

REGISTERED NUMBER: 03905564 (England and Wales)

DP PUBLICITY LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017**

	Page
Company Information	1
Abridged Balance Sheet	2
Notes to the Financial Statements	4

DP PUBLICITY LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2017

DIRECTOR:	Mr D J Pitts
REGISTERED OFFICE:	Westfield House 7 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

ABRIDGED BALANCE SHEET
30 JUNE 2017

	Notes	2017 £	£	2016 £	£
FIXED ASSETS					
Intangible assets	4		313,875		360,375
Tangible assets	5		6,999		13,866
Investments	6		<u>6,732,351</u>		<u>6,543,141</u>
			7,053,225		6,917,382
CURRENT ASSETS					
Debtors		4,486,428		3,840,205	
Cash at bank and in hand		<u>68,322</u>		<u>72</u>	
		4,554,750		3,840,277	
CREDITORS					
Amounts falling due within one year		<u>5,313,276</u>		<u>5,048,407</u>	
NET CURRENT LIABILITIES			<u>(758,526)</u>		<u>(1,208,130)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			6,294,699		5,709,252
PROVISIONS FOR LIABILITIES			<u>721</u>		<u>1,991</u>
NET ASSETS			<u>6,293,978</u>		<u>5,707,261</u>
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings			<u>6,293,976</u>		<u>5,707,259</u>
SHAREHOLDERS' FUNDS			<u>6,293,978</u>		<u>5,707,261</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2017 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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 Sections 394 and 395
- (b) and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

ABRIDGED BALANCE SHEET - continued
30 JUNE 2017

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.

All the members have consented to the preparation of an abridged Balance Sheet for the year ended 30 June 2017 in accordance with Section 444(2A) of the Companies Act 2006.

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

The financial statements were approved by the director on 27 March 2018 and were signed by:

Mr D J Pitts - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017**

1. STATUTORY INFORMATION

DP Publicity Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

These financial statements have been prepared in accordance with the provisions of Section 1A "Small Entities" 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 cost convention.

First year adoption of Financial Reporting Standard 102 (FRS 102) Section 1A

These financial statements for the year ended 30 June 2017 are the first that are prepared in accordance with FRS 102 Section 1A. The previous financial statements were prepared in accordance with UK GAAP, the date of transition to FRS 102 Section 1A is 1 July 2015.

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.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

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

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax

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

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2017

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 21 .

4. INTANGIBLE FIXED ASSETS

	Totals £
COST	
At 1 July 2016 and 30 June 2017	<u>930,000</u>
AMORTISATION	
At 1 July 2016	569,625
Amortisation for year	<u>46,500</u>
At 30 June 2017	<u>616,125</u>
NET BOOK VALUE	
At 30 June 2017	<u>313,875</u>
At 30 June 2016	<u>360,375</u>

Goodwill arose on the purchase of an unincorporated business in 2004 and is being amortised over 20 years. In the opinion of the directors, this represents a prudent estimate of the period over which the company will derive direct economic benefit from the products acquired as part of that business.

5. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 July 2016 and 30 June 2017	<u>10,084</u>	<u>58,403</u>	<u>68,487</u>
DEPRECIATION			
At 1 July 2016	9,823	44,798	54,621
Charge for year	<u>65</u>	<u>6,802</u>	<u>6,867</u>
At 30 June 2017	<u>9,888</u>	<u>51,600</u>	<u>61,488</u>
NET BOOK VALUE			
At 30 June 2017	<u>196</u>	<u>6,803</u>	<u>6,999</u>
At 30 June 2016	<u>261</u>	<u>13,605</u>	<u>13,866</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2017**

6. FIXED ASSET INVESTMENTS

Information on investments other than loans is as follows:

	Totals £
COST	
At 1 July 2016	6,543,141
Additions	<u>189,210</u>
At 30 June 2017	<u>6,732,351</u>
NET BOOK VALUE	
At 30 June 2017	<u>6,732,351</u>
At 30 June 2016	<u>6,543,141</u>

7. SECURED DEBTS

The following secured debts are included within creditors:

	2017 £	2016 £
Bank overdraft	<u>-</u>	<u>287,638</u>

8. RELATED PARTY DISCLOSURES

Pitts Developments Limited

£803,178 was due to them at the year end (2016 - £863,105)

D P Publicity Group LLP

The company is a Member of D P Publicity Group LLP and has acted as an agent for the Partnership through out the year with regard to Sales and Purchases. As a consequence both business accounts should be read in conjunction with each other.

The amount due from Partnership at the year end amounted to £6,732,354 (2016 - £6,543,144)

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.