

COMPANY REGISTRATION NUMBER: 09023634

Marketing Planning Services Limited
Filleted Unaudited Financial Statements
31 December 2016

Marketing Planning Services Limited

Financial Statements

Year ended 31 December 2016

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Marketing Planning Services Limited

Officers and Professional Advisers

The board of directors

Mr J Berry
Mrs S Berry

Registered office

3 Godalming Business Centre
Woolsack Way
Godalming
Surrey
GU7 1XW

Accountants

Shipleys LLP
Chartered Accountants
3 Godalming Business Centre
Woolsack Way
Godalming
Surrey
GU7 1XW

Marketing Planning Services Limited

Statement of Financial Position

31 December 2016

	Note	2016 £	2015 £
Fixed assets			
Tangible assets	5	995	3,381
Current assets			
Debtors	6	72,533	27,892
Cash at bank and in hand		14,484	—
		87,017	27,892
Creditors: amounts falling due within one year	7	(82,022)	(39,071)
Net current assets/(liabilities)		4,995	(11,179)
Total assets less current liabilities		5,990	(7,798)
Net assets/(liabilities)		5,990	(7,798)
Capital and reserves			
Called up share capital		200	400
Profit and loss account		5,790	(8,198)
Members funds/(deficit)		5,990	(7,798)

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 FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

In accordance with section 444 of the Companies Act 2006, the statement of comprehensive income has not been delivered.

For the year ending 31 December 2016 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 financial statements for the year in question in accordance with section 476 ;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements .

Marketing Planning Services Limited

Statement of Financial Position *(continued)*

31 December 2016

These financial statements were approved by the board of directors and authorised for issue on 26 September 2017 , and are signed on behalf of the board by:

Mr J Berry

Director

Company registration number: 09023634

Marketing Planning Services Limited

Statement of Changes in Equity

Year ended 31 December 2016

	Called up share capital	Profit and loss account	Total
	£	£	£
At 1 June 2015	400	3,354	3,754
Loss for the year		(11,552)	(11,552)
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Total comprehensive income for the year	—	(11,552)	(11,552)
At 31 December 2015	400	(8,198)	(7,798)
Profit for the year		44,831	44,831
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Total comprehensive income for the year	—	44,831	44,831
Dividends paid and payable	—	(18,000)	(18,000)
Redemption of shares	(200)	(12,843)	(13,043)
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Total investments by and distributions to owners	(200)	(30,843)	(31,043)
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At 31 December 2016	200	5,790	5,990
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Marketing Planning Services Limited

Notes to the Financial Statements

Year ended 31 December 2016

1. General information

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 3 Godalming Business Centre, Woolsack Way, Godalming, Surrey, GU7 1XW.

2. Statement of compliance

These financial statements have been prepared in compliance with the provisions of FRS 102 Section 1A, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland'.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through profit or loss.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Revenue recognition

Turnover is measured at the fair value of the consideration received or receivable for goods supplied and services rendered, net of discounts and Value Added Tax. Revenue from the sale of goods is recognised when the significant risks and rewards of ownership have transferred to the buyer (usually on despatch of the goods); the amount of revenue can be measured reliably; it is probable that the associated economic benefits will flow to the entity; and the costs incurred or to be incurred in respect of the transactions can be measured reliably.

Income tax

The taxation expense represents the aggregate amount of current and deferred tax recognised in the reporting period. Tax is recognised in profit or loss, except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, tax is recognised in other comprehensive income or directly in equity, respectively. Current tax is recognised on taxable profit for the current and past periods. Current tax is measured at the amounts of tax expected to pay or recover using the tax rates and laws that have been enacted or substantively enacted at the reporting date.

Deferred tax is recognised in respect of all timing differences at the reporting date. Unrelieved tax losses and other deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the 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.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses. An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other comprehensive income and accumulated in equity, except to the extent it reverses a revaluation decrease of the same asset previously recognised in profit or loss. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in equity in respect of that asset. Where a revaluation decrease exceeds the accumulated revaluation gains accumulated in equity in respect of that asset, the excess shall be recognised in profit or loss.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment - 33% straight line

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date. For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets. For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the company are assigned to those units.

Financial instruments

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities. Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability. Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

4. Employee numbers

The average number of persons employed by the company during the year, including the directors, amounted to 5 (2015: 6).

5. Tangible assets

	Equipment £	Total £
Cost		
At 1 Jan 2016 and 31 Dec 2016	7,160	7,160
	-----	-----
Depreciation		
At 1 January 2016	3,779	3,779
Charge for the year	2,386	2,386
	-----	-----
At 31 December 2016	6,165	6,165
	-----	-----
Carrying amount		
At 31 December 2016	995	995
	-----	-----
At 31 December 2015	3,381	3,381
	-----	-----

6. Debtors

	2016 £	2015 £
Trade debtors	27,243	12,156
Other debtors	45,290	15,736
	-----	-----
	72,533	27,892
	-----	-----

7. Creditors: amounts falling due within one year

	2016 £	2015 £
Bank loans and overdrafts	—	6,201
Trade creditors	8,878	4,201
Corporation tax	16,670	—
Social security and other taxes	42,709	19,418
Other creditors	13,765	9,251
	-----	-----
	82,022	39,071
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8. Directors' advances, credits and guarantees

The company was under the control of Mrs S Berry throughout the current and previous year. At the end of the year Mr J Berry owed the company £ 35,033 (2015: the company owed Mr J Berry £417) on his loan account.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.