

Company registration number 07257306 (England and Wales)

FIELDODOLOGY LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 28 FEBRUARY 2023
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FIELDODOLOGY LIMITED

BALANCE SHEET

AS AT 28 FEBRUARY 2023

		28 February 2023		31 December 2021	
	Notes	£	£	£	£
Fixed assets					
Tangible assets	3		5,941		9,969
Current assets					
Debtors	4	26,479		81,059	
Cash at bank and in hand		12,493		4,380	
		38,972		85,439	
Creditors: amounts falling due within one year	5	(12,822)		(66,773)	
Net current assets			26,150		18,666
Net assets			32,091		28,635
Capital and reserves					
Called up share capital	6		100		100
Profit and loss reserves			31,991		28,535
Total equity			32,091		28,635

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial period ended 28 February 2023 the company was entitled to exemption from audit under section 479A of the Companies Act 2006 relating to subsidiary companies.

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 members have not required the company to obtain an audit of its financial statements for the period in question in accordance with section 476.

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

The financial statements were approved by the board of directors and authorised for issue on 25 September 2023 and are signed on its behalf by:


Mr P Spicer
Director

Company Registration No. 07257306

FIELDODOLOGY LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 28 FEBRUARY 2023

1 Accounting policies

Company information

Fieldology Limited is a private company limited by shares incorporated in England and Wales. The registered office is 2-4 Packhorse Road, Gerrards Cross, Buckinghamshire, England, SL9 7QE.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Reporting period

The reporting period has been extended to fourteen months to be coterminous with the group reporting date of 28 February 2023. As a result, the comparatives are not entirely comparable.

1.3 Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other tax sales.

1.4 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	50% on cost
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.5 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

FIELDODOLOGY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 28 FEBRUARY 2023

1 Accounting policies

(Continued)

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and 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. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

1.6 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.7 Foreign exchange

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation in the period are included in profit or loss.

2 Employees

The average monthly number of persons (including directors) employed by the company during the period was:

	2023 Number	2021 Number
Total	6	9

FIELDODOLOGY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 28 FEBRUARY 2023

3 Tangible fixed assets

	Computers £
Cost	
At 1 January 2022	48,866
Additions	6,403
Disposals	(35,973)
At 28 February 2023	19,296
Depreciation and impairment	
At 1 January 2022	38,897
Depreciation charged in the period	9,757
Eliminated in respect of disposals	(35,299)
At 28 February 2023	13,355
Carrying amount	
At 28 February 2023	5,941
At 31 December 2021	9,969

4 Debtors

	2023 £	2021 £
Amounts falling due within one year:		
Trade debtors	9,871	-
Amounts owed by group undertakings	13,156	78,644
Prepayments and accrued income	3,452	2,415
	26,479	81,059

5 Creditors: amounts falling due within one year

	2023 £	2021 £
Amounts owed to group undertakings	7,222	-
Accruals and deferred income	5,600	66,773
	12,822	66,773

6 Called up share capital

	2023 Number	2021 Number	2023 £	2021 £
Ordinary share capital				
Issued and fully paid				
Ordinary of 10p each	1,000	1,000	100	100

FIELDODOLOGY LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 28 FEBRUARY 2023

6 Called up share capital

(Continued)

7 Financial commitments, guarantees and contingent liabilities

The company has given guarantees and charges over its assets in favour of other group companies in support of certain borrowings of those companies. At the balance sheet date no amounts were outstanding under these borrowings.

8 Related party transactions

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.

9 Parent company

The immediate parent undertaking is Activate Solutions Group Limited, a company incorporated in England with the same registered office as the company.

The ultimate parent undertaking is 1Impact Holding, a company incorporated in France with its legal office in Levallois-Perret, 102-116 Rue Victor Hugo. This is the largest group of undertakings for which consolidated financial statements are prepared and of which the company is a member.

The smallest group of undertakings for which consolidated financial statements are prepared and of which the company is a member is Impact Field Marketing Group Limited which has the same registered office as the company. Copies of the group financial statements are available from Companies House.