

**REGISTERED NUMBER: 04310360 (England and Wales)**

**Unaudited Financial Statements for the Year Ended 31 December 2019**

**for**

**SITEVISIBILITY MARKETING LIMITED**

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for the year ended 31 December 2019**

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**SITEVISIBILITY MARKETING LIMITED**

**Company Information  
for the year ended 31 December 2019**

**DIRECTORS:** J A E Woodford  
P M Whitwam  
Mrs L D Woodford

**SECRETARY:** Mrs L D Woodford

**REGISTERED OFFICE:** Preston Park House  
South Road  
Brighton  
East Sussex  
BN21 6SB

**REGISTERED NUMBER:** 04310360 (England and Wales)

**ACCOUNTANTS:** Plus Accounting  
Chartered Accountants  
Preston Park House  
South Road  
Brighton  
East Sussex  
BN1 6SB

**BANKERS:** National Westminster Plc  
42 London Road  
Brighton  
BN1 4LW

**SITEVISIBILITY MARKETING LIMITED (REGISTERED NUMBER: 04310360)**

**Balance Sheet  
31 December 2019**

	Notes	2019 £	2018 £
<b>FIXED ASSETS</b>			
Tangible assets	4	38,893	31,311
<b>CURRENT ASSETS</b>			
Debtors	5	394,219	843,599
Cash at bank and in hand		<u>214,266</u>	<u>92,180</u>
		608,485	935,779
<b>CREDITORS</b>			
Amounts falling due within one year	6	<u>(169,221)</u>	<u>(214,508)</u>
<b>NET CURRENT ASSETS</b>		<u>439,264</u>	<u>721,271</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		478,157	752,582
<b>PROVISIONS FOR LIABILITIES</b>	8	<u>(6,912)</u>	<u>(4,679)</u>
<b>NET ASSETS</b>		<u>471,245</u>	<u>747,903</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	9	1,000	1,000
Share premium		566,268	566,268
Retained earnings		<u>(96,023)</u>	<u>180,635</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>471,245</u>	<u>747,903</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2019 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.
- (b)

The notes form part of these financial statements

**Balance Sheet - continued**  
**31 December 2019**

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 11 April 2020 and were signed on its behalf by:

J A E Woodford - Director

**Notes to the Financial Statements  
for the year ended 31 December 2019**

**1. STATUTORY INFORMATION**

SiteVisibility Marketing Ltd is a private company, limited by shares, registered in England and Wales. The company's registered number, registered office address and business address can be found on the Company Information page.

The presentational currency of the financial statements is the Pound Sterling (£).

**2. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Significant judgements and estimates**

Preparation of the financial statements requires management to make significant judgements and estimates and these 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.

The items in the financial statements where these judgements and estimates have been made include the useful economic life of tangible fixed assets, the depreciation of these assets, provisions and the recoverability of debtors.

**Turnover**

Revenue represents the fair value of consideration received or receivable net of VAT and trade discounts.

Revenue is recognised as contract activity progresses. Revenue not billed is included in debtors and payments on account in excess of the relevant amount of revenue are included in creditors.

**Tangible fixed assets**

Tangible fixed assets are stated at cost (or deemed cost) or valuation less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended by management.

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful economic life.

Short leasehold	- 20% on cost
Fixtures and fittings	- 20% reducing balance
Computer equipment	- 33% on cost

**Impairment policy**

At each balance sheet date, the company reviews the carrying amount of its assets to determine whether there is any indication that any items have suffered an impairment loss. If any such indication exists, the recoverable amount of an asset is estimated in order to determine the extent of the impairment loss, if any. Where it is not possible to estimate the recoverable amount of an asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

**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.

**Notes to the Financial Statements - continued  
for the year ended 31 December 2019**

**2. ACCOUNTING POLICIES - continued**

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and 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.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

**Leasing commitments**

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

**Going concern**

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. The company therefore continues to adopt the going concern basis in preparing its financial statements.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 14 (2018 - 15) .

**Notes to the Financial Statements - continued  
for the year ended 31 December 2019**

**4. TANGIBLE FIXED ASSETS**

	<b>Short leasehold £</b>	<b>Fixtures and fittings £</b>	<b>Computer equipment £</b>	<b>Totals £</b>
<b>COST</b>				
At 1 January 2019	4,651	77,129	55,765	137,545
Additions	-	435	20,761	21,196
Disposals	-	(10,316)	(35,969)	(46,285)
At 31 December 2019	<u>4,651</u>	<u>67,248</u>	<u>40,557</u>	<u>112,456</u>
<b>DEPRECIATION</b>				
At 1 January 2019	1,861	55,093	49,280	106,234
Charge for year	930	4,239	7,345	12,514
Eliminated on disposal	-	(9,216)	(35,969)	(45,185)
At 31 December 2019	<u>2,791</u>	<u>50,116</u>	<u>20,656</u>	<u>73,563</u>
<b>NET BOOK VALUE</b>				
At 31 December 2019	<u>1,860</u>	<u>17,132</u>	<u>19,901</u>	<u>38,893</u>
At 31 December 2018	<u>2,790</u>	<u>22,036</u>	<u>6,485</u>	<u>31,311</u>

**5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019 £</b>	<b>2018 £</b>
Trade debtors	143,569	126,462
Amounts owed by group undertakings	165,941	615,367
Other debtors	84,709	101,770
	<u>394,219</u>	<u>843,599</u>

**6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019 £</b>	<b>2018 £</b>
Trade creditors	30,759	28,424
Taxation and social security	108,309	164,331
Other creditors	30,153	21,753
	<u>169,221</u>	<u>214,508</u>

**7. LEASING AGREEMENTS**

Minimum lease payments under non-cancellable operating leases fall due as follows:

	<b>2019 £</b>	<b>2018 £</b>
Within one year	32,500	32,500
Between one and five years	27,083	59,583
	<u>59,583</u>	<u>92,083</u>



**Notes to the Financial Statements - continued  
for the year ended 31 December 2019**

**8. PROVISIONS FOR LIABILITIES**

	<b>2019</b>	2018
	£	£
Deferred tax	<u><b>6,912</b></u>	<u>4,679</u>
		<b>Deferred tax</b>
		£
Balance at 1 January 2019		<b>4,679</b>
Accelerated capital allowances		<u><b>2,233</b></u>
Balance at 31 December 2019		<u><b>6,912</b></u>

**9. CALLED UP SHARE CAPITAL**

Allotted and issued:				
Number:	Class:	Nominal value:	<b>2019</b>	2018
			£	£
100,000	Ordinary	1p	<u><b>1,000</b></u>	<u>1,000</u>

**10. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES**

The following advances and credits to a director subsisted during the years ended 31 December 2019 and 31 December 2018:

	<b>2019</b>	2018
	£	£
<b>J A E Woodford</b>		
Balance outstanding at start of year	<b>27,052</b>	2,267
Amounts advanced	<b>58,531</b>	38,556
Amounts repaid	<b>(54,702)</b>	(13,771)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u><b>30,881</b></u>	<u>27,052</u>

During the year, interest was charged at 2.5% p.a. amounting to £881.

The loan is repayable on demand.

**11. RELATED PARTY DISCLOSURES**

The company has taken advantage of exemption, under the terms of Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', not to disclose related party transactions with wholly owned subsidiaries within the group.

**Notes to the Financial Statements - continued  
for the year ended 31 December 2019**

**11. RELATED PARTY DISCLOSURES - continued**

**SiteVisibility Limited**

The company is under the control of the holding company, SiteVisibility Limited, which holds 100% of the issued ordinary share capital.

**RoughAgenda Limited**

RoughAgenda Limited is also under the control of the holding company, SiteVisibility Limited, which holds 70% of the issued ordinary share capital.

During the year, the company charged RoughAgenda Limited a management charge of £Nil (2018: £180,000).

During the year, RoughAgenda Limited received net loans from the company of £28,248.

At 31 December 2019, RoughAgenda Limited owed the company £11,634 (2018: the company owed RoughAgenda Limited £16,614).

**12. ULTIMATE CONTROLLING PARTY**

There is no one ultimate controlling party.

**13. UNLAWFUL DISTRIBUTIONS**

Under s830 of the Companies Act 2006 a company is prohibited from making a distribution except out of profits available for this purpose. If at the time of distribution the members know or have reasonable grounds for knowing that a distribution is unlawful they are liable to repay it (or that part of it, as the case may be) to the company in the event of a winding up as stipulated by s847 of the Companies Act 2006.

At the time the dividend was paid the directors were not aware that there were insufficient profits available for distribution and the directors acknowledge that no further distributions can be made until there are sufficient profits available for that purpose.

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.