

COMPANY REGISTRATION NUMBER: 09023634

**Marketing Planning Services Limited**  
**Filleted Unaudited Financial Statements**  
**31 December 2020**

# Marketing Planning Services Limited

## Statement of Financial Position

31 December 2020

	Note	2020 £	2019 £
<b>Fixed assets</b>			
Intangible assets	5	80,154	—
Investments	7	26,000	—
		<u>106,154</u>	<u>—</u>
<b>Current assets</b>			
Debtors	8	143,952	169,437
Cash at bank and in hand		11,490	2,019
		<u>155,442</u>	<u>171,456</u>
<b>Creditors: amounts falling due within one year</b>	9	( 329,078)	( 309,514)
<b>Net current liabilities</b>		<u>( 173,636)</u>	<u>( 138,058)</u>
<b>Total assets less current liabilities</b>		<u>( 67,482)</u>	<u>( 138,058)</u>
<b>Net liabilities</b>		<u>( 67,482)</u>	<u>( 138,058)</u>
<b>Capital and reserves</b>			
Called up share capital		271	271
Share premium account		107,589	107,589
Profit and loss account		( 175,342)	( 245,918)
<b>Shareholders deficit</b>		<u>( 67,482)</u>	<u>( 138,058)</u>

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 Section 1A of 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 income and retained earnings has not been delivered.

For the year ending 31 December 2020 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 2020**

These financial statements were approved by the board of directors and authorised for issue on 2 March 2021 , and are signed on behalf of the board by:

Mr J Berry

Director

Company registration number: 09023634

# **Marketing Planning Services Limited**

## **Notes to the Financial Statements**

### **Year ended 31 December 2020**

#### **1. General information**

The company is a private company limited by shares, registered in England and Wales. The address of the registered office is 5 Godalming Business Centre, Woolsack Way, Godalming, Surrey, GU7 1XW.

#### **2. Statement of compliance**

These financial statements have been prepared in compliance with Section 1A of FRS 102, '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.

##### **Going concern**

The directors have considered the going concern position of the company in the light of losses generated in recent years and taking account of the balance sheet position of the company. Notwithstanding the balance sheet position, the directors consider that the company is a going concern. The company's major creditor is HMRC and the directors have confirmed a payment plan has been agreed with HMRC to clear the outstanding debt. The company has incurred expenses in relation to Research and Development of around £600,000 in recent years of which over £500,000 has been expensed to the profit and loss account. The directors are confident that the expenditure will lead to a significant increase in contracts for their cloud based customer data platform, UniFida

##### **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.

### **Intangible assets**

Intangible assets are initially recorded at cost, and are subsequently stated at cost less any accumulated amortisation and impairment losses. Any intangible assets carried at revalued amounts, are recorded at the fair value at the date of revaluation, as determined by reference to an active market, less any subsequent accumulated amortisation and subsequent accumulated impairment losses. Intangible assets acquired as part of a business combination are only recognised separately from goodwill when they arise from contractual or other legal rights, are separable, the expected future economic benefits are probable and the cost or value can be measured reliably.

### **Amortisation**

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Development costs	-	20% straight line
Trademark and licences	-	20% straight line

If there is an indication that there has been a significant change in amortisation rate, useful life or residual value of an intangible asset, the amortisation is revised prospectively to reflect the new estimates.

### **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

**Investments**

Fixed asset investments are initially recorded at cost, and subsequently stated at cost less any accumulated impairment losses.

Listed investments are measured at fair value with changes in fair value being recognised in profit or loss.

**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.

**Financial instruments**

Financial instruments are classified and accounted for, accounting to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments of the company after deducting all of its liabilities.

**Defined contribution plans**

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund. When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as a finance cost in profit or loss in the period in which it arises.

**4. Employee numbers**

The average number of persons employed by the company during the year amounted to 4 (2019: 5 ).

## 5. Intangible assets

	Development costs £	Patents, trademarks and licences £	Total £
<b>Cost</b>			
Additions	—	966	966
Additions from internal developments	99,226	—	99,226
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<b>At 31 December 2020</b>	99,226	966	100,192
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<b>Amortisation</b>			
Charge for the year	19,845	193	20,038
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<b>At 31 December 2020</b>	19,845	193	20,038
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<b>Carrying amount</b>			
<b>At 31 December 2020</b>	79,381	773	80,154
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At 31 December 2019	—	—	—
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## 6. Tangible assets

	Equipment £	Total £
<b>Cost</b>		
<b>At 1 January 2020 and 31 December 2020</b>	7,160	7,160
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<b>Depreciation</b>		
<b>At 1 January 2020 and 31 December 2020</b>	7,160	7,160
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<b>Carrying amount</b>		
<b>At 31 December 2020</b>	—	—
	-----	-----
At 31 December 2019	—	—
	-----	-----

## 7. Investments

	Other investments other than loans £
<b>Cost</b>	
At 1 January 2020	—
Additions	26,000
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<b>At 31 December 2020</b>	26,000
	-----
<b>Impairment</b>	
<b>At 1 January 2020 and 31 December 2020</b>	—
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<b>Carrying amount</b>	
<b>At 31 December 2020</b>	26,000
	-----
At 31 December 2019	—
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## 8. Debtors

2020 2019

	£	£
Trade debtors	<b>54,918</b>	69,640
Other debtors	<b>89,034</b>	99,797
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	<b>143,952</b>	169,437
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**9. Creditors: amounts falling due within one year**

	2020	2019
	£	£
Trade creditors	19,572	22,843
Social security and other taxes	268,382	243,491
Other creditors	41,124	43,180
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	329,078	309,514
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**10. Directors' advances, credits and guarantees**

At the end of the year Mr J Berry owed the company £51,877 (2019: £50,619) 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.