

Abbreviated Unaudited Accounts for the year ended 31 March 2009

for

Direct Response Services (NW) Ltd



Direct Response Services (NW) Ltd

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for the year ended 31 March 2009

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Direct Response Services (NW) Ltd

Company Information
for the year ended 31 March 2009

DIRECTOR: M R O'Connor

SECRETARY: Mrs S O'Connor

REGISTERED OFFICE: 404 Westleigh Lane
Leigh
Lancashire
WN7 5PU

REGISTERED NUMBER: 6115983 (England and Wales)

ACCOUNTANTS: Haywards Chartered Accountants
4 Bridgeman Terrace
Wigan
Lancashire
WN1 1SX

Direct Response Services (NW) Ltd

Abbreviated Balance Sheet
31 March 2009

	Notes	2009 £	2008 £
FIXED ASSETS			
Intangible assets	2	21,600	24,300
Tangible assets	3	1,231	1,448
		<u>22,831</u>	<u>25,748</u>
CURRENT ASSETS			
Stocks		542	525
Debtors		1,563	1,125
		<u>2,105</u>	<u>1,650</u>
CREDITORS			
Amounts falling due within one year		15,358	22,387
		<u>15,358</u>	<u>22,387</u>
NET CURRENT LIABILITIES		(13,253)	(20,737)
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>9,578</u>	<u>5,011</u>
CAPITAL AND RESERVES			
Called up share capital	4	1	1
Profit and loss account		9,577	5,010
		<u>9,578</u>	<u>5,011</u>
SHAREHOLDERS' FUNDS		<u>9,578</u>	<u>5,011</u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the year ended 31 March 2009.

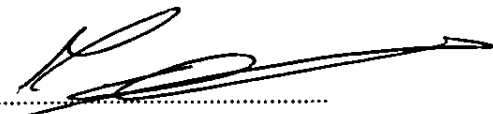
The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2009 in accordance with Section 249B(2) of the Companies Act 1985.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Section 221 of the Companies Act 1985 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 Section 226 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The financial statements were approved by the director on 14/12/09 and were signed by:


.....
M R O'Connor - Director

The notes form part of these abbreviated accounts

Direct Response Services (NW) Ltd

Notes to the Abbreviated Accounts
for the year ended 31 March 2009

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 2007, is being amortised evenly over its estimated useful life of ten years.

Tangible fixed assets

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

Plant and machinery - 15% on reducing balance

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.

2. INTANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2008 and 31 March 2009	27,000
AMORTISATION	
At 1 April 2008	2,700
Charge for year	2,700
At 31 March 2009	5,400
NET BOOK VALUE	
At 31 March 2009	21,600
At 31 March 2008	24,300

Direct Response Services (NW) Ltd

Notes to the Abbreviated Accounts - continued
for the year ended 31 March 2009

3. TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 April 2008	
and 31 March 2009	<u>1,704</u>
DEPRECIATION	
At 1 April 2008	256
Charge for year	<u>217</u>
At 31 March 2009	<u>473</u>
NET BOOK VALUE	
At 31 March 2009	<u>1,231</u>
At 31 March 2008	<u>1,448</u>

4. CALLED UP SHARE CAPITAL

Authorised:				
Number:	Class:	Nominal value:	2009	2008
			£	£
100	Ordinary	£1	<u>100</u>	<u>100</u>
Allotted, issued and fully paid:				
Number:	Class:	Nominal value:	2009	2008
			£	£
1	Ordinary	£1	<u>1</u>	<u>1</u>