

Registered Number: 06115983

England and Wales

Direct Response Services (NW) Ltd

Unaudited Abbreviated Report and Financial Statements

For the year ended 31 March 2012

Direct Response Services (NW) Ltd  
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For the year ended 31 March 2012

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Direct Response Services (NW) Ltd  
Accountants' Report  
For the year ended 31 March 2012

**Chartered Accountants' Report to the Board of Directors**

As described on the balance sheet you are responsible for the preparation of the financial statements for the year ended 31 March 2012 and you consider that the company is exempt from an audit under the Companies Act 2006.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

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Wigan  
Lancashire  
WN1 1SX

Registered Number :06115983

**Direct Response Services (NW) Ltd**  
**Abbreviated Balance Sheet**  
**As at 31 March 2012**

	Notes	2012 £	2011 £
<b>Fixed assets</b>			
Intangible assets	5	13,500	16,200
Tangible assets	6	2,542	889
		<b>16,042</b>	<b>17,089</b>
<b>Current assets</b>			
Stocks		4,580	3,455
Cash at bank and in hand		-	2,909
		<b>4,580</b>	<b>6,364</b>
<b>Creditors: amounts falling due within one year</b>	7	(16,507)	(20,700)
<b>Net current liabilities</b>		<b>(11,927)</b>	<b>(14,336)</b>
<b>Total assets less current liabilities</b>		<b>4,115</b>	<b>2,753</b>
<b>Net assets</b>		<b>4,115</b>	<b>2,753</b>
<b>Capital and reserves</b>			
Called up share capital	8	1	1
Profit and loss account		4,114	2,752
<b>Shareholders funds</b>		<b>4,115</b>	<b>2,753</b>

For the year ended 31 March 2012 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director responsibilities: 1) The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

2) The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Signed on behalf of the board of directors

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Mr MR O'Connor Director

Date approved by the board: 20 October 2012

Direct Response Services (NW) Ltd  
Notes to the Abbreviated Financial Statements  
For the year ended 31 March 2012

## 1 Accounting Policies

### Basis of accounting

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

### Turnover

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

### Operating lease rentals

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

### Deferred taxation

Deferred taxation arises when items are charged or credited in accounts in different periods to those in which they are included in the company's tax computations. Deferred tax is provided in full on timing differences that result in an obligation to pay more (or less) tax at a future date. Deferred tax is calculated at the average rates that are expected to apply when the timing differences reverse, based on current tax rates and laws. The resulting deferred tax asset or liability is not discounted.

### Dividends

Proposed dividends are only included as liabilities in the financial statements when their payment has been approved by the shareholders prior to the balance sheet date.

### Goodwill

Acquired goodwill is stated at cost less amortisation. Amortisation is calculated on a straight line basis over the estimated expected useful economic life of the goodwill of six years.

### Tangible fixed assets

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

### Stocks

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.

Direct Response Services (NW) Ltd  
Notes to the Abbreviated Financial Statements  
For the year ended 31 March 2012

**5 Intangible fixed assets**

**Intangible fixed  
assets**

<b>Cost or valuation</b>	<b>£</b>
At 01 April 2011	27,000
At 31 March 2012	<b>27,000</b>
<b>Amortisation</b>	
At 01 April 2011	10,800
Charge for year	2,700
At 31 March 2012	<b>13,500</b>
<b>Net Book Values</b>	
At 31 March 2012	<b>13,500</b>
At 31 March 2011	<b>16,200</b>

**6 Tangible fixed assets**

**Tangible fixed  
assets**

<b>Cost or valuation</b>	<b>£</b>
At 01 April 2011	1,704
Additions	2,102
At 31 March 2012	<b>3,806</b>
<b>Depreciation</b>	
At 01 April 2011	815
Charge for year	449
At 31 March 2012	<b>1,264</b>
<b>Net book values</b>	
At 31 March 2012	<b>2,542</b>
At 31 March 2011	<b>889</b>

**8 Share capital**

	<b>2012</b>	<b>2011</b>
<b>Allotted called up and fully paid</b>	<b>£</b>	<b>£</b>
1 Ordinary shares of £1.00 each	1	1
	<b>1</b>	<b>1</b>

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