

**REGISTERED NUMBER: 03905564 (England and Wales)**

**ABBREVIATED UNAUDITED ACCOUNTS  
FOR THE PERIOD 1 JANUARY 2008 TO 30 JUNE 2009  
FOR  
D P PUBLICITY LIMITED**

THURSDAY



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25/03/2010  
COMPANIES HOUSE

**D P PUBLICITY LIMITED**

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FOR THE PERIOD 1 JANUARY 2008 TO 30 JUNE 2009**

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**D P PUBLICITY LIMITED**  
**COMPANY INFORMATION**  
**FOR THE PERIOD 1 JANUARY 2008 TO 30 JUNE 2009**

**DIRECTOR:** Mr D J Pitts

**SECRETARY:** Mr I Susans

**REGISTERED OFFICE:** Westfield House  
17 Westfield Road  
Wakefield  
West Yorkshire  
WF1 3RB

**REGISTERED NUMBER:** 03905564 (England and Wales)

**ACCOUNTANTS:** Harrison & Co  
Chartered Accountants  
531 Denby Dale Road West  
Calder Grove  
Wakefield  
West Yorkshire  
WF4 3ND

**BANKERS:** Yorkshire Bank plc  
6-10 Northgate  
Wakefield  
WF1 1TA

**D P PUBLICITY LIMITED**  
**ABBREVIATED BALANCE SHEET**  
**30 JUNE 2009**

	Notes	2009 £	2007 £
<b>FIXED ASSETS</b>			
Intangible assets	2	685,875	755,625
Tangible assets	3	46,265	104,962
		<u>732,140</u>	<u>860,587</u>
<b>CURRENT ASSETS</b>			
Debtors		2,302,728	1,762,334
Cash in hand		250	-
		<u>2,302,978</u>	<u>1,762,334</u>
<b>CREDITORS</b>			
Amounts falling due within one year	4	<u>2,346,953</u>	<u>2,033,063</u>
<b>NET CURRENT LIABILITIES</b>		<u>(43,975)</u>	<u>(270,729)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>688,165</u>	<u>589,858</u>
<b>CREDITORS</b>			
Amounts falling due after more than one year		-	12,139
<b>NET ASSETS</b>		<u><u>688,165</u></u>	<u><u>577,719</u></u>
<b>CAPITAL AND RESERVES</b>			
Called up share capital	5	2	2
Profit and loss account		<u>688,163</u>	<u>577,717</u>
<b>SHAREHOLDERS' FUNDS</b>		<u><u>688,165</u></u>	<u><u>577,719</u></u>

The company is entitled to exemption from audit under Section 249A(1) of the Companies Act 1985 for the period ended 30 June 2009

The members have not required the company to obtain an audit of its financial statements for the period ended 30 June 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

The notes form part of these abbreviated accounts


**D P PUBLICITY LIMITED**

**ABBREVIATED BALANCE SHEET - continued**  
**30 JUNE 2009**

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 23 March 2010 and were signed by

Director

A handwritten signature in black ink, consisting of a large, stylized 'M' or 'W' shape with a long horizontal stroke extending to the right.

The notes form part of these abbreviated accounts

**D P PUBLICITY LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS  
FOR THE PERIOD 1 JANUARY 2008 TO 30 JUNE 2009**

**1 ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention

**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 2004, is being amortised evenly over its estimated useful life of twenty years

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life or, if held under a finance lease, over the lease term, whichever is the shorter

Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Computer equipment	- 25% Straight line

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

**2 INTANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 January 2008	
and 30 June 2009	930,000
<b>AMORTISATION</b>	
At 1 January 2008	174,375
Charge for period	69,750
At 30 June 2009	244,125
<b>NET BOOK VALUE</b>	
At 30 June 2009	685,875
At 31 December 2007	755,625

**D P PUBLICITY LIMITED**

**NOTES TO THE ABBREVIATED ACCOUNTS - continued  
FOR THE PERIOD 1 JANUARY 2008 TO 30 JUNE 2009**

**3 TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>				
At 1 January 2008	9,531	120,614	58,526	188,671
Additions	553	79,634	9,894	90,081
Disposals	-	(146,365)	-	(146,365)
	<u>10,084</u>	<u>53,883</u>	<u>68,420</u>	<u>132,387</u>
<b>DEPRECIATION</b>				
At 1 January 2008	7,701	33,785	42,223	83,709
Charge for period	698	39,098	12,501	52,297
Eliminated on disposal	-	(49,884)	-	(49,884)
	<u>8,399</u>	<u>22,999</u>	<u>54,724</u>	<u>86,122</u>
<b>NET BOOK VALUE</b>				
At 30 June 2009	<u>1,685</u>	<u>30,884</u>	<u>13,696</u>	<u>46,265</u>
At 31 December 2007	<u>1,830</u>	<u>86,829</u>	<u>16,303</u>	<u>104,962</u>

**4 CREDITORS**

Creditors include an amount of £737,392 (2007 - £497,482) for which security has been given

**5 CALLED UP SHARE CAPITAL**

Authorised Number	Class	Nominal value £1	2009 £	2007 £
100,000	Ordinary		<u>100,000</u>	<u>100,000</u>
Allotted, issued and fully paid Number	Class	Nominal value £1	2009 £	2007 £
2	Ordinary		<u>2</u>	<u>2</u>

**6 ULTIMATE PARENT COMPANY**

The whole of the share capital is owned by Pitts Developments Limited, a company registered in the UK, and is, in the opinion of the Directors the company's ultimate parent company