

REGISTERED NUMBER: 04310360 (England and Wales)

Unaudited Financial Statements for the Year Ended 31 December 2022

for

SITEVISIBILITY MARKETING LIMITED

**Contents of the Financial Statements
for the year ended 31 December 2022**

	Page
Company Information	1
Balance Sheet	2
Notes to the Financial Statements	4

SITEVISIBILITY MARKETING LIMITED

**Company Information
for the year ended 31 December 2022**

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

SECRETARY: L D Woodford

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

BUSINESS ADDRESS: Plus X Innovation Hub
Lewes Road
Brighton
East Sussex
BN2 4GL

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 2022**

	Notes	2022 £	2021 £
FIXED ASSETS			
Tangible assets	4	2,926	7,590
CURRENT ASSETS			
Debtors	5	91,495	161,235
Cash at bank and in hand		<u>53,406</u>	<u>45,182</u>
		144,901	206,417
CREDITORS			
Amounts falling due within one year	6	<u>(136,787)</u>	<u>(150,703)</u>
NET CURRENT ASSETS		<u>8,114</u>	<u>55,714</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		11,040	63,304
PROVISIONS FOR LIABILITIES	7	<u>(732)</u>	<u>(1,442)</u>
NET ASSETS		<u>10,308</u>	<u>61,862</u>
CAPITAL AND RESERVES			
Called up share capital	8	1,000	1,000
Share premium		566,268	566,268
Retained earnings		<u>(556,960)</u>	<u>(505,406)</u>
SHAREHOLDERS' FUNDS		<u>10,308</u>	<u>61,862</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2022 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
- (b) 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.

Balance Sheet - continued
31 December 2022

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 and authorised for issue on 26 April 2023 and were signed on its behalf by:

J A E Woodford - Director

**Notes to the Financial Statements
for the year ended 31 December 2022**

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.

Turnover

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

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 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.

Financial instruments

Financial liabilities, financial assets 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.

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.

**Notes to the Financial Statements - continued
for the year ended 31 December 2022**

2. ACCOUNTING POLICIES - continued

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 plan for its employees. A defined contribution pension plan is a pension plan under which the company pays contributions into a separate entity. Once the contributions have been paid, the company has no further obligations.

The contributions are recognised as an expense in the income statement when they fall due. Amounts owed but not paid are shown in accruals as a liability in the Statement of financial position. The assets of the plan are held separately from the Company in independently administered funds.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 10 (2021 - 14) .

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 January 2022	16,405	43,476	59,881
Additions	-	1,248	1,248
Disposals	-	(4,235)	(4,235)
At 31 December 2022	<u>16,405</u>	<u>40,489</u>	<u>56,894</u>
DEPRECIATION			
At 1 January 2022	13,827	38,464	52,291
Charge for year	516	5,396	5,912
Eliminated on disposal	-	(4,235)	(4,235)
At 31 December 2022	<u>14,343</u>	<u>39,625</u>	<u>53,968</u>
NET BOOK VALUE			
At 31 December 2022	<u>2,062</u>	<u>864</u>	<u>2,926</u>
At 31 December 2021	<u>2,578</u>	<u>5,012</u>	<u>7,590</u>

**Notes to the Financial Statements - continued
for the year ended 31 December 2022**

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade debtors	76,090	105,442
Amounts owed by group undertakings	2,268	5,369
Other debtors	13,137	50,424
	<u>91,495</u>	<u>161,235</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	10,271	7,781
Taxation and social security	98,744	100,994
Other creditors	27,772	41,928
	<u>136,787</u>	<u>150,703</u>

7. PROVISIONS FOR LIABILITIES

	2022	2021
	£	£
Deferred tax	<u>732</u>	<u>1,442</u>

	Deferred tax
	£
Balance at 1 January 2022	1,442
Accelerated capital allowances	(710)
Balance at 31 December 2022	<u>732</u>

8. CALLED UP SHARE CAPITAL

Allotted and issued:			2022	2021
Number:	Class:	Nominal value:	£	£
100,000	Ordinary	1p	<u>1,000</u>	<u>1,000</u>

9. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 December 2022 and 31 December 2021:

	2022	2021
	£	£
J A E Woodford		
Balance outstanding at start of year	13,916	464
Amounts advanced	7,056	25,877
Amounts repaid	(20,492)	(12,425)
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>480</u>	<u>13,916</u>

**Notes to the Financial Statements - continued
for the year ended 31 December 2022**

9. DIRECTORS' ADVANCES, CREDITS AND GUARANTEES - continued

During the year, interest was charged at 2.0% p.a. amounting to £134 (2021: £156).

The loan is repayable on demand.

10. 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.

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, SiteVisibility Marketing Ltd loaned RoughAgenda Ltd £21,167 and received £20,150.

At 31 December 2022, RoughAgenda Limited owed the company £2,268 (2021: £1,251).

11. ULTIMATE CONTROLLING PARTY

There is no one ultimate controlling party.

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.