

The Companies House

Leads Engine

A self-running lead-sourcing pipeline that turns the UK's official company register into a daily drip of qualified, CRM-ready accounts, built entirely inside Google Sheets.

No paid data vendors. No scraping. No maintenance. You paste one script, run it once, and let it work while you sleep.

WHAT'S INSIDE

- A easy to understand what the engine script does and who it's for
- Step-by-step deployment: from a free API key to a live, self-updating sheet
- The full, copy-paste script: the exact code, ready to run
- Tuning, sector presets, and a troubleshooting quick-reference

01 Why this exists

If your pipeline lives or dies on the quality of your list, you already know the problem. Bought data goes stale the day it lands. Enrichment credits evaporate. And half the “prospects” you paid for turn out to be dormant shells or micro-entities that were never going to buy.

This engine takes a different route. It reads straight from Companies House - the UK’s official, free, always-current company register, and quietly builds you a list of real, active, sector-matched businesses every single day. It filters out the noise (dormant companies, micro-entities, companies with no UK-resident director) and then enriches every survivor with the decision-makers, the people with significant control, the company’s lenders, and a one-click link to create the lead in your CRM.

You paste one script into Google Sheets, run it once, and walk away. The pipeline backfills **fifteen years** of company history, then keeps itself current, day after day, with zero babysitting and token usage.

Who it’s for

- **SDRs & BDRs** building tomorrow’s call list without burning through credits.
- **Account Executives** researching a territory or vertical before they dial.
- **GTM, RevOps & growth leads** standing up a new outbound motion on real, defensible data.
- **Founders & agencies** who do their own sourcing and want it running on autopilot.

THE SHORT VERSION

Official data in. Dormant, tiny, and non-UK companies filtered out. Decision-makers, ownership, lenders, and CRM links out - refreshed daily, for free.

02 What it does

The engine runs in two stages, each on its own automatic schedule. You never touch it after setup.

STAGE	WHAT HAPPENS
Stage 1 Sourcer	Sweeps Companies House for active UK companies in your target SIC codes, advancing one incorporation date per run - from 15 years ago up to today. Keeps only companies filing full accounts with a UK-resident director, then drops each company name into column A (deduped).
Stage 2 Enricher	Reads the names in column A and fills columns B–O with everything you need to work the lead. Skips any row that’s already enriched, and emails you a summary after each run.

The 15 columns you get

Every lead lands as a fully-worked row, not just a name.

COL	FIELD	WHAT IT TELLS YOU
A	Company Name	The lead itself, deduplicated against everything already in the sheet.
B	Company Number	The official Companies House identifier.
C	Directors	Active directors; each name is a one-click link that pre-fills a new CRM lead.
D	PSC	Persons with significant control: the real owners.
E	Location	Full registered-office address.
F	Date of Incorporation	Company age, which acts as a fast maturity and timing signal.
G	SIC Codes	What the company actually does, in plain language.
H	Latest Accounts	Direct link to their filing history on Companies House.
I	SIC Fit	A check (✓ / ×) to see if this company matches your target sector.
J	EEA?	A check (✓ / × / ?) for nationality and residence of directors and owners.
K	Primary Lender	The holder of the most recent outstanding charge.
L	All Lenders	Every lender with an outstanding charge against the company.

COL	FIELD	WHAT IT TELLS YOU
M	Reviewed?	A checkbox so your team can track who's been worked.
N	First Seen	Timestamp for when the row was enriched.
O	Accounts Size	Size read (Full / Small / Micro / Dormant) for an instant overview.

03 What you'll need

Everything here is free. Set aside about 15 minutes for the one-time setup.

- **A Google account:** Sheets and Apps Script are built in, at no cost.
- **A free Companies House API key:** we'll create one together in the next section.
- **About 15 minutes:** paste, configure, run, done.
- **No credit card, no data vendor, no server.** The whole thing lives in one Google Sheet.

GOOD TO KNOW

The Companies House API is genuinely free, with a fair-use limit of 600 requests every 5 minutes. The script already paces itself with short pauses to stay comfortably under that ceiling.

04 Get your Companies House API key

This is the one credential the engine needs. It's free and takes a couple of minutes.

1. Open the Companies House developer hub:
developer.company-information.service.gov.uk
2. Choose **Sign in / Register** and create a free Companies House account (or sign in if you already have one). Confirm your email address.
3. Back on the hub, go to **Manage applications** →
developer.company-information.service.gov.uk/manage-applications.
4. Click **Register an application**. Give it a name (e.g. "Leads Engine") and a short description, set the environment to **Live**, and save.
5. Open the application you just created and click **Create a new key**.
6. Choose the key type **REST** (not *Streaming*). Name the key, and leave **Restrict by IP addresses** empty, as Google's servers use rotating IPs and IP restriction will block Apps Script.
7. Click **Create**, then copy the key that appears. That long string is your **COMPANIES_HOUSE_API_KEY**. Treat it like a password.

HEADS UP

Pick the **REST** key, not the Streaming key; a Streaming key returns 401 errors here. If you ever regenerate the key, remember to update it in your Script Properties (Section 06).

05 Create your Apps Script project

1. Go to script.google.com and click **New project**.
2. Rename it at the top-left (e.g. "Companies House Leads Engine") so you can find it later.
3. Delete the placeholder function `myFunction() {}` in the editor - select all and clear it.
4. Copy the **entire** script from Section 10 of this guide and paste it in. Then press **Ctrl/Cmd + S** to save.

06 Configure it for your team

Four quick edits make the engine yours. The first is required; the rest tailor it to your sector and inbox.

a. Add your API key (required)

1. In the Apps Script editor, click the ⚙ **Project Settings** gear on the left.
2. Scroll to **Script Properties** → **Add script property**.
3. Name it exactly `COMPANIES_HOUSE_API_KEY`, paste your key as the value, and save.

b. Choose your target sectors

Near the top of the script, edit `TARGET_SIC_CODES` to the SIC codes for the industry you sell into. See Section 09 for ready-made sector presets.

c. Set the summary-email address

Change `EMAIL_TO` from the `you@yourcompany.com` placeholder to the address that should receive the daily run summary.

d. Point the CRM links at your system: Salesforce, Hubspot (optional)

The director and PSC names **become one-click "create lead" links**. Out of the box they target Salesforce via `LEAD_CRM_URL_BASE`. Swap in your own CRM's new-lead URL, or leave it if you're on Salesforce.

Seek permission from your CRM administrator before adding this link if you wish to have this one click add lead.

07 Link your spreadsheet

The script is standalone, meaning it isn't tied to one sheet. Instead, it finds a spreadsheet by an ID stored in Script Properties, so you get two clean options.

FIRST, HOW "RUN" WORKS

In the Apps Script toolbar there's a function dropdown next to the ▶ Run button. Whatever function is selected there is what runs - with no arguments. So you always pick the function first, then press Run.

Option A - Let the engine create a fresh sheet (easiest)

Do nothing extra. The first run detects that no sheet is linked and creates a brand-new one for you, then prints its URL in the execution log. This is the right choice for most people.

Option B - Point it at a sheet you already have

The helper `useExistingSheet(id)` exists for this, but it needs an argument, and the Run button can't pass one. So set it in the settings instead, which does exactly the same thing:

1. Open your existing Google Sheet and copy its **ID** from the URL (the long string between `/d/` and `/edit`).
2. In ⚙️ **Project Settings** → **Script Properties**, add a property named `LEAD_SHEET_ID` with your sheet ID as the value. Save.
3. That's it; the next run opens *your* sheet, writes the headers, and never creates a new one.

08 Run setup & go live

1. In the function dropdown at the top of the editor, select **setupAllTriggers**.
2. Click ► **Run**. The first time, Google shows an authorization prompt - approve it (the script needs Sheets, external requests, Mail, and Triggers).
3. Open the **Execution log** at the bottom. It prints your sheet URL and confirms both triggers are installed.
4. Want to confirm everything's wired up? Select **srcStatus** and Run; it logs the mode, date pointer, your SIC codes, and the linked sheet ID.
- 5.

WHAT HAPPENS NEXT

Stage 1 fires every 10 minutes and marches one day forward through 15 years of history (the backfill). Once it catches up to today, it automatically switches to a gentle daily run. Stage 2 enriches new names every morning around 07:00 and emails you the summary. From here, it runs itself.

09 Make it yours

Sector presets

Drop any of these straight into **TARGET_SIC_CODES**. Mix and match up to 13 codes. Full list at resources.companieshouse.gov.uk/sic.

SECTOR	EXAMPLE SIC CODES	SELL INTO
Accountancy & bookkeeping	69201, 69202, 69203	Fintech, practice software, advisory
Real estate & property	68100, 68209, 68310, 68320	Proptech, brokers, lenders
IT & software services	62012, 62020, 62090, 63110	SaaS, MSPs, cloud, cybersecurity
Construction & trades	41100, 41201, 42990, 43999	Materials, equipment finance, insurance
Marketing & creative	70210, 73110, 73120, 74100	Adtech, martech, agency tools

Tuning knobs

- **SRC_YEARS_LOOKBACK**: how far back the backfill reaches (default 15 years).
- **SRC_COMPANIES_LIMIT**: how many new companies each Stage 1 run may add (default 30).
- **ENR_DAILY_CAP**: how many rows Stage 2 enriches per day (default 100).
- **The accounts filter** in sourceLeads: loosen it if you want smaller companies (micro / small), or keep it tight for established, full-accounts businesses.

10 The full script (19 pages)

Select everything in the box below, copy it, and paste it into your Apps Script editor (Section 05). It's the complete, working engine; nothing is abbreviated. Wrapped lines still copy as single lines, so the paste is clean.

Click [here](#) to save yourself the time and energy. Get the universal copy and paste code [here](#).

Finetune:

- Enter your desired sic code (industry)
- Account Size type (Micro accounts, Small Accounts, Full Accounts,
- How far back you want it to search (+15 years old companies)

11 Troubleshooting

IF YOU SEE...	DO THIS
COMPANIES_HOUSE_API_KEY not set	Add the Script Property with that exact name (Section 06a). Watch for typos and stray spaces.
CH API 401	Wrong key, or a Streaming key. Create a REST key, re-copy it, and make sure no IP restriction is set.
CH API 429	You hit the fair-use limit. Wait five minutes; the script self-paces, so this is rare.
"Pass a Google Sheet ID"	You ran useExistingSheet from the Run button. Use the LEAD_SHEET_ID property instead (Section 07, Option B).
The summary email never arrives	EMAIL_TO is still the placeholder. Set it to your real address (Section 06c).
No rows yet	This is normal early on, as backfill adds one day at a time, and niche sectors are thin on some dates. Run srcStatus to watch it advance.
"Maximum 13 SIC codes"	Trim TARGET_SIC_CODES down to 13 or fewer entries.
FRESH START Need to re-run the 15-year sweep from scratch? Select srcResetDatePointer and Run; it clears the pointer so the next run begins 15 years ago again. Your existing leads stay put.	

12 Built by Samuel Ilelaboye

I'm Samuel, CEO of B2B LCC, where we rebuild businesses for the AI era and raise the AI Literacy for the common professional. This engine is a small piece of that philosophy: real leverage, no busywork.

If it saved you a stack of prospecting hours, the best thank-you is a follow. I share the automations, playbooks, and AI systems I build for GTM teams, and connecting genuinely helps grow what I'm building.

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