REGISTERED NUMBER: 02345460 (England and Wales)

Unaudited Financial Statements

for the Year Ended 31 October 2021

for

THE DIRECT DESIGN STUDIO LIMITED

Contents of the Financial Statements
for the year ended 31 October 2021

Company Information
for the year ended 31 October 2021

Directors:	D P Britton N R Goodman A Hamilton Smith
Secretary:	D P Britton
Registered office:	Grapes House 79a High Street Esher Surrey KT10 9QA
Registered number:	02345460 (England and Wales)
Accountants:	Haines Watts Chartered Accountants Aissela 46 High Street Esher Surrey KT10 9QY

Balance Sheet
31 October 2021

	Notes	£	2021 £	£	2020 £
Fixed assets					
Intangible assets	4		-		-
Tangible assets	5		2,161		1,691
			2,161		1,691
Current assets					
Stocks		31,685		25,966	
Debtors	6	403,081		394,332	
Cash at bank		40,233		19,871	
		474,999		440,169	
Creditors					
Amounts falling due within one year	7	249,389		233,889	
Net current assets			225,610		206,280
Total assets less current liabilities			227,771		207,971
Creditors					
Amounts falling due after more than one year	8		(37,585)		(46,667)
Provisions for liabilities			(411)		(321)
Net assets			189,775		160,983
Capital and reserves					
Called up share capital	10		120,000		120,000
Retained earnings			69,775		40,983
Shareholders' funds			189,775		160,983

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 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.

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

In accordance with Section 444 of the Companies Act 2006, the Profit and Loss Account has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 4 July 2022 and were signed on its behalf by:

N R Goodman - Director

1. **Statutory information**

The Direct Design Studio 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.

The presentation currency of the financial statements is the Pound Sterling (£).

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.

The directors have considered the consequences of Covid-19 and other trading events and conditions it can predict now and, in the future, and it has determined that they do not create a material uncertainty that casts significant doubt upon the Company's ability to continue as a going concern. For that reason, the directors have a reasonable expectation that the Company has adequate resources to continue in operation for the foreseeable future and so it considers it appropriate for the 2020 financial accounts to be prepared on a going concern basis.

Key source of estimation, uncertainty and judgement
The preparation of financial statements in conformity with generally accepted accounting practice requires management to make estimates and judgement that affect the reported amounts of assets and liabilities as well as the disclosure of contingent assets and liabilities at the balance sheet date and the reported amounts of revenues and expenses during the reporting period.

There is estimation uncertainty in calculating depreciation. A full line by line review of fixed assets is carried out by management regularly. Whilst every attempt is made to ensure that the depreciation policy is as accurate as possible, there remains a risk that the policy does not match the useful life of the assets.

There is estimation uncertainty in calculating deferred tax. A full line by line review of deferred tax is carried out by management regularly. Whilst every attempt is made to ensure that the deferred tax is as accurate as possible, there remains a risk that the provisions do not match the actual tax liability when asset is disposed of.

There is estimation uncertainty in calculating bad debt provisions. A full line by line review of trade debtors is carried out at the end of each month. Whilst every attempt is made to ensure that the bad debt provisions are as accurate as possible, there remains a risk that the provisions do not match the level of debts which ultimately prove to be uncollectable.

Turnover
The turnover shown in the profit and loss account represents fees receivable for services provided during the year.

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

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

Improvements to property	- 20% on reducing balance
Plant and machinery	- 33% on cost

All fixed assets are initially recorded at cost.

2. **Accounting policies - continued**

Work in progress
Work in progress is valued on the basis of direct costs plus attributable overheads based on normal level of activity. Provision is made for any foreseeable losses where appropriate. No element of profit is included in the valuation of work in progress.

Financial instruments
Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Taxation
Taxation for the year comprises current and deferred tax. Tax is recognised in the Profit and Loss Account, 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 7 (2020 - 7) .

4. **Intangible fixed assets**

	Goodwill
	£
Cost	
At 1 November 2020	
and 31 October 2021	160,772
Amortisation	
At 1 November 2020	
and 31 October 2021	160,772
Net book value	
At 31 October 2021	-
At 31 October 2020	-

5. **Tangible fixed assets**

	Improvements to property £	Plant and machinery £	Totals £
Cost			
At 1 November 2020	1,140	20,567	21,707
Additions	-	1,867	1,867
At 31 October 2021	1,140	22,434	23,574
Depreciation			
At 1 November 2020	556	19,460	20,016
Charge for year	117	1,280	1,397
At 31 October 2021	673	20,740	21,413
Net book value			
At 31 October 2021	467	1,694	2,161
At 31 October 2020	584	1,107	1,691

6. **Debtors: amounts falling due within one year**

	2021 £	2020 £
Trade debtors	180,579	173,834
Other debtors	222,502	220,498
	403,081	394,332

7. **Creditors: amounts falling due within one year**

	2021 £	2020 £
Bank loans and overdrafts	120,978	111,225
Trade creditors	40,524	42,028
Taxation and social security	75,569	69,119
Other creditors	12,318	11,517
	249,389	233,889

8. **Creditors: amounts falling due after more than one year**

	2021 £	2020 £
Bank loans	37,585	46,667

Amounts falling due in more than five years:

Repayable by instalments		
Bank loans more 5 yr by instal	-	6,667

9. **Secured debts**

The following secured debts are included within creditors:

	2021 £	2020 £
Bank loans	110,957	107,892

10. Called up share capital

Allotted, issued and fully paid:

Number:	**Class:**	**Nominal value:**	**2021 £**	**2020 £**
120,000	Ordinary shares	£1	120,000	120,000

11. Related party disclosures

The directors owed the company £160,602 (2020: £160,602) at the year end. The loans are interest free and repayable on demand.

The following reproduces the text of the report prepared for the directors in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Balance Sheet. Readers are cautioned that the Statement of Comprehensive Income and certain other primary statements and the Report of the Directors are not required to be filed with the Registrar of Companies.

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the financial statements of The Direct Design Studio Limited for the year ended 31 October 2021 which comprise the Profit and Loss Account, Balance Sheet, Statement of Changes in Equity and the related notes from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed within the ICAEW's regulations and guidance at http://www.icaew.com/en/membership/regulations-standards-and-guidance.

This report is made solely to the Board of Directors of The Direct Design Studio Limited, as a body, in accordance with our terms of engagement. Our work has been undertaken solely to prepare for your approval the financial statements of The Direct Design Studio Limited and state those matters that we have agreed to state to the Board of Directors of The Direct Design Studio Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than The Direct Design Studio Limited and its Board of Directors, as a body, for our work or for this report.

It is your duty to ensure that The Direct Design Studio Limited has kept adequate accounting records and to prepare statutory financial statements that give a true and fair view of the assets, liabilities, financial position and profit of The Direct Design Studio Limited. You consider that The Direct Design Studio Limited is exempt from the statutory audit requirement for the year.

We have not been instructed to carry out an audit or a review of the financial statements of The Direct Design Studio Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory financial statements.

Haines Watts
Chartered Accountants
Aissela
46 High Street
Esher
Surrey
KT10 9QY

4 July 2022