

Unaudited Financial Statements  
for the Year Ended 31 May 2020  
for  
Marketing With Insight Limited

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for the year ended 31 May 2020

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Marketing With Insight Limited

Company Information  
for the year ended 31 May 2020

<b>DIRECTOR:</b>	Ms J L Tilling
<b>REGISTERED OFFICE:</b>	19 Ashchurch Grove London W12 9BT
<b>REGISTERED NUMBER:</b>	10761649 (England and Wales)
<b>ACCOUNTANTS:</b>	ansteybond 1-2 Charterhouse Mews London EC1M 6BB

Balance Sheet  
31 May 2020

	Notes	31.5.20 £	31.5.19 £
<b>FIXED ASSETS</b>			
Tangible assets	4	5,918	425
<b>CURRENT ASSETS</b>			
Debtors	5	1,584	122,058
Investments	6	1,830	1,830
Cash at bank		<u>134,586</u>	<u>6,509</u>
		138,000	130,397
<b>CREDITORS</b>			
Amounts falling due within one year	7	<u>(27,212)</u>	<u>(7,670)</u>
<b>NET CURRENT ASSETS</b>		<u>110,788</u>	<u>122,727</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>116,706</u>	<u>123,152</u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital		1	1
Retained earnings		<u>116,705</u>	<u>123,151</u>
<b>SHAREHOLDERS' FUNDS</b>		<u>116,706</u>	<u>123,152</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 May 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 May 2020 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her 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.

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 director and authorised for issue on 27 January 2021 and were signed by:

Ms J L Tilling - Director

Notes to the Financial Statements  
for the year ended 31 May 2020

1. **STATUTORY INFORMATION**

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

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**

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

**Tangible fixed assets**

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

Computer equipment - 25% straight line method.

Fixtures and Fittings - 25% straight line method.

**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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was NIL (2019 - NIL).

Notes to the Financial Statements - continued  
for the year ended 31 May 20204. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
<b>COST</b>	
At 1 June 2019	829
Additions	<u>6,128</u>
At 31 May 2020	<u>6,957</u>
<b>DEPRECIATION</b>	
At 1 June 2019	404
Charge for year	<u>635</u>
At 31 May 2020	<u>1,039</u>
<b>NET BOOK VALUE</b>	
At 31 May 2020	<u>5,918</u>
At 31 May 2019	<u>425</u>

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

	31.5.20 £	31.5.19 £
Trade debtors	-	2,549
Other debtors	<u>1,584</u>	<u>119,509</u>
	<u>1,584</u>	<u>122,058</u>

6. **CURRENT ASSET INVESTMENTS**

	31.5.20 £	31.5.19 £
Unlisted investments	<u>1,830</u>	<u>1,830</u>

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

	31.5.20 £	31.5.19 £
Taxation and social security	2,411	6,171
Other creditors	<u>24,801</u>	<u>1,499</u>
	<u>27,212</u>	<u>7,670</u>

8. **RELATED PARTY DISCLOSURES**

At the balance sheet date, included within other creditors, is an amount of £20,301 (2019: £119,509 Dr) due from the company to Ms J L Tilling, Director of the company.

9. **ULTIMATE CONTROLLING PARTY**

The ultimate controlling party is Ms J L Tilling.

Chartered Accountants' Report to the Director  
on the Unaudited Financial Statements of  
Marketing With Insight Limited

**The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of Marketing With Insight Limited for the year ended 31 May 2020 which comprise the Income Statement, Balance Sheet and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at <http://www.icaew.com/en/membership/regulations-standards-and-guidance>.

This report is made solely to the director of Marketing With Insight Limited in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of Marketing With Insight Limited and state those matters that we have agreed to state to the director of Marketing With Insight Limited in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Marketing With Insight Limited and its director for our work or for this report.

It is your duty to ensure that Marketing With Insight Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and loss of Marketing With Insight Limited. You consider that Marketing With Insight Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of Marketing With Insight Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

ansteybond  
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London  
EC1M 6BB

Date: .....

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.