

Abbreviated Unaudited Accounts  
for the Year Ended 31 March 2011  
for  
PLW Direct Marketing Limited



A56

23/12/2011  
COMPANIES HOUSE

#282

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**for the Year Ended 31 March 2011**

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**PLW Direct Marketing Limited**  
**Company Information**  
**for the Year Ended 31 March 2011**

**DIRECTOR:** P L G Wilson

**SECRETARY:** Mrs C Wilson

**REGISTERED OFFICE:** 34 Ely Place  
London  
EC1N 6TD

**REGISTERED NUMBER:** 02860197

**ACCOUNTANTS:** Sampson West  
Chartered Accountants  
34 Ely Place  
London  
EC1N 6TD

**PLW Direct Marketing Limited (Registered number: 02860197)**

**Abbreviated Balance Sheet**  
**31 March 2011**

	Notes	31 3 11 £	£	31 3 10 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		-		-
Tangible assets	3		198,923		204,256
			<u>198,923</u>		<u>204,256</u>
<b>CURRENT ASSETS</b>					
Debtors	4	195,419		124,491	
Investments		5,000		5,000	
Cash at bank		13,855		27,822	
		<u>214,274</u>		<u>157,313</u>	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>575,225</u>		<u>540,731</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(360,951)</u>		<u>(383,418)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(162,028)</u>		<u>(179,162)</u>
<b>PROVISIONS FOR LIABILITIES</b>			<u>1,447</u>		<u>127</u>
<b>NET LIABILITIES</b>			<u><u>(163,475)</u></u>		<u><u>(179,289)</u></u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	5		1,091		1,091
Share premium			104,204		104,204
Profit and loss account			<u>(268,770)</u>		<u>(284,584)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u><u>(163,475)</u></u>		<u><u>(179,289)</u></u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his responsibilities for

- ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- 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 notes form part of these abbreviated accounts

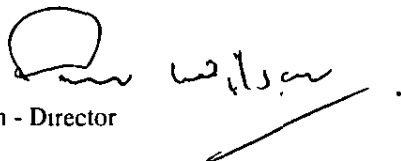
**PLW Direct Marketing Limited (Registered number: 02860197)**

**Abbreviated Balance Sheet - continued**

**31 March 2011**

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on *21 December 2011* and were signed by

A handwritten signature in black ink, appearing to read 'P L G Wilson', with a long horizontal stroke extending to the right.

P L G Wilson - Director

The notes form part of these abbreviated accounts

**Notes to the Abbreviated Accounts  
for the Year Ended 31 March 2011**

**1 ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

At the balance sheet date the company's reserves were in deficit and the company was reliant on a loan from Selective Marketplace Limited. The loan is unsecured, does not bear interest and is repayable on demand.

At the date of approval of these accounts, Selective Marketing Ltd was seeking to secure the loan via a fixed charge on the company's property and via a floating charge on all current assets. In the opinion of the director the loan from Selective Marketplace will not be called in for the foreseeable future and it is therefore appropriate that the financial statements be prepared on a going concern basis.

**Accounting convention**

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**

Turnover represents income recognised in respect of marketing services provided during the year, excluding value added tax.

Services provided but which had not been billed at the balance sheet date have been recognised as revenue. Revenue recognition in this manner is based on an assessment of the fair value of the services provided at the balance sheet date where there exists an agreed right to receive consideration for work undertaken. Accrued income is included in the financial statements as a current asset.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 1994, was amortised evenly over its useful life of five years.

**Tangible fixed assets**

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

Buildings	-2% on cost
Plant & machinery etc	-25% on cost and -20% on cost

**Deferred tax**

Deferred tax is provided in full on timing differences, which result in an obligation at the balance sheet date to pay more tax, or a right to pay less tax, at a future date, at rates expected to apply when they crystallise based on current tax rates and law. Timing differences arise from the inclusion of items of income and expenditure in taxation computations in periods different from those in which they are included in the financial statements. Deferred tax assets are recognised to the extent that it is regarded as more likely than not that they will be recovered. Deferred tax assets and liabilities are not discounted.

**Foreign currencies**

Assets and liabilities in foreign currencies are translated into sterling at the rate of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. Exchange differences are taken into account in arriving at the operating result.

**Hire purchase and leasing commitments**

Assets obtained under hire purchase contracts or finance leases are capitalised in the balance sheet. Those held under hire purchase contracts are depreciated over their estimated useful lives. Those held under finance leases are depreciated over their estimated useful lives or the lease term, whichever is the shorter.

The interest element of these obligations is charged to the profit and loss account over the relevant period. The capital element of the future payments is treated as a liability.

**Notes to the Abbreviated Accounts - continued**  
**for the Year Ended 31 March 2011**

**2 INTANGIBLE FIXED ASSETS**

	<b>Total</b>
	<b>£</b>
<b>COST</b>	
At 1 April 2010	
and 31 March 2011	350,000
<b>AMORTISATION</b>	
At 1 April 2010	
and 31 March 2011	350,000
<b>NET BOOK VALUE</b>	
At 31 March 2011	-
At 31 March 2010	-

**3 TANGIBLE FIXED ASSETS**

	<b>Total</b>
	<b>£</b>
<b>COST</b>	
At 1 April 2010	302,083
Additions	440
At 31 March 2011	302,523
<b>DEPRECIATION</b>	
At 1 April 2010	97,827
Charge for year	5,773
At 31 March 2011	103,600
<b>NET BOOK VALUE</b>	
At 31 March 2011	198,923
At 31 March 2010	204,256

**4 DEBTORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

The aggregate total of debtors falling due after more than one year is £12,402 (31 3 10 - £7,038)

**5 CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid				
Number	Class	Nominal value	31 3 11	31 3 10
			£	£
1,091	Ordinary	£1	1,091	1,091

**Notes to the Abbreviated Accounts - continued**  
**for the Year Ended 31 March 2011**

**6. TRANSACTIONS WITH DIRECTOR**

The following loan to directors subsisted during the years ended 31 March 2011 and 31 March 2010

	31 3 11 £	31 3 10 £
<b>P L G Wilson</b>		
Balance outstanding at start of year	92,787	10,441
Amounts advanced	76,159	104,415
Amounts repaid	(25,787)	(22,069)
Balance outstanding at end of year	<u>143,159</u>	<u>92,787</u>