

**ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED**

**FINANCIAL STATEMENTS**  
**For the year ended**  
**31 December 2017**

**2584703**



**ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED**

( A Company Limited by Guarantee and  
not having a Share Capital)

**REPORT OF THE DIRECTOR**

The directors present their report with the accounts of the company for the year ended 31 December 2017.

**Review of Business**

On 31 May 1999, the entire undertaking was transferred to The Direct Marketing Association (UK) Limited, as permitted by the Memorandum of Association.

The company did not trade during the year and is now dormant.

**Officers**

The present officers of the company and those who served during the year are as follows:

Directors	C Combermale
	M Lordan

**Statement of Director's Responsibilities**

The directors are responsible for preparing the annual 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 which 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 those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the Financial Reporting Standard for Smaller Entities (effective March 2000) has been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors confirm that they have complied with the above requirements in preparing the financial statements. The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to 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.

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**REPORT OF THE DIRECTOR**  
(continued)

**Fixed Assets**

Acquisitions and disposals of fixed assets during the year are recorded in the notes to the accounts.

**Small Company Exemption**

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

**BY ORDER OF THE BOARD**

  
J. MILLIGAN  
SECRETARY

Dated this 8th day of January 2019

**ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED**  
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**INCOME AND EXPENDITURE ACCOUNT**  
 for the year ended  
 31st December 2017

	Note	2017 £	2016 £
		-----	-----
TURNOVER	3(b) & 4	-	-
NET OPERATING EXPENSES	5	-	-
		-----	-----
<b>OPERATING PROFIT</b>	6	-	-
INTEREST RECEIVABLE	8	-	-
		-----	-----
		-	-
FINANCE CHARGES	9	-	-
		-----	-----
<b>PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		-	-
TAXATION	10	-	-
		-----	-----
<b>PROFIT ON ORDINARY ACTIVITIES AFTER TAXATION</b>		-	-
LOSS ON TRANSFER OF BUSINESS TO THE DIRECT MARKETING ASSOCIATION (UK) LIMITED		-	-
BALANCE BROUGHT FORWARD		-	-
		-----	-----
<b>BALANCE CARRIED FORWARD</b>		-	-
		=====	=====

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**BALANCE SHEET**  
 31st December 2017

	Note	2017 £	2017 £	2016 £	2016 £
<b>FIXED ASSETS</b>	11		-		-
<b>CURRENT ASSETS</b>					
DEBTORS	13	-		-	
CASH AT BANK AND IN HAND		738		738	
		<u>738</u>		<u>738</u>	
<b>CREDITORS - AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	14	<u>(738)</u>		<u>(738)</u>	
<b>NET CURRENT ASSETS</b>			-		-
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			-		-
<b>CREDITORS - AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR</b>	15		-		-
<b>NET ASSETS</b>			<u>-</u>		<u>-</u>
			=====		=====
<b>RESERVES</b>					
INCOME AND EXPENDITURE ACCOUNT			-		-
<b>MEMBERS' FUNDS</b>			<u>-</u>		<u>-</u>
			=====		=====

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

Approved by the Board on 8 January 2019 and signed on their behalf by:



M Lordan  
 DIRECTOR

**ASSOCIATION OF HOUSEHOLD DISTRIBUTORS LIMITED**

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**NOTES TO THE ACCOUNTS**

for the year ended  
31st December 2017

**1. GENERAL INFORMATION**

The company is a private company limited by guarantee and incorporated in England and Wales. The address of the registered office is DMA House, 70 Margaret Street, London, W1W 8SS.

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

**2. MEMBER'S LIABILITY**

The liability of each member of the company in the event of it being wound up is limited to one pound.

**3. ACCOUNTING POLICIES****(a) Basis of accounting**

The accounts have been prepared under the historical cost convention. On 31 May 1999, the entire undertaking was transferred to The Direct Marketing Association (UK) Limited, as permitted by the Memorandum of Association.

**(b) Income**

Income, which excludes Value Added Tax, represents the invoiced value of services supplied, together with contributions received from the Advertising Standards Board of Finance.

**(c) Leasing**

The cost of assets held under finance leases is included under tangible assets, and depreciation is provided in accordance with the company's accounting policy for the class of asset concerned. Interest calculated on a reducing balance basis is charged as interest payable over the period of the leases, and the capital element of future lease creditors is included in creditors. The cost of operating leases is charged as incurred.

**(d) Depreciation**

Depreciation is provided so as to write off the cost of fixed assets over the expected useful economic lives of the assets concerned. The principal annual rates used for this purpose are:

Office Equipment:	:	25% on cost
Motor Vehicle	:	25% on cost
Leasehold Property	:	Written off over the costs of the lease

**(e) Taxation**

The charge for taxation is based on the results of the year as adjusted for disallowed items and for timing differences to the extent that they are unlikely to result in a tax liability in the foreseeable future.

**(f) Pensions**

The company operated a defined contributions scheme for some of its employees. The cost of contributions to the scheme has been charged to the income & Expenditure Account in the year in which they fell due.

**4. INCOME**

The turnover and deficit before taxation is attributable to the one principal activity of the company and relates wholly to activities carried out in the United Kingdom.

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**NOTES TO THE ACCOUNTS**  
**(continued)**  
 for the year ended  
 31st December 2017

**5. NET OPERATING EXPENSES**

	2017 £	2016 £
	-----	-----
Net Operating Expenses are made up as follows:		
Administration Expenses	-	-
Other Costs and Expenses	-	-
	-----	-----
Net Operating Expenses	-	-
	=====	=====

**6. OPERATING PROFIT**

	2017 £	2016 £
	-----	-----
The Operating Profit is arrived at after charging:		
Depreciation:		
Owned Assets	-	-
Leased Assets	-	-
Loss on Disposal of Assets	-	-
Staff Costs	-	-
Auditors' remuneration	-	-
Operating lease rentals:		
Land and Buildings	-	-
	-----	-----
	=====	=====

**7. EMPLOYEES**

	2017 £	2016 £
	-----	-----
Wages and Salaries	-	-
Social Security Costs	-	-
Other pension costs	-	-
	-----	-----
	-	-
	=====	=====
	No	No
	-----	-----

The average weekly number of employees during the year was as follows:

Administration	-	-
	-----	-----
	-	-
	=====	=====

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**NOTES TO THE ACCOUNTS**  
**(continued)**  
 for the year ended  
 31st December 2017

**8. INTEREST RECEIVABLE**

	2017 £	2016 £
	-----	-----
Bank Deposit Interest	-	-
	=====	=====

**9. FINANCE CHARGES**

	2017 £	2016 £
	-----	-----
Interest payable under finance leases wholly repayable within five years	-	-
	=====	=====

**10. TAXATION**

	2017 £	2016 £
	-----	-----
The tax charge on the result for the year was as follows:		
Corporation Tax recoverable at 20%	-	-
Prior year adjustment	-	-
	-----	-----
	-	-
	=====	=====

**11. TANGIBLE FIXED ASSETS**

	Short Leasehold Property £	Furniture Fittings & Equipment £	Motor Vehicle £	Total £
	-----	-----	-----	-----
Cost:				
At 1 January 2017	-	-	-	-
Disposals	-	-	-	-
	-----	-----	-----	-----
At 31 December 2017	-	-	-	-
	-----	-----	-----	-----
Depreciation:				
At 1 January 2017	-	-	-	-
Disposals	-	-	-	-
	-----	-----	-----	-----
At 31 December 2017	-	-	-	-
	-----	-----	-----	-----

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**NOTES TO THE ACCOUNTS**  
**(continued)**  
 for the year ended  
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**12. TANGIBLE FIXED ASSETS (continued)**

	Short Leasehold Property £	Furniture Fittings & Equipment £	Motor Vehicle £	Total £
Net Book Value				
At 31 December 2017				
Owned	-	-	-	-
Leased	-	-	-	-
At 31 December 201				
Owned	-	-	-	-
Leased	-	-	-	-

**13. DEBTORS**

	2017 £	2016 £
Amounts falling due within one year:		
Other Debtors	-	-
Corporation Tax Recoverable	-	-
Prepayments	-	-

**14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2017 £	2016 £
Bank Overdraft	-	-
Trade Creditors	-	-
Obligations under Finance Leases	-	-
Accruals and Deferred Income	-	-
Other Creditors	738	738
	738	738

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**NOTES TO THE ACCOUNTS**  
**(continued)**  
 for the year ended  
 31st December 2017

**15. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	2017	2016
	£	£
	-----	-----
Obligations under finance leases	-	-
	=====	=====

**16. CAPITAL COMMITMENTS**

There were no capital commitments outstanding at 31 December 2017

**17. OPERATING LEASE COMMITMENTS**

At 31 December 2017, the Company had no annual commitments under non-cancellable operating leases.