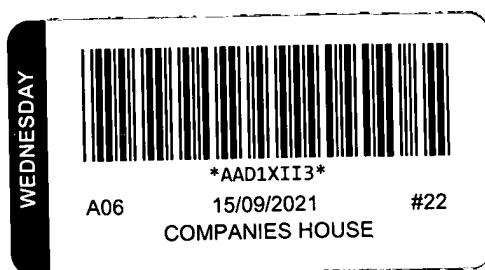


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**PURE CREMATION FUNERAL PLANNING LIMITED**

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**FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2020**



PURE CREMATION FUNERAL PLANNING LIMITED  
REGISTERED NUMBER:09906976

STATEMENT OF FINANCIAL POSITION  
AS AT 31 DECEMBER 2020

	Note	2020 £	2019 £
<b>Fixed assets</b>			
Intangible assets	4	-	56,589
Tangible assets	5	580	773
		<u>580</u>	<u>57,362</u>
<b>Current assets</b>			
Debtors: amounts falling due within one year	6	2,708,633	1,294,200
Cash at bank and in hand		295,520	41,373
		<u>3,004,153</u>	<u>1,335,573</u>
Creditors: amounts falling due within one year	7	(2,239,281)	(938,978)
<b>Net current assets</b>		<u>764,872</u>	<u>396,595</u>
<b>Total assets less current liabilities</b>		<u>765,452</u>	<u>453,957</u>
<b>Provisions for liabilities</b>			
Deferred tax		-	(2,893)
<b>Net assets</b>		<u><u>765,452</u></u>	<u><u>451,064</u></u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Retained earnings		765,352	450,964
<b>Shareholders' funds</b>		<u><u>765,452</u></u>	<u><u>451,064</u></u>

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**PURE CREMATION FUNERAL PLANNING LIMITED**  
**REGISTERED NUMBER:09906976**

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**STATEMENT OF FINANCIAL POSITION (CONTINUED)**  
**AS AT 31 DECEMBER 2020**

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The 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 FRS 102 Section 1A - small entities.

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 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:

R. Murphy  
R. Murphy (May 4, 2021 09:35 GMT+1)

**R J Murphy**  
Director

Date: 04/05/2021

The notes on pages 3 to 8 form part of these financial statements.

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## PURE CREMATION FUNERAL PLANNING LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 1. General information

Pure Cremation Funeral Planning Limited is a private company, limited by shares, domiciled and incorporated in England and Wales (registered number: 09906976). The registered office address is Charlton Park Crematorium, Charlton Down, Andover, SP11 0TA.

The Company's functional and presentational currency is GBP.

#### 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 following principal accounting policies have been applied:

##### 2.2 Going concern

The directors have made an assessment in preparing the financial statements as to whether the Company is a going concern including their assessment of the impact of the COVID-19 pandemic. The assessment includes the estimated COVID-19 impact on revenue, timing of cashflows and staff availability.

The Company has experienced increased demand for both pre-need and at-need sales as a result of COVID-19 which has had a positive impact on the trading performance and cashflow for the year ended 31 December 2020. Forecasts have been reviewed and accepted by the board anticipating a positive EBITDA and cashflow.

On this basis the directors consider that it is appropriate for the accounts to be prepared on a going concern basis.

##### 2.3 Turnover

Turnover arises from the provision of funeral services and from the sale of pre-arranged funeral plans. All amounts are exclusive of VAT.

The Company markets and sells pre-arranged funeral plans, with monies received from selling funeral plans being held and controlled by independent parties. The Company receives monies from the independent parties through charging a marketing fee. Turnover for this service is recognised at the point the plan is sold to the customer.

The Company markets and sells pre-arranged funeral plans funded through an insurance policy with a third-party insurance company. The Company receives commission from the insurance company when the policy commences less a provision for future refunds and turnover is recognised on this basis.

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## PURE CREMATION FUNERAL PLANNING LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

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#### 2. Accounting policies (continued)

##### 2.4 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

All intangible assets are considered to have a finite useful life. If a reliable estimate of the useful life cannot be made, the useful life shall not exceed ten years.

Amortisation is provided on the following bases:

Website	-	20% straight-line
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##### 2.5 Tangible fixed 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.

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

Depreciation is provided on the following basis:

Fixtures and fittings	-	25% reducing balance
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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 profit or loss.

##### Impairment of tangible fixed assets

At each reporting date tangible assets are reviewed to determine whether there is any indication that those assets have suffered an impairment loss. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash-generating units). If there is an indication of possible impairment, the recoverable amount of any affected asset (or group of related assets) is estimated and compared with its carrying amount. If the estimated recoverable amount is lower, the carrying amount is reduced to its estimated recoverable amount, and an impairment loss is recognised immediately in profit or loss.

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## PURE CREMATION FUNERAL PLANNING LIMITED

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### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

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## 2. Accounting policies (continued)

### 2.6 Financial instruments

Financial assets and financial liabilities are recognised in the Statement of Financial Position when the Company becomes a party to the contractual provisions of the instrument.

Trade and other debtors and creditors are classified as basic financial instruments and measured at initial recognition at transaction price. Debtors and creditors are subsequently measured at amortised cost using the effective interest rate method. A provision is established when there is objective evidence that the Company will not be able to collect all amounts due.

Cash and cash equivalents are classified as basic financial instruments and comprise cash in hand and at bank, short-term bank deposits with an original maturity of three months or less and bank overdrafts which are an integral part of the Company's cash management.

Financial liabilities and equity instruments issued by the Company are classified in accordance with the substance of the contractual arrangements entered into and the definitions of a financial liability and an equity instrument. An equity instrument is any contract that evidences a residual interest in the assets of the Company after deducting all of its liabilities. Equity instruments issued by the Company are recorded at the proceeds received, net of direct issue costs.

### 2.7 Current and deferred taxation

The tax expense for the year comprises current and deferred tax. Tax is recognised in profit or loss 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.

## 3. Employees

The average monthly number of employees, excluding directors, during the year was Nil (2019: Nil).

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PURE CREMATION FUNERAL PLANNING LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020

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4. Intangible assets

	Website £
At 1 January 2020	72,000
Disposals	(72,000)
At 31 December 2020	-
At 1 January 2020	15,411
Charge for the year	13,392
On disposals	(28,803)
At 31 December 2020	-
<b>Net book value</b>	
At 31 December 2020	-
At 31 December 2019	56,589

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**PURE CREMATION FUNERAL PLANNING LIMITED**

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**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020**

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**5. Tangible fixed assets**

	Fixtures and fittings £
<b>Cost</b>	
At 1 January 2020	1,500
At 31 December 2020	<u>1,500</u>
<b>Depreciation</b>	
At 1 January 2020	727
Charge for the year	193
At 31 December 2020	<u>920</u>
<b>Net book value</b>	
At 31 December 2020	<u><u>580</u></u>
At 31 December 2019	<u><u>773</u></u>

**6. Debtors**

	2020 £	2019 £
Trade debtors	1,800	1,800
Amounts owed by group undertakings	1,956,174	1,079,625
Other debtors	508,871	63,206
Prepayments and accrued income	235,613	149,569
Deferred taxation	6,175	-
	<u><u>2,708,633</u></u>	<u><u>1,294,200</u></u>

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PURE CREMATION FUNERAL PLANNING LIMITED

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NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2020

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**7. Creditors: Amounts falling due within one year**

	2020 £	2019 £
Trade creditors	240,971	32,752
Amounts owed to group undertakings	1,978,753	542,877
Corporation tax	-	6
Other creditors	3,500	363,343
Accruals and deferred income	16,057	-
	<u>2,239,281</u>	<u>938,978</u>

**8. Financial commitments, guarantees and contingent liabilities**

At the statement of financial position date, all of the assets of the Company are secured by way of a subsidiary debenture agreement.

The Company is settlor of Pure Cremation Funeral Planning Trust, a trust set up to hold plan holder balances, for the provision of future cremations. At the statement of financial position date, the trust had a surplus, if the Trust was in deficit the Company would be liable should the Trust be unable to fulfil its obligations.

The directors believe that no provision needs to be recognised in these accounts in respect of the Company being the settlor of Pure Cremation Funeral Planning Trust, as it's not considered probable that any transfer of economic benefit will pass in connection with the Company acting as settlor to the Trust.

**9. Controlling party**

The immediate parent undertaking is Pure Cremation Group Limited, a company registered in England and Wales.

The ultimate parent undertaking is Pure Cremation Holdings Limited, a company registered in England and Wales.

The smallest group of undertakings for which group accounts for the year ended 31 December 2020 have been drawn up, is that headed by Pure Cremation Group Limited. Copies of the group accounts are available from Companies House.

The directors consider there to be no ultimate controlling party.

**10. Auditor's information**

The auditor's report on the financial statements for the year ended 31 December 2020 was unqualified.

The audit report was signed on 04/05/2021 by Andrew Edmonds (Senior Statutory Auditor) on behalf of Nexia Smith & Williamson.