

REGISTERED NUMBER: 06782270 (England and Wales)

Report of the Directors and

Unaudited Financial Statements for the Year Ended 31 January 2022

for

Clevertouch Marketing Limited

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for the Year Ended 31 January 2022

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Clevertouch Marketing Limited

Company Information
for the Year Ended 31 January 2022

DIRECTORS:

P A Ball
N A Burrell
Mrs S Sharp
A J Sharp

SECRETARY:

REGISTERED OFFICE:

The Workshop The Dene
Ropley Dean
Ropley
Hampshire
SO24 0BH

REGISTERED NUMBER:

06782270 (England and Wales)

ACCOUNTANTS:

Tempus Tax Ltd
Netley House
Shere Road
Gomshall
Guildford
Surrey
GU5 9QA

Clevertouch Marketing Limited (Registered number: 06782270)

Report of the Directors
for the Year Ended 31 January 2022

The directors present their report with the financial statements of the company for the year ended 31 January 2022.

DIRECTORS

The directors shown below have held office during the whole of the period from 1 February 2021 to the date of this report.

P A Ball
N A Burrell
Mrs S Sharp
A J Sharp

This report has been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

N A Burrell - Director

26 October 2022

Income Statement
for the Year Ended 31 January 2022

	Notes	31.1.22 £	£	31.1.21 £	£
TURNOVER			4,823,825		3,809,613
Cost of sales			<u>29,286</u>		<u>107,467</u>
GROSS PROFIT			4,794,539		3,702,146
Distribution costs		3,039,261		2,456,245	
Administrative expenses		<u>902,900</u>		<u>775,916</u>	
			<u>3,942,161</u>		<u>3,232,161</u>
			852,378		469,985
Other operating income			<u>42,156</u>		<u>347,598</u>
OPERATING PROFIT	4		894,534		817,583
Income from fixed asset investments		57,362		141,758	
Interest receivable and similar income		<u>-</u>		<u>2,220</u>	
			<u>57,362</u>		<u>143,978</u>
			951,896		961,561
Interest payable and similar expenses			<u>11,751</u>		<u>2,612</u>
PROFIT BEFORE TAXATION			940,145		958,949
Tax on profit			<u>-</u>		<u>-</u>
PROFIT FOR THE FINANCIAL YEAR			<u>940,145</u>		<u>958,949</u>

The notes form part of these financial statements

Balance Sheet
31 January 2022

	Notes	31.1.22		31.1.21	
		£	£	£	£
FIXED ASSETS					
Tangible assets	5		72,819		44,914
Investments	6		<u>272,182</u>		<u>322,616</u>
			345,001		367,530
CURRENT ASSETS					
Stocks		239,369		239,369	
Debtors	7	3,135,193		2,737,028	
Prepayments and accrued income		79,289		-	
Cash in hand		<u>11,397</u>		<u>59,242</u>	
		3,465,248		3,035,639	
CREDITORS					
Amounts falling due within one year	8	<u>971,461</u>		<u>619,894</u>	
NET CURRENT ASSETS			<u>2,493,787</u>		<u>2,415,745</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			2,838,788		2,783,275
CREDITORS					
Amounts falling due after more than one year	9		<u>20,573</u>		<u>43,495</u>
NET ASSETS			<u>2,818,215</u>		<u>2,739,780</u>

The notes form part of these financial statements

Balance Sheet - continued
31 January 2022

	Notes	31.1.22		31.1.21	
		£	£	£	£
CAPITAL AND RESERVES					
Called up share capital			33,000		33,000
Other reserves			25,830		25,830
Retained earnings			<u>2,759,385</u>		<u>2,680,950</u>
			<u>2,818,215</u>		<u>2,739,780</u>

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

The members have not required the company to obtain an audit of its financial statements for the year ended 31 January 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.

The financial statements have been prepared 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 26 October 2022 and were signed on its behalf by:

N A Burrell - Director

Notes to the Financial Statements
for the Year Ended 31 January 2022

1. **STATUTORY INFORMATION**

Clevertouch Marketing 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.

Stocks

Work in progress is valued at the lower of cost and net realisable value.

Cost is calculated using the first-in, first-out method and includes all purchase, transport, and handling costs in bringing stocks to their present location and condition.

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 January 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.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss 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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 75 (2021 - 72) .

4. **OPERATING PROFIT**

The operating profit is stated after charging:

	31.1.22	31.1.21
	£	£
Depreciation - owned assets	<u>20,821</u>	<u>12,200</u>

Notes to the Financial Statements - continued
for the Year Ended 31 January 2022

5. **TANGIBLE FIXED ASSETS**

	Plant and machinery etc £
COST	
At 1 February 2021	136,494
Additions	48,510
Disposals	<u>216</u>
At 31 January 2022	<u>185,220</u>
DEPRECIATION	
At 1 February 2021	91,580
Charge for year	<u>20,821</u>
At 31 January 2022	<u>112,401</u>
NET BOOK VALUE	
At 31 January 2022	<u>72,819</u>
At 31 January 2021	<u>44,914</u>

6. **FIXED ASSET INVESTMENTS**

	Other investment £
COST	
At 1 February 2021	322,616
Disposals	<u>(50,434)</u>
At 31 January 2022	<u>272,182</u>
NET BOOK VALUE	
At 31 January 2022	<u>272,182</u>
At 31 January 2021	<u>322,616</u>

Notes to the Financial Statements - continued
for the Year Ended 31 January 2022

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

	31.1.22	31.1.21
	£	£
Trade debtors	845,258	664,311
Other debtors	<u>2,289,935</u>	<u>2,072,717</u>
	<u>3,135,193</u>	<u>2,737,028</u>

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

	31.1.22	31.1.21
	£	£
Trade creditors	274,858	218,118
Taxation and social security	168,603	143,440
Other creditors	<u>528,000</u>	<u>258,336</u>
	<u>971,461</u>	<u>619,894</u>

9. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	31.1.22	31.1.21
	£	£
Other creditors	<u>20,573</u>	<u>43,495</u>

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

The following advances and credits to directors subsisted during the years ended 31 January 2022 and 31 January 2021:

	31.1.22	31.1.21
	£	£
P A Ball		
Balance outstanding at start of year	19,813	19,813
Amounts repaid	(14,306)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>5,507</u>	<u>19,813</u>

Notes to the Financial Statements - continued
for the Year Ended 31 January 2022

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

Mrs S Sharp

Balance outstanding at start of year	228,682	104,299
Amounts advanced	-	124,383
Amounts repaid	(72,261)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>156,421</u>	<u>228,682</u>

A J Sharp

Balance outstanding at start of year	519,050	363,723
Amounts advanced	-	155,327
Amounts repaid	(15,537)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>503,513</u>	<u>519,050</u>

N A Burrell

Balance outstanding at start of year	93,010	-
Amounts advanced	-	93,010
Amounts repaid	(83,641)	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>9,369</u>	<u>93,010</u>

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.