

Registered Number:06115983

England and Wales

Direct Response Services (NW) Ltd

Unaudited Financial Statements

For the year ended 31 March 2017

Direct Response Services (NW) Ltd

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Statement of Financial Position
As at 31 March 2017

	Notes	2017 £	2016 £
Fixed assets			
Intangible assets	2	-	2,700
Property, plant and equipment	3	1,128	1,327
		1,128	4,027
Current assets			
Inventories	4	4,540	5,550
Cash and cash equivalents		605	-
		5,145	5,550
Trade and other payables: amounts falling due within one year	5	(11,834)	(19,069)
Net current liabilities		(6,689)	(13,519)
Total assets less current liabilities		(5,561)	(9,492)
Net liabilities		(5,561)	(9,492)
Capital and reserves			
Called up share capital		1	1
Retained earnings		(5,562)	(9,493)
Shareholders' funds		(5,561)	(9,492)

For the year ended 31 March 2017 the company was entitled to exemption from audit under Section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2017 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for: a) ensuring that the company keeps proper 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 Section 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.

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

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.

These financial statements were approved and authorised for issue by the Board on 07 December 2017 and were signed by:

Mr MR O'Connor Director

Direct Response Services (NW) Ltd

Notes to the Financial Statements For the year ended 31 March 2017

Statutory Information

Direct Response Services (NW) Ltd is a private limited company, limited by shares, domiciled in England and Wales, registration number 06115983.

Registered address:
404 Westleigh Lane
Leigh
Lancashire
WN7 5PU

The presentation currency is £ sterling.

1. Accounting policies

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A 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 costs convention as modified by the revaluation of certain assets.

Revenue recognition

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of 0 years.

Property, plant and equipment

Tangible fixed assets, other than freehold land, are stated at cost or valuation less depreciation and any provision for impairment. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Plant and machinery	15% Reducing balance
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Inventories

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving items. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

Deferred tax

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

Hire purchase and leasing commitments

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

Direct Response Services (NW) Ltd

Notes to the Financial Statements Continued For the year ended 31 March 2017

2. Intangible fixed assets

	Goodwill
Cost or valuation	£
At 01 April 2016	27,000
At 31 March 2017	27,000
Amortisation	
At 01 April 2016	24,300
Charge for year	2,700
At 31 March 2017	27,000
Net book value	
At 31 March 2017	-
At 31 March 2016	2,700

3. Property, plant and equipment

	Plant and machinery
Cost or valuation	£
At 01 April 2016	3,806
At 31 March 2017	3,806
Provision for depreciation and impairment	
At 01 April 2016	2,479
Charge for year	199
At 31 March 2017	2,678
Net book value	
At 31 March 2017	1,128
At 31 March 2016	1,327

4. Inventories

	2017	2016
	£	£
Stocks	4,540	5,550

Direct Response Services (NW) Ltd

Notes to the Financial Statements Continued For the year ended 31 March 2017

5. Trade and other payables: amounts falling due within one year

	2017	2016
	£	£
Bank loans and overdraft	-	2,095
Trade creditors	1,202	893
Taxation and social security	1,309	-
Other creditors	9,323	16,081
	11,834	19,069

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 1072 of the Companies Act 2006.