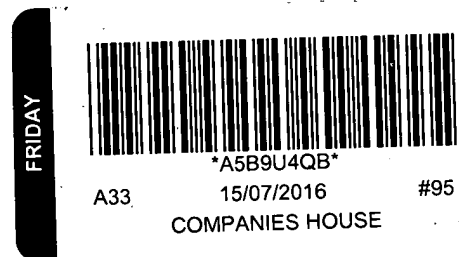


COMPANY REGISTRATION NUMBER 02345460

**THE DIRECT DESIGN
STUDIO LIMITED**

ABBREVIATED ACCOUNTS

31 OCTOBER 2015



GARNERS
Chartered Accountants
100a High Street
Hampton
Middlesex
TW12 2ST

THE DIRECT DESIGN STUDIO LIMITED

ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2015

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THE DIRECT DESIGN STUDIO LIMITED

ABBREVIATED BALANCE SHEET

31 OCTOBER 2015

	Note	2015	2014
		£	£
FIXED ASSETS	2		
Intangible assets		-	16,077
Tangible assets		<u>14,948</u>	<u>12,635</u>
		14,948	28,712
CURRENT ASSETS			
Debtors		427,556	393,839
Cash at bank and in hand		<u>35,932</u>	<u>62</u>
		463,488	393,901
CREDITORS: Amounts falling due within one year		<u>302,681</u>	<u>280,598</u>
NET CURRENT ASSETS		160,807	113,303
TOTAL ASSETS LESS CURRENT LIABILITIES		175,755	142,015
PROVISIONS FOR LIABILITIES		<u>2,291</u>	<u>1,675</u>
		173,464	140,340
CAPITAL AND RESERVES			
Called up equity share capital	3	120,000	120,000
Profit and loss account		<u>53,464</u>	<u>20,340</u>
SHAREHOLDERS' FUNDS		173,464	140,340

For the year ended 31 October 2015 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 accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

These abbreviated accounts were approved by the directors and authorised for issue on*11/11/15*....., and are signed on their behalf by:

N Goodman

N Goodman

Company Registration Number: 02345460

The notes on pages 2 to 3 form part of these abbreviated accounts.

THE DIRECT DESIGN STUDIO LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2015

1. ACCOUNTING POLICIES

Basis of accounting

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

Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

Amortisation

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Goodwill	-	10% per annum on cost
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Fixed assets

All fixed assets are initially recorded at cost.

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Freehold Property	-	20% Net Book Value
Plant & Machinery	-	33% per annum on cost

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

THE DIRECT DESIGN STUDIO LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

YEAR ENDED 31 OCTOBER 2015

2. FIXED ASSETS

	Intangible Assets £	Tangible Assets £	Total £
COST			
At 1 November 2014	160,772	68,994	229,766
Additions	—	10,487	10,487
At 31 October 2015	<u>160,772</u>	<u>79,481</u>	<u>240,253</u>
DEPRECIATION			
At 1 November 2014	144,695	56,359	201,054
Charge for year	16,077	8,174	24,251
At 31 October 2015	<u>160,772</u>	<u>64,533</u>	<u>225,305</u>
NET BOOK VALUE			
At 31 October 2015	<u>—</u>	<u>14,948</u>	<u>14,948</u>
At 31 October 2014	<u>16,077</u>	<u>12,635</u>	<u>28,712</u>

3. SHARE CAPITAL

Allotted, called up and fully paid:

	2015		2014	
	No	£	No	£
Ordinary shares of £1 each	<u>120,000</u>	<u>120,000</u>	<u>120,000</u>	<u>120,000</u>