resigned 31 August 2018)

The following directors were appointed after the year end:

D Greenwood (appointed 1 November 2018)

T A Stephenson (appointed 1 November 2018)

J Wagner (appointed 1 November 2018)

Principal Activity

The principal activity of the Association is to support its members.

The main aims of the association are:

- To monitor and audit the performance of the members.
- To promote serviced apartments and corporate housing to buyers of extended stay accommodation, agent and relocation companies.
- To establish, promote and maintain an acceptable code of conduct for all providers of serviced apartment accommodation.
- To attract membership amongst all serviced apartment providers and agents in the UK and abroad.
- To raise awareness of serviced apartments.
- To promote and encourage travellers and travel buyers to work with our membership in the knowledge that our members are committed to the code of conduct.
- To provide networking and educational opportunities to the membership.

Review of business

The association has grown from 145 to 196 member organisations during this financial year with business partnerships also growing to 42. ASAP has run 12 events including the annual convention, awards gala dinner and networking events both in London and regionally. The Quality Accreditation Programme, now in 19 countries, continues to be much of ASAP's focus moving forward.

Next year the networking event programme will continue with further investment planned for ASAP systems including Web development, back end functionality, CRM systems and the membership directory.

Small companies provision statement

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

DIRECTORS' REPORT FOR THE YEAR ENDED 31 AUGUST 2018

Approved by the Board on and signed on its behalf by:

.....
D Greenwood
Director

CHARTERED ACCOUNTANTS' REPORT TO THE BOARD OF DIRECTORS ON THE PREPARATION OF THE UNAUDITED STATUTORY ACCOUNTS OF ASSOCIATION OF SERVICED APARTMENT PROVIDERS FOR THE YEAR ENDED 31 AUGUST 2018

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Association of Serviced Apartment Providers for the year ended 31 August 2018 as set out on pages 5 to 10 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 <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of Association of Serviced Apartment Providers, as a body, in accordance with the terms of our engagement letter dated 12 February 2018. Our work has been undertaken solely to prepare for your approval the accounts of Association of Serviced Apartment Providers and state those matters that we have agreed to state to the Board of Directors of Association of Serviced Apartment Providers, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Association of Serviced Apartment Providers and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Association of Serviced Apartment Providers 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 Association of Serviced Apartment Providers. You consider that Association of Serviced Apartment Providers 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 accounts of Association of Serviced Apartment Providers. 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.

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Hazlewoods LLP
Windsor House
Bayshill Road
Cheltenham
GL50 3AT

Date:.....

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 AUGUST 2018

	Note	2018 £	2017 £
Turnover		542,850	477,046
Cost of sales		<u>(252,220)</u>	<u>(231,803)</u>
Gross surplus		290,630	245,243
Administrative expenses		<u>(244,230)</u>	<u>(216,749)</u>
Operating surplus		46,400	28,494
Other interest receivable and similar income		<u>14</u>	<u>-</u>
Surplus before tax		<u>46,414</u>	<u>28,494</u>
Surplus for the financial year		<u><u>46,414</u></u>	<u><u>28,494</u></u>

The above results were derived from continuing operations.

The company has no other comprehensive income for the year.

The notes on pages 8 to 10 form an integral part of these financial statements.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

(REGISTRATION NUMBER: 07014055)
BALANCE SHEET AS AT 31 AUGUST 2018

	Note	2018 £	2017 £
Current assets			
Debtors	4	56,481	52,655
Cash at bank and in hand		<u>229,321</u>	<u>144,832</u>
		285,802	197,487
Creditors: Amounts falling due within one year	5	<u>(180,263)</u>	<u>(138,362)</u>
Net assets		<u>105,539</u>	<u>59,125</u>
Capital and reserves			
Profit and loss account		<u>105,539</u>	<u>59,125</u>
Total equity		<u>105,539</u>	<u>59,125</u>

For the financial year ending 31 August 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

Approved and authorised by the Board on and signed on its behalf by:

.....

D Greenwood
Director

The notes on pages 8 to 10 form an integral part of these financial statements.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 AUGUST 2018

	Profit and loss account £	Total £
At 1 September 2017	59,125	59,125
Surplus for the year	46,414	46,414
At 31 August 2018	<u>105,539</u>	<u>105,539</u>

	Profit and loss account £	Total £
At 1 September 2016	30,631	30,631
Surplus for the year	28,494	28,494
At 31 August 2017	<u>59,125</u>	<u>59,125</u>

The notes on pages 8 to 10 form an integral part of these financial statements.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

1 General information

The company is a company limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £10 towards the assets of the company in the event of liquidation.

The address of its registered office is:
19.5 Highnam Business Centre
Newent Road
Highnam
Gloucestershire
GL2 8DN

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except for, where disclosed in these accounting policies, certain items that are shown at fair value.

The presentational currency of the financial statements is Pounds Sterling, being the functional currency of the primary economic environment in which the company operates. Monetary amounts in these financial statements are rounded to the nearest Pound.

Critical accounting judgements 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.

Judgements

No significant judgements have been made by management in preparing these financial statements.

Key sources of estimation uncertainty

No key sources of estimation uncertainty have been identified by management in preparing these financial statements other than those detailed in these accounting policies.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts and after eliminating sales within the company.

The company recognises revenue when:

The amount of revenue 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.

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.

Financial instruments

Classification

Financial instruments are classified and accounted for according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities. Where shares are issued, any component that creates a financial liability of the company is presented as a liability on the balance sheet. The corresponding dividends relating to the liability component are charged as interest expenses in the profit and loss account.

Recognition and measurement

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Impairment

Assets, other than those measured at fair value, are assessed for indicators of impairment at each balance sheet date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. All trade debtors are repayable within one year and hence are included at the undiscounted cost of cash expected to be received. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the debtors.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and all are repayable within one year and hence are included at the undiscounted amount of cash expected to be paid.

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 AUGUST 2018

Leases

Leases in which substantially all the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to profit or loss on a straight-line basis over the period of the lease.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was as follows:

	2018	2017
	No.	No.
Average number of employees	<u>3</u>	<u>1</u>

4 Debtors

	2018	2017
	£	£
Trade debtors	33,508	33,102
Other debtors	2,160	-
Prepayments	<u>20,813</u>	<u>19,553</u>
	<u>56,481</u>	<u>52,655</u>

5 Creditors

Creditors: amounts falling due within one year

	2018	(As restated)
	£	2017
		£
Due within one year		
Trade creditors	36,332	26,565
Payments received on account	49,254	33,588
Social security and other taxes	-	4,302
Accrued expenses	11,800	8,500
Deferred income	<u>82,877</u>	<u>65,407</u>
	<u>180,263</u>	<u>138,362</u>

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

DETAILED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 AUGUST 2018

	2018 £	2017 £
Turnover (analysed below)	542,850	477,046
Cost of sales (analysed below)	<u>(252,220)</u>	<u>(231,803)</u>
Gross surplus	<u>290,630</u>	<u>245,243</u>
Gross surplus (%)	53.54%	51.41%
Administrative expenses		
Employment costs (analysed below)	-	(10,495)
Establishment costs (analysed below)	(4,704)	(5,068)
General administrative expenses (analysed below)	(239,141)	(200,801)
Finance charges (analysed below)	<u>(385)</u>	<u>(385)</u>
	<u>(244,230)</u>	<u>(216,749)</u>
Operating surplus	46,400	28,494
Other interest receivable and similar income (analysed below)	<u>14</u>	<u>-</u>
Surplus before tax	<u><u>46,414</u></u>	<u><u>28,494</u></u>

ASSOCIATION OF SERVICED APARTMENT PROVIDERS

DETAILED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 AUGUST 2018

	2018 £	2017 £
Turnover		
Subscriptions and fees	251,763	208,237
Events, exhibitions and conferences	177,904	152,367
Advisory, training and sponsorship	113,183	116,442
	<u>542,850</u>	<u>477,046</u>
Cost of sales		
Events, exhibitions and conferences expenditure	148,058	124,350
Advisory, training and sponsorship costs	104,162	107,453
	<u>252,220</u>	<u>231,803</u>
Employment costs		
Wages and salaries	-	10,495
	<u>-</u>	<u>10,495</u>
Establishment costs		
Rent and rates	4,121	4,504
Insurance	583	564
	<u>4,704</u>	<u>5,068</u>
General administrative expenses		
Telephone	477	780
Computer software and maintenance costs	1,391	3,237
Trade subscriptions	2,513	-
Sundry expenses	1,220	1,376
Travel and subsistence	12,511	7,599
Advertising	68,148	59,550
Administration fees	44,827	27,650
Accountancy fees	2,513	3,050
Consultancy fees	28,866	26,180
Management fees	75,004	71,004
Legal and professional fees	1,671	-
Bad debts written off	-	375
	<u>239,141</u>	<u>200,801</u>
Finance charges		
Bank charges	385	385
	<u>385</u>	<u>385</u>
Other interest receivable and similar income		
Bank interest receivable	14	-
	<u>14</u>	<u>-</u>