

Company Registration No. 03544855 (England and Wales)

**DIRECT MARKET SERVICES LIMITED**

**ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 30 APRIL 2014**

SATURDAY



\*A3GTIIDL\*

A21

20/09/2014

#226

COMPANIES HOUSE

# DIRECT MARKET SERVICES LIMITED

## ABBREVIATED BALANCE SHEET

AS AT 30 APRIL 2014

	Notes	2014 £	£	2013 £	£
<b>Fixed assets</b>					
Investments	2		9		9
<b>Current assets</b>					
Debtors		166,610		300,969	
Cash at bank and in hand		103,240		283,506	
		<u>269,850</u>		<u>584,475</u>	
<b>Creditors: amounts falling due within one year</b>		<u>(265,872)</u>		<u>(401,863)</u>	
<b>Net current (liabilities)/assets</b>			3,978		182,612
<b>Total assets less current liabilities</b>			3,987		182,621
<b>Creditors: amounts falling due after more than one year</b>			-		(106,740)
			<u>3,987</u>		<u>75,881</u>
<b>Capital and reserves</b>					
Called up share capital	3		10		10
Other reserves			6		6
Profit and loss account			3,971		175,865
<b>Shareholders' funds</b>			<u>3,987</u>		<u>75,881</u>

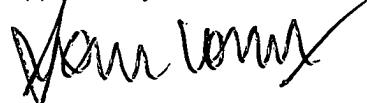
For the financial year ended 30 April 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

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

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

Approved by the Board for issue on 15 September 2014



J.W. Carter  
Director

Company Registration No. 03544855

# **DIRECT MARKET SERVICES LIMITED**

## **NOTES TO THE ABBREVIATED ACCOUNTS**

**FOR THE YEAR ENDED 30 APRIL 2014**

---

### **1 Accounting policies**

#### **1.1 Accounting convention**

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

#### **1.2 Compliance with accounting standards**

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

#### **1.3 Turnover**

Turnover represents amounts receivable for goods and services net of VAT and trade discounts.

#### **1.4 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Plant and machinery	20% on cost
Fixtures, fittings & equipment	25% on cost

#### **1.5 Leasing**

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

#### **1.6 Investments**

Fixed asset investments are stated at cost less provision for diminution in value.

#### **1.7 Deferred taxation**

Deferred taxation is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

#### **1.8 Group accounts**

The financial statements present information about the company as an individual undertaking and not about its group. The company and its subsidiary undertaking comprise a small-sized group. The company has therefore taken advantage of the exemptions provided by section 399 of the Companies Act 2006 not to prepare group accounts.

# DIRECT MARKET SERVICES LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 APRIL 2014

### 2 Fixed assets

	Tangible assets	Investments	Total
	£	£	£
<b>Cost</b>			
At 1 May 2013 & at 30 April 2014	390,983	9	390,992
<b>Depreciation</b>			
At 1 May 2013 & at 30 April 2014	390,983	-	390,983
<b>Net book value</b>			
At 30 April 2014	-	9	9
At 30 April 2013	-	9	9

#### Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Shares held	%
		Class	
<b>Participating interests</b>			
Checkthatcompany.co.uk Ltd	England and Wales	Ordinary	100.00
Converge IP Ltd	England and Wales	Ordinary	100.00

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows:

		Capital and reserves	Profit/(loss) for the year
		2014	2014
	Principal activity	£	£
Checkthatcompany.co.uk Ltd	Dormant	-	-
Converge IP Ltd	Dormant	-	-

### 3 Share capital

	2014	2013
	£	£
<b>Allotted, called up and fully paid</b>		
8 Ordinary "B" shares of £1 each	8	8
2 Ordinary "C" shares of £1 each	2	2
	10	10

### 4 Related party relationships and transactions

# DIRECT MARKET SERVICES LIMITED

## NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2014

### 4 Related party relationships and transactions

(Continued)

#### Advances and credits to directors

Advances and credits granted to the directors during the year are outlined in the table below:

	% Rate	Opening Balance £	Amounts Advanced £	Interest Charged £	Amounts Repaid £	Closing Balance £
P Gibson	-	(1,800)	48,800	-	(47,000)	-
JE Carter	-	-	99,400	-	(99,400)	-
JW Carter	-	-	99,400	-	(99,400)	-
		<u>(1,800)</u>	<u>247,600</u>	<u>-</u>	<u>(245,800)</u>	<u>-</u>