

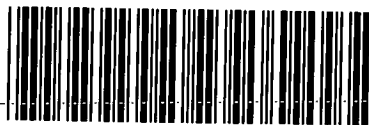
**REGISTERED NUMBER: 02540415 (England and Wales)**

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018

FOR

DIRECT MARKETING SUPPORT LIMITED

WEDNESDAY



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DIRECT MARKETING SUPPORT LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2018

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DIRECT MARKETING SUPPORT LIMITED

COMPANY INFORMATION  
FOR THE YEAR ENDED 31 DECEMBER 2018

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**DIRECTOR:** J.G. Fogg

**REGISTERED OFFICE:** Wirral Business Park  
Upton  
Wirral  
Merseyside  
CH49 1QZ

**REGISTERED NUMBER:** 02540415 (England and Wales)

**ACCOUNTANTS:** Malthouse & Company Chartered Accountants  
America House, Rumford Court  
Rumford Place  
Liverpool  
Merseyside  
L3 9DD

**BANKERS:** NatWest Bank Plc.  
P.O. Box 81  
36 Hamilton Square  
Birkenhead  
Merseyside  
CH41 5LG

BALANCE SHEET  
31 DECEMBER 2018

	Notes	31.12.18		31.12.17	
		£	£	£	£
<b>FIXED ASSETS</b>					
Tangible assets	4		28,766		33,745
<b>CURRENT ASSETS</b>					
Debtors	5	122,780		173,883	
Cash in hand		<u>75,815</u>		<u>57,926</u>	
		198,595		231,809	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>96,974</u>		<u>102,333</u>	
<b>NET CURRENT ASSETS</b>			<u>101,621</u>		<u>129,476</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			130,387		163,221
<b>PROVISIONS FOR LIABILITIES</b>	8		<u>3,114</u>		<u>6,897</u>
<b>NET ASSETS</b>			<u>127,273</u>		<u>156,324</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	9		1,000		1,000
Retained earnings	10		<u>126,273</u>		<u>155,324</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>127,273</u>		<u>156,324</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his 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.

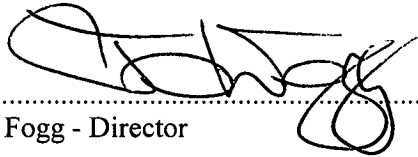
BALANCE SHEET - continued  
31 DECEMBER 2018

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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 director on 4 April 2019 and were signed by:



.....  
J.G. Fogg - Director

DIRECT MARKETING SUPPORT LIMITED

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2018

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1. **STATUTORY INFORMATION**

Direct Marketing Support 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.

**TANGIBLE FIXED ASSETS**

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

Office Refurbishments	-15% on cost
Plant and machinery	-10% and 33% on cost
Fixtures and fittings	-10% and 20% on cost
Motor vehicles	-25% on reducing balance

**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.

DIRECT MARKETING SUPPORT LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2018

2. **ACCOUNTING POLICIES - continued**

**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.

**FINANCIAL INSTRUMENTS**

The company holds only basic financial assets, including trade and other receivables which are initially recognised at transaction price.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 16 (2017 - 16).

4. **TANGIBLE FIXED ASSETS**

	Improvements to property £	Plant and machinery £	Fixtures and fittings £	Motor vehicles £	Totals £
<b>COST</b>					
At 1 January 2018	8,032	209,956	17,988	6,073	242,049
Additions	<u>-</u>	<u>6,908</u>	<u>-</u>	<u>-</u>	<u>6,908</u>
At 31 December 2018	<u>8,032</u>	<u>216,864</u>	<u>17,988</u>	<u>6,073</u>	<u>248,957</u>
<b>DEPRECIATION</b>					
At 1 January 2018	2,691	189,218	10,338	6,057	208,304
Charge for year	<u>1,205</u>	<u>8,409</u>	<u>2,269</u>	<u>4</u>	<u>11,887</u>
At 31 December 2018	<u>3,896</u>	<u>197,627</u>	<u>12,607</u>	<u>6,061</u>	<u>220,191</u>
<b>NET BOOK VALUE</b>					
At 31 December 2018	<u>4,136</u>	<u>19,237</u>	<u>5,381</u>	<u>12</u>	<u>28,766</u>
At 31 December 2017	<u>5,341</u>	<u>20,738</u>	<u>7,650</u>	<u>16</u>	<u>33,745</u>

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

	31.12.18	31.12.17
	£	£
Trade debtors	100,754	155,880
Other debtors	<u>22,026</u>	<u>18,003</u>
	<u>122,780</u>	<u>173,883</u>

DIRECT MARKETING SUPPORT LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2018

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

	31.12.18	31.12.17
	£	£
Trade creditors	14,729	8,647
Taxation and social security	60,953	78,708
Other creditors and accruals	<u>21,292</u>	<u>14,978</u>
	<u>96,974</u>	<u>102,333</u>

7. **LEASING AGREEMENTS**

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

	31.12.18	31.12.17
	£	£
Within one year	7,872	-
Between one and five years	<u>1,968</u>	<u>-</u>
	<u>9,840</u>	<u>-</u>

8. **PROVISIONS FOR LIABILITIES**

	31.12.18	31.12.17
	£	£
Deferred tax		
Capital allowances in excess of depreciation	<u>3,114</u>	<u>6,897</u>

	Deferred tax
	£
Balance at 1 January 2018	6,897
Movement in Year	<u>(3,783)</u>
Balance at 31 December 2018	<u>3,114</u>



DIRECT MARKETING SUPPORT LIMITED

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2018

**9. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:		Nominal value	31.12.17	31.12.16
Number:	Class:		£	£
-				
900	Ordinary Shares	£1	900	900
50	Ordinary A Shares	£1	50	50
50	Ordinary B Shares	£1	50	50
			1,000	1,000
			1,000	1,000

**10. RESERVES**

	Retained earnings £
At 1 January 2018	155,324
Profit for the year	145,480
Dividends	<u>(174,531)</u>
At 31 December 2018	<u>126,273</u>

**11. RELATED PARTY DISCLOSURES**

Dividends of £78,902 were paid to the director during the year:

**12. ULTIMATE CONTROLLING PARTY**

For the whole of the year, the company was under the control of John Fogg, the majority shareholder and a director of the company.