

REGISTERED NUMBER: 03883483 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2016
FOR
DIAMOND DIRECT MAILING LIMITED

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2016

	Page
Company Information	1
Balance Sheet	2
Notes to the Financial Statements	3

DIAMOND DIRECT MAILING LIMITED

**COMPANY INFORMATION
FOR THE YEAR ENDED 31 OCTOBER 2016**

DIRECTORS: N C Diamond
Mrs S Diamond

SECRETARY: Mrs S Diamond

REGISTERED OFFICE: 3 Shepherd Industrial Estate
Brooks Road
Lewes
East Sussex
BN7 2BY

REGISTERED NUMBER: 03883483 (England and Wales)

ACCOUNTANTS: Advanta
Chartered Accountants
29 Gildredge Road
Eastbourne
East Sussex
BN21 4RU

BALANCE SHEET
31 OCTOBER 2016

	Notes	2016 £	£	2015 £	£
FIXED ASSETS					
Intangible assets	3		13,175		16,575
Tangible assets	4		<u>36,987</u>		<u>46,418</u>
			50,162		62,993
CURRENT ASSETS					
Stocks	5	7,000		4,800	
Debtors	6	75,844		94,599	
Cash at bank and in hand		<u>7,504</u>		<u>18,822</u>	
		90,348		118,221	
CREDITORS					
Amounts falling due within one year	7	<u>126,034</u>		<u>129,065</u>	
NET CURRENT LIABILITIES			<u>(35,686)</u>		<u>(10,844)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			14,476		52,149
PROVISIONS FOR LIABILITIES	9		<u>7,225</u>		<u>9,074</u>
NET ASSETS			<u><u>7,251</u></u>		<u><u>43,075</u></u>
CAPITAL AND RESERVES					
Called up share capital			100		100
Retained earnings			<u>7,151</u>		<u>42,975</u>
SHAREHOLDERS' FUNDS			<u><u>7,251</u></u>		<u><u>43,075</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2016 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 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 of Part 15 of the Companies Act 2006 relating to small companies.

In accordance with Section 444 of the Companies Act 2006, the Income Statement has not been delivered.

The financial statements were approved by the Board of Directors on 5 May 2017 and were signed on its behalf by:

N C Diamond - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 OCTOBER 2016**

1. STATUTORY INFORMATION

Diamond Direct Mailing 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 the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" 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.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2012, was being amortised evenly over its estimated useful life of twenty years until 31 October 2015. With effect from 1 November 2015, this accounting estimate has been reviewed and reduced to 5 years from acquisition, in accordance with financial reporting standard 102.

Tangible fixed assets

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

Plant & machinery	- 20% on reducing balance
Furniture, fittings & equipment	- 20% on reducing balance
Computer equipment	- Straight line over 3 years

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

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.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2016

3. INTANGIBLE FIXED ASSETS

Goodwill
£

COST

At 1 November 2015
and 31 October 2016

20,575

AMORTISATION

At 1 November 2015
Amortisation for year
At 31 October 2016

4,000

3,400

7,400

NET BOOK VALUE

At 31 October 2016
At 31 October 2015

13,175

16,575

4. TANGIBLE FIXED ASSETS

	Plant & machinery £	Furniture, fittings & equipment £	Computer equipment £	Totals £
COST				
At 1 November 2015	106,892	13,628	10,457	130,977
Additions	<u>150</u>	<u>-</u>	<u>-</u>	<u>150</u>
At 31 October 2016	<u>107,042</u>	<u>13,628</u>	<u>10,457</u>	<u>131,127</u>
DEPRECIATION				
At 1 November 2015	62,141	12,295	10,123	84,559
Charge for year	<u>8,980</u>	<u>267</u>	<u>334</u>	<u>9,581</u>
At 31 October 2016	<u>71,121</u>	<u>12,562</u>	<u>10,457</u>	<u>94,140</u>
NET BOOK VALUE				
At 31 October 2016	<u>35,921</u>	<u>1,066</u>	<u>-</u>	<u>36,987</u>
At 31 October 2015	<u>44,751</u>	<u>1,333</u>	<u>334</u>	<u>46,418</u>

5. STOCKS

	2016 £	2015 £
Stocks	<u>7,000</u>	<u>4,800</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016 £	2015 £
Trade debtors	67,563	86,052
Prepayments	<u>8,281</u>	<u>8,547</u>
	<u>75,844</u>	<u>94,599</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 OCTOBER 2016

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2016	2015
	£	£
Bank loans and overdrafts	40,395	23,532
Trade creditors	21,601	31,896
Tax	23,757	29,074
PAYE	2,259	2,035
VAT	19,472	30,693
Other creditors	5,407	6,337
Credit card	8,767	807
Directors' current accounts	275	434
Accrued expenses	4,101	4,257
	<u>126,034</u>	<u>129,065</u>

8. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2016	2015
	£	£
Within one year	17,600	14,667
Between one and five years	70,400	70,400
In more than five years	2,933	20,533
	<u>90,933</u>	<u>105,600</u>

9. PROVISIONS FOR LIABILITIES

	2016	2015
	£	£
Deferred tax		
Accelerated capital allowances	<u>7,225</u>	<u>9,074</u>

	Deferred tax
	£
Balance at 1 November 2015	9,074
Provided during year	(1,849)
Balance at 31 October 2016	<u>7,225</u>

10. ULTIMATE CONTROLLING PARTY

Mr N C and Mrs S Diamond are the ultimate controlling party.