

REGISTERED NUMBER: 03905564 (England and Wales)

DP PUBLICITY LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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FOR THE YEAR ENDED 30 JUNE 2021**

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DP PUBLICITY LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 30 JUNE 2021

DIRECTORS:	Mr D J Pitts Mr I J Susans
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 2021**

	Notes	2021 £	£	2020 £	£
FIXED ASSETS					
Intangible assets	4		127,875		174,375
Tangible assets	5		11,836		19,389
Investments	6		<u>7,529,808</u>		<u>7,597,263</u>
			<u>7,669,519</u>		<u>7,791,027</u>
CURRENT ASSETS					
Debtors		1,312,947		1,773,379	
Cash at bank and in hand		<u>2,165,845</u>		<u>318,883</u>	
		3,478,792		2,092,262	
CREDITORS					
Amounts falling due within one year		<u>4,178,423</u>		<u>3,265,147</u>	
NET CURRENT LIABILITIES			<u>(699,631)</u>		<u>(1,172,885)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			6,969,888		6,618,142
PROVISIONS FOR LIABILITIES			<u>1,974</u>		<u>3,348</u>
NET ASSETS			<u><u>6,967,914</u></u>		<u><u>6,614,794</u></u>
CAPITAL AND RESERVES					
Called up share capital			2		2
Retained earnings			<u>6,967,912</u>		<u>6,614,792</u>
SHAREHOLDERS' FUNDS			<u><u>6,967,914</u></u>		<u><u>6,614,794</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 June 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps 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 Sections 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.

ABRIDGED BALANCE SHEET - continued
30 JUNE 2021

The financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies regime.

All the members have consented to the preparation of an abridged Balance Sheet for the year ended 30 June 2021 in accordance with Section 444(2A) of the Companies Act 2006.

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

The financial statements were approved by the Board of Directors and authorised for issue on 28 March 2022 and were signed on its behalf by:

Mr I J Susans - Director

Mr D J Pitts - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021**

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 Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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 Statement of Income and Retained Earnings, 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.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the year was 9 (2020 - 15) .

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2021

4. INTANGIBLE FIXED ASSETS

	Totals £
COST	
At 1 July 2020	
and 30 June 2021	<u>930,000</u>
AMORTISATION	
At 1 July 2020	755,625
Amortisation for year	<u>46,500</u>
At 30 June 2021	<u>802,125</u>
NET BOOK VALUE	
At 30 June 2021	<u>127,875</u>
At 30 June 2020	<u>174,375</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 2020	10,084	95,533	105,617
Additions	<u>-</u>	<u>2,332</u>	<u>2,332</u>
At 30 June 2021	<u>10,084</u>	<u>97,865</u>	<u>107,949</u>
DEPRECIATION			
At 1 July 2020	9,994	76,234	86,228
Charge for year	<u>20</u>	<u>9,865</u>	<u>9,885</u>
At 30 June 2021	<u>10,014</u>	<u>86,099</u>	<u>96,113</u>
NET BOOK VALUE			
At 30 June 2021	<u>70</u>	<u>11,766</u>	<u>11,836</u>
At 30 June 2020	<u>90</u>	<u>19,299</u>	<u>19,389</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 JUNE 2021**

6. FIXED ASSET INVESTMENTS

Information on investments other than loans is as follows:

	Totals £
COST	
At 1 July 2020	7,597,263
Additions	<u>(67,455)</u>
At 30 June 2021	<u>7,529,808</u>
NET BOOK VALUE	
At 30 June 2021	<u>7,529,808</u>
At 30 June 2020	<u>7,597,263</u>

7. RELATED PARTY DISCLOSURES

Pitts Developments Limited

£52,052 was due to them at the year end (2020 - from them £425,448)

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 £7,529,807 (2020 - £7,597,263)

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.