

Diary Directory Limited

Annual Report and Unaudited Financial Statements
for the Year Ended 30 September 2020

Diary Directory Limited

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Diary Directory Limited

Company Information

Directors	Gail Raymonde Sarah Elizabeth Lamburn Holly Buckley
Registered office	71-75 Shelton Street London WC2H 9JQ
Accountants	RFM Associates Chartered Accountants 10 Carew Way Watford Hertfordshire WD19 5BG

**Chartered Accountants' Report to the Board of Directors on the Preparation of the
Unaudited Statutory Accounts of
Diary Directory Limited
for the Year Ended 30 September 2020**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of Diary Directory Limited for the year ended 30 September 2020 as set out on pages 3 to 8 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/regulation>.

This report is made solely to the Board of Directors of Diary Directory Limited, as a body, in accordance with the terms of our engagement letter dated 13 October 2017. Our work has been undertaken solely to prepare for your approval the accounts of Diary Directory Limited and state those matters that we have agreed to state to the Board of Directors of Diary Directory Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than Diary Directory Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that Diary Directory Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and profit of Diary Directory Limited. You consider that Diary Directory Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the accounts of Diary Directory Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

.....
RFM Associates
Chartered Accountants
10 Carew Way
Watford
Hertfordshire
WD19 5BG

5 March 2021

Diary Directory Limited
(Registration number: 07785698)
Balance Sheet as at 30 September 2020

	Note	2020 £	2019 £
Fixed assets			
Tangible assets	<u>5</u>	21,329	-
Current assets			
Debtors	<u>6</u>	32,643	37,331
Cash at bank and in hand		518,126	455,256
		550,769	492,587
Creditors: Amounts falling due within one year	<u>7</u>	(222,464)	(255,545)
Net current assets		328,305	237,042
Net assets		349,634	237,042
Capital and reserves			
Called up share capital		10	10
Profit and loss account		349,624	237,032
Shareholders' funds		349,634	237,042

For the financial year ending 30 September 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 5 March 2021 and signed on its behalf by:

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Sarah Elizabeth Lamburn
Director

Diary Directory Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2020

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

71-75 Shelton Street
London
WC2H 9JQ

These financial statements were authorised for issue by the Board on 5 March 2021.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

Tax

The tax expense for the period comprises current tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Tangible assets

Tangible assets are stated in the balance sheet at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

Diary Directory Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2020

Depreciation

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

Asset class	Depreciation method and rate
Office equipment and website	25% straight line

Goodwill

Goodwill arising on the acquisition of an entity represents the excess of the cost of acquisition over the company's interest in the net fair value of the identifiable assets, liabilities and contingent liabilities of the entity recognised at the date of acquisition. Goodwill is initially recognised as an asset at cost and is subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Goodwill is held in the currency of the acquired entity and revalued to the closing rate at each reporting period date. Goodwill is amortised over its useful life, which shall not exceed ten years if a reliable estimate of the useful life cannot be made.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

Diary Directory Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2020

Defined contribution pension obligation

A defined contribution plan is a pension plan under which fixed contributions are paid into a pension fund and the company has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised as employee benefit expense when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 8 (2019 - 7).

Diary Directory Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2020

4 Intangible assets

	Goodwill £	Total £
Cost or valuation		
At 1 October 2019	270,000	270,000
At 30 September 2020	270,000	270,000
Amortisation		
At 1 October 2019	270,000	270,000
At 30 September 2020	270,000	270,000
Carrying amount		
At 30 September 2020	-	-

5 Tangible assets

	Equipment and Web Development £	Total £
Cost or valuation		
At 1 October 2019	152,437	152,437
Additions	31,429	31,429
At 30 September 2020	183,866	183,866
Depreciation		
At 1 October 2019	152,437	152,437
Charge for the year	10,100	10,100
At 30 September 2020	162,537	162,537
Carrying amount		
At 30 September 2020	21,329	21,329

6 Debtors

	2020 £	2019 £
Trade debtors	32,414	27,331
Prepayments	229	-
Other debtors	-	10,000
	32,643	37,331

Diary Directory Limited

Notes to the Unaudited Financial Statements for the Year Ended 30 September 2020

7 Creditors

Creditors: amounts falling due within one year

	2020 £	2019 £
Due within one year		
Trade creditors	1,050	11,297
Taxation and social security	44,140	85,504
Accruals and deferred income	27,050	34,812
Other creditors	150,224	123,932
	<u>222,464</u>	<u>255,545</u>

8 Dividends

	2020 £	2019 £
Final dividend of £1,200.00 (2019 - £3,000.00) per ordinary share	12,000	30,000
	<u>12,000</u>	<u>30,000</u>

Watford

This document was delivered using electronic communications and authenticated in accordance with the provisions of the Companies Act 2006.