

REGISTERED NUMBER: 04407150 (England and Wales)

**100% EFFECTIVE LIMITED**  
**Unaudited Financial Statements**  
**for the Year Ended 31 December 2020**

Maclean & Company  
1 Park View Court  
St Paul's Road  
Shipley  
West Yorkshire  
BD18 3DZ

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**100% EFFECTIVE LIMITED (Registered number: 04407150)**

**Contents of the Financial Statements  
for the Year Ended 31 December 2020**

	<b>Page</b>
<b>Company Information</b>	1
<b>Balance Sheet</b>	2
<b>Notes to the Financial Statements</b>	3

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**100% EFFECTIVE LIMITED**

**Company Information**  
**for the Year Ended 31 December 2020**

<b>DIRECTOR:</b>	J M Wellwood
<b>REGISTERED OFFICE:</b>	Raylor Centre James Street York North Yorkshire YO10 3DW
<b>REGISTERED NUMBER:</b>	04407150 (England and Wales)
<b>ACCOUNTANTS:</b>	Maclean & Company 1 Park View Court St Paul's Road Shipley West Yorkshire BD18 3DZ



**100% EFFECTIVE LIMITED (Registered number: 04407150)****Balance Sheet**  
**31 December 2020**

	Notes	31.12.20		31.12.19	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible assets	4		68,393		142,942
Tangible assets	5		<u>3,761</u>		<u>4,424</u>
			72,154		147,366
<b>CURRENT ASSETS</b>					
Stocks	6	1,750		1,750	
Debtors	7	61,847		130,816	
Cash at bank		<u>779,715</u>		<u>641,309</u>	
		843,312		773,875	
<b>CREDITORS</b>					
Amounts falling due within one year	8	<u>5,109</u>		<u>52,170</u>	
<b>NET CURRENT ASSETS</b>			<u>838,203</u>		<u>721,705</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>910,357</u>		<u>869,071</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			100		100
Retained earnings			<u>910,257</u>		<u>868,971</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>910,357</u>		<u>869,071</u>

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

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

The director acknowledges his responsibilities for:

- 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.

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 19 April 2021 and were signed by:

J M Wellwood - Director





**100% EFFECTIVE LIMITED (Registered number: 04407150)**

**Notes to the Financial Statements  
for the Year Ended 31 December 2020**

**1. STATUTORY INFORMATION**

100% EFFECTIVE 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.

Office equipment - 15% on reducing balance  
Computer equipment - 33% on cost

**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.

**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.

**Research and development**

Expenditure on the specific design and implementation of new enhanced processes and procedures is amortised evenly over their estimated useful lives of five years.

**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.



**100% EFFECTIVE LIMITED (Registered number: 04407150)****Notes to the Financial Statements - continued  
for the Year Ended 31 December 2020****2. ACCOUNTING POLICIES - continued****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 6 (2019 - 6).

**4. INTANGIBLE FIXED ASSETS**

	Research & development costs £
<b>COST</b>	
At 1 January 2020 and 31 December 2020	<u>401,827</u>
<b>AMORTISATION</b>	
At 1 January 2020	258,885
Amortisation for year	<u>74,549</u>
At 31 December 2020	<u>333,434</u>
<b>NET BOOK VALUE</b>	
At 31 December 2020	<u>68,393</u>
At 31 December 2019	<u>142,942</u>

**5. TANGIBLE FIXED ASSETS**

	Office equipment £	Computer equipment £	Totals £
<b>COST</b>			
At 1 January 2020 and 31 December 2020	<u>18,176</u>	<u>11,051</u>	<u>29,227</u>
<b>DEPRECIATION</b>			
At 1 January 2020	13,753	11,050	24,803
Charge for year	<u>663</u>	<u>-</u>	<u>663</u>
At 31 December 2020	<u>14,416</u>	<u>11,050</u>	<u>25,466</u>
<b>NET BOOK VALUE</b>			
At 31 December 2020	<u>3,760</u>	<u>1</u>	<u>3,761</u>
At 31 December 2019	<u>4,423</u>	<u>1</u>	<u>4,424</u>

**6. STOCKS**

	31.12.20 £	31.12.19 £
Work-in-progress	<u>1,750</u>	<u>1,750</u>



**100% EFFECTIVE LIMITED (Registered number: 04407150)**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2020**

<b>7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		
	31.12.20	31.12.19
	£	£
Trade debtors	58,913	103,502
Other debtors	<u>2,934</u>	<u>27,314</u>
	<u>61,847</u>	<u>130,816</u>
<b>8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		
	31.12.20	31.12.19
	£	£
Trade creditors	2,533	-
Taxation	-	25,702
Other creditors	<u>2,576</u>	<u>26,468</u>
	<u>5,109</u>	<u>52,170</u>

**9. PENSION COMMITMENTS**

The company operates defined contribution pension schemes, the assets of which are held separately from those of the company in independently administered funds. The pension charge for the year was £14,543 (2019 - £11,967).



