

Registered Number 06830647

DIRECT DIAL MARKETING LTD

Abbreviated Accounts

28 February 2011

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Registered Number 06830647

Balance Sheet as at 28 February 2011

	Notes	2011		2010	
		£	£	£	£
Current assets					
Debtors		3,261		8,348	
Cash at bank and in hand		5,395		5,876	
Total current assets		<u>8,656</u>		<u>14,224</u>	
 Creditors: amounts falling due within one year		 (10,538)		 (13,971)	
 Net current assets		 (1,882)		 253	
 Total assets less current liabilities		 <u>(1,882)</u>		 <u>253</u>	
 Total net Assets (liabilities)		 (1,882)		 253	
 Capital and reserves					
Called up share capital		1		1	
Profit and loss account		<u>(1,883)</u>		<u>252</u>	
Shareholders funds		<u>(1,882)</u>		<u>253</u>	

- a. For the year ending 28 February 2011 the company was entitled to exemption under section 477(2) of the Companies Act 2006.
- b. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- c. The directors acknowledge their responsibility for:
 - i. ensuring the company keeps accounting records which comply with Section 386; and
 - ii. preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit or loss for the financial year, in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company.
- d. These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the board on 20 June 2011

And signed on their behalf by:

Mrs P Moore-Tabb, Director

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 1068 of the Companies Act 2006.

Notes to the abbreviated accounts

For the year ending 28 February 2011

1 Accounting policies

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standards for Small Entities (effective January 2005)

Turnover

20305

2 Transactions with directors

No transactions with directors were undertaken such as are required to be disclosed under FRSSE 2008

3 Related party disclosures

No transactions with related parties were undertaken such as are required to be disclosed under FRSSE 2008