Registered Number: 06932206
England and Wales

CUNNING PLAN MARKETING LIMITED

Abridged Accounts

Period of accounts

Start date: 01 January 2020

End date: 31 December 2020

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Accountants' Report
For the year ended 31 December 2020

Chartered Management Accountants' report to the board of directors on the preparation of the unaudited statutory accounts Cunning Plan Marketing Limited for the year ended 31 December 2020

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Cunning Plan Marketing Limited for the year ended 31 December 2020 which comprise of the Profit and Loss Account, the Balance Sheet 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 Chartered Institute of Management Accountants, we are subject to its ethical and other professional requirements which are detailed at http://www.cimaglobal.com.

This report is made solely to the Board of Directors of Cunning Plan Marketing Limited , as a body, in accordance with the terms of our engagement letter dated 09 August 2021. Our work has been undertaken solely to prepare for your approval the accounts of Cunning Plan Marketing Limited and state those matters that we have agreed to state to the Board of Directors of Cunning Plan Marketing Limited, as a body, in this report in accordance with the requirements of the Chartered Institute of Management Accountants as detailed at http://www.cimaglobal.com. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Cunning Plan Marketing Limited and its Board of Directors as a body for our work or for this report

It is your duty to ensure that Cunning Plan Marketing 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 Cunning Plan Marketing Limited.

You consider that Cunning Plan Marketing 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 accounts of Cunning Plan Marketing 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.

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Rivington Accounts Ltd
Bank House
6-8 Church Street
Adlington
Lancashire
PR7 4EX
09 August 2021

CUNNING PLAN MARKETING LIMITED
Statement of Financial Position
As at 31 December 2020

	Notes	2020	2019
		£	£
Fixed assets			
Tangible fixed assets		5,447	6,570
		5,447	**6,570**
Current assets			
Debtors		98,241	106,118
Cash at bank and in hand		136,460	83,231
		234,701	**189,349**
Creditors: amount falling due within one year		(111,676)	(112,708)
Net current assets		**123,025**	**76,641**
Total assets less current liabilities		128,472	83,211
Creditors: amount falling due after more than one year		(50,000)	-
Provisions for liabilities		(1,153)	(584)
Net assets		**77,319**	**82,627**
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		77,219	82,527
Shareholders funds		**77,319**	**82,627**

For the year ended 31 December 2020 the company was entitled to exemption from audit under section 477 of the companies act 2006 relating to small companies.

Director's responsibilities:

1. The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.
2. The directors acknowledge their responsibilities for complying with the requirements of the companies act 2006 with respect to accounting records and the preparation of accounts.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of Part 15 of the Companies Act 2006. In accordance with Section 444 of the Companies Act 2006 the income statement has not been delivered to the Registrar of Companies.

The members have agreed to the preparation of abridged accounts for this accounting period in accordance with section 444(2A).

The financial statements were approved by the director on 09 August 2021 and were signed by:

James Adam
Director

CUNNING PLAN MARKETING LIMITED
Notes to the Abridged Financial Statements
For the year ended 31 December 2020

General Information
Cunning Plan Marketing Limited is a private company, limited by shares, registered in England and Wales, registration number 06932206, registration address Suite 3Warrant House, High Strteet, Altrincham, Cheshire, WA14 1PZ.

The presentation currency is £ sterling.

1. **Accounting policies**

Significant accounting policies

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, the financial reporting standard applicable in the UK and Republic of Ireland (as applied to small entities by Section 1A of the standard)

Turnover

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

Taxation

Taxation represents the sum of tax currently payable and deferred tax. Tax is recognised in the statement of income, except to the extent that it relates to items recognised in other comprehensive income or directly in capital and reserves.
The company's liability for current tax is calculated using the tax rates and laws that have been enacted or substantively enacted at the reporting date.
Current and deferred tax assets and liabilities are not discounted

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the reporting date.
Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the reporting date 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.
Current and deferred tax assets and liabilities are not discounted.

Tangible fixed assets

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Computer Equipment	20% Reducing Balance
Fixtures and Fittings	15% Reducing Balance

Provisions

Provisions are recognised when the company has a present obligation as a result of a past event which it is more probable than not will result in an outflow of economic benefits that can be reasonably estimated.

2. Average number of employees

Average number of employees during the year was 5 (2019 : 5).

3. Tangible fixed assets

Cost or valuation	Computer Equipment	Fixtures and Fittings	**Total**
	£	**£**	**£**
At 01 January 2020	7,344	5,235	12,579
Additions	-	-	-
Disposals	-	-	-
At 31 December 2020	**7,344**	**5,235**	**12,579**
Depreciation			
At 01 January 2020	3,507	2,502	6,009
Charge for year	547	576	1,123
On disposals	-	-	-
At 31 December 2020	**4,054**	**3,078**	**7,132**
Net book values			
Closing balance as at 31 December 2020	**3,290**	**2,157**	**5,447**
Opening balance as at 01 January 2020	**3,837**	**2,733**	**6,570**

4. Share Capital

Allotted, called up and fully paid	2020	2019
	£	£
100 Class A shares of £1.00 each	100	100
	100	**100**