

**Bank of Ireland Direct Marketing Limited**  
**Annual report**  
**for the year ended 31 March 2010**

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# **Bank of Ireland Direct Marketing Limited**

**Annual report for the year ended 31 March 2010**

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# **Bank of Ireland Direct Marketing Limited**

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## **Directors**

### **Directors**

P F Morris (resigned 4<sup>th</sup> December 2009)

R Holden (appointed 4<sup>th</sup> December 2009)

S H Matchett

### **Joint company secretary**

Hill Wilson Secretarial Limited

Bank of Ireland

Head Office

40 Mespil Road

Dublin 4

### **Registered office**

36 Queen Street

London

EC4R 1HJ

## Directors' report for the year ended 31 March 2010

The directors present their report and financial statements for the year ended 31 March 2010

### Review of business and future developments

The company did not trade during the year

The financial position of the company is shown in the attached financial statements. It is not intended that the company will undertake any business in the foreseeable future.

The directors do not recommend the payment of a dividend (2009 £8,689). This dividend declared for year ended 31<sup>st</sup> March 2009 remains unpaid at 31<sup>st</sup> March 2010.

### Directors

The directors who served during the year are shown on page 1.

### Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period.

In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting estimates that are reasonable and prudent, and
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the Board



S H Matchett

**Director**

27 August 2010

## Balance sheet at 31 March 2010

	Notes	2010 £	2009 £
<b>Current assets</b>			
Debtors	3	19,131	19,131
Creditors amounts falling due within one year	4	(10,439)	(10,439)
<b>Net assets</b>		<b>8,692</b>	<b>8,692</b>
<b>Capital and reserves</b>			
Called up share capital	5	2	2
Profit and loss account		8,690	8,690
<b>Total shareholders' funds</b>		<b>8,692</b>	<b>8,692</b>

For the year ending 31 March 2010 the company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies

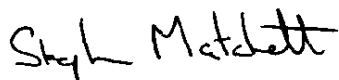
The members have not required the company to obtain an audit of its accounts for the year in question and in accordance with Section 476 of the Companies Act 2006 The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

The directors acknowledge their responsibility for

- (i) ensuring the company keeps accounting records which comply with Section 386, and
- (ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year, and of its profit and loss for the financial year, in accordance with Section 394, and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company

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

The financial statements on page 3 to 4 were approved by the board of directors on 27 August 2010 and were signed on their behalf by



S H Matchett  
Director

**Notes to the financial statements for the year ended 31 March 2010****1 Accounting policies**

These financial statements have been prepared on the going concern basis under the historical cost convention, and in accordance with the Companies Act 2006 and applicable accounting standards

**2 Profit and loss account**

The company did not trade during the year and hence incurred neither a profit nor a loss. As such no separate profit and loss account is presented.

There were no employees during the year (2009 Nil) and the directors received no emoluments (2009 Nil)

**3 Debtors**

	2010	2009
	£	£
Amounts owed by group undertakings	19,131	19,131

**4 Creditors: amounts falling due within one year**

	2010	2009
	£	£
Amounts owed to group undertakings	10,439	10,439

**5 Called up share capital**

	2010	2009
	£	£
<b>Authorised</b>		
1,000 ordinary shares of £1 each	1,000	1,000
<b>Allotted and fully paid</b>		
2 ordinary shares of £1 each	2	2

**6 Related party transaction**

Transactions with other companies within the Bank of Ireland Group are not disclosed as the company has taken account of the exemption allowed by FRS 8 Related Party Disclosures. The consolidated accounts of Bank of Ireland in which the company is included are available at the address shown in note 7.

**7 Ultimate parent company**

The company is a wholly owned subsidiary of Bank of Ireland Britain Holdings Limited, a company registered in England and Wales. The smallest group of which the company is a member and for which group accounts are prepared is Bank of Ireland UK Holdings plc, a company registered in Northern Ireland.

The ultimate parent undertaking of Bank of Ireland UK Holdings plc, and hence of the company, is the Governor and Company of the Bank of Ireland, a company incorporated by Royal Charter and registered in the Republic of Ireland. Copies of the consolidated financial statements of the Bank of Ireland for the year ended 31 March 2010 may be obtained from the Company Secretary at Bank of Ireland, Group Head Office, 40 Mespil Road, Dublin 4, Republic of Ireland.