

**Company Registration Number: 02959076**

**IDM Membership Limited  
Report and Financial Statements  
for the year ended  
31 August 2010**

**Menzies LLP  
65 High Street  
Egham  
Surrey  
TW20 9EY**

FRIDAY



A21 \*ADHUIUAK\* 228  
20/05/2011  
COMPANIES HOUSE

**Report and financial statements for the year ended 31 August 2010**

---

<b>Contents</b>	<b>Page</b>
The directors' report	3
Independent auditors' report to the shareholders	5
Profit and loss account	7
Balance sheet	8
Notes to the financial statements	9

---

**Directors**

S Hall (Chairman)  
T R Lawes, FCA  
D A Holder  
N G Morris  
C Robertson  
S McCarthy

**Secretary and registered office**

R D. Wild, 1 Park Road, Teddington, Middlesex, TW11 0AR

**Company number**

02959076

**Auditors**

Menzies LLP, 65 High Street, Egham, Surrey, TW20 9EY

**Bank**

Barclays Bank plc, Richmond & Twickenham Group, 8 George Street, Richmond, Surrey,  
TW9 1JU

**Solicitors**

Farrer & Co, 66 Lincolns Inn Fields, London, WC2A 3LH

**Report and financial statements for the year ended 31 August 2010**

---

The directors present their report together with the audited financial statements for the year ended 31 August 2010

**Results**

The profit and loss account is set out on page 7 and shows the profit for the year

**Principal activities**

The principal activity of the company is the promotion of professional standards amongst direct, digital and data marketing professionals by the provision of membership services available only to those professionals who meet the criteria set down for qualification by education and experience and agree to abide by the code of conduct for members

There have been no events since the balance sheet date which materially affect the position of the company

**Directors**

The directors of the company during the year were

S Hall (Chairman)

T R Lawes, FCA

D A Holder

N G Morris

C Robertson

S McCarthy

No director except T R. Lawes had any beneficial interest in the share capital of the company T R Lawes holds one share and is a director of the parent company, The Institute of Direct Marketing Limited, which is a company limited by guarantee

**Donations**

During the year the company made a donation of £Nil (2009 £Nil) to the Institute of Direct and Digital Marketing Limited (formerly The Institute of Direct Marketing Limited), a registered UK charity

**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 and 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, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

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 to 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

**Report and financial statements for the year ended 31 August 2010**

---

In so far as the directors are aware there is no relevant audit information of which the company's auditors are unaware, and the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

**Auditors**

Menzies LLP are deemed to be reappointed under Section 487 (2) of the Companies Act 2006

**Small Company Provisions**

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

Signed on behalf of the directors



D A Holder  
Director

**Independent auditors' report to the shareholders (continued)**  
**Year ended 31 August 2010**

---

**To the shareholders of IDM Membership Limited**

We have audited the financial statements IDM Membership Limited for the year ended 31 August 2010 on pages 7 to 13. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities)

This report is made solely to the company's shareholders, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's shareholders as a body, for our audit work, for this report, or for the opinions we have formed.

**RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR**

As explained more fully in the Directors' Responsibilities Statement set out on page 3, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

**SCOPE OF THE AUDIT OF FINANCIAL STATEMENTS**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

**OPINION**

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 August 2010 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- Have been prepared in accordance with the requirements of the Companies Act 2006.

**OPINION ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006**

In our opinion the information given in the Directors' Report for the financial period for which the financial statements are prepared is consistent with the financial statements.

**MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

Independent auditors' report to the shareholders (continued)  
Year ended 31 August 2010

- 
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
  - the financial statements are not in agreement with the accounting records and returns, or
  - certain disclosures of directors' remuneration specified by law are not made, or
  - we have not received all the information and explanations we require for our audit, or
  - the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime

*Menzies LLP*  
Malcolm Lucas FCA (Senior Statutory Auditor)  
For and on behalf of Menzies LLP  
Chartered Accountants and Statutory Auditor  
Heathrow Business Centre  
65 High Street  
Egham  
Surrey  
TW20 9EY  
22/3/11

## Profit and loss account for the year ended 31 August 2010


	Note	2010 £	2009 £
<b>Turnover</b>	<b>2</b>	<b>353,076</b>	372,773
Cost of sales		<u>109,738</u>	<u>111,945</u>
<b>Gross profit</b>		<b>243,338</b>	260,828
Administrative expenses		<u>243,419</u>	<u>266,576</u>
<b>Operating profit</b>		<b>(81)</b>	(5,748)
Interest receivable		<u>82</u>	<u>5,748</u>
<b>Profit on ordinary activities before taxation</b>		<b>1</b>	-
Taxation on profit on ordinary activities	<b>4</b>	<u>(145)</u>	-
<b>Retained profit/(loss) for the financial year</b>		<b>(144)</b>	-
Balance brought forward		<u>(41,648)</u>	<u>(41,648)</u>
Balance carried forward		<u><b>(41,792)</b></u>	<u>(41,648)</u>

## Balance sheet as at 31 August 2010

	Note	2010 £	£	2009 £	£
<b>Fixed assets</b>					
Tangible assets	5		-		48
<b>Current assets</b>					
Debtors	6	95,557		198,950	
Cash at bank and in hand		308,593		75,102	
		<u>404,150</u>		<u>274,052</u>	
<b>Creditors: Amounts falling due within one year</b>	7	<u>221,198</u>		<u>60,745</u>	
<b>Net current assets</b>			<b>182,952</b>		213,307
<b>Total assets less current liabilities</b>			<b>182,952</b>		213,355
<b>Accruals and deferred income</b>	8		<b>224,644</b>		254,903
<b>Total assets less current liabilities</b>			<b>(41,692)</b>		<u>(41,548)</u>
<b>Capital and reserves</b>					
Called-up equity share capital	9		100		100
Profit and loss account			<u>(41,792)</u>		<u>(41,648)</u>
<b>Equity shareholders' funds</b>			<b>(41,692)</b>		<u>(41,548)</u>

These financial statements have been prepared in accordance with the special provisions for small companies under of Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

These financial statements were approved and authorised for issue by the directors on 10-1-11 and signed on their behalf by

  
 \_\_\_\_\_  
 D Holder  
 Director

Company Number 2959076



Notes forming part of the financial statements for the year ended 31 August 2010

---

**1. Accounting policies**

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)

The following principal accounting policies have been applied:

*Basis of Preparation*

The company currently shows an excess of liabilities over assets on its balance sheet. It is anticipated that in the next 12 months the company will continue to generate a profit and its financial position will improve. Due to the ongoing support of its parent company, the directors are of the opinion that it is appropriate to prepare the financial statements on a going concern basis, which assumes that the company will continue in existence for the foreseeable future.

*Cash flow statement*

The company has taken advantage of the exemption conferred by Financial Reporting Standard 1 'Cash Flow Statements (Revised 1996)' not to prepare a cash flow statement on the grounds that it is a 'small' company under the Companies Act 2006.

*Turnover*

Turnover represents the total amount receivable in the ordinary course of business for services provided in the year, after deducting discounts given and credit notes issued.

Subscription income relating to periods after the end of the accounting period is carried forward as deferred income.

Income from founder members is credited to the founder member reserve. 50% is transferred to the profit and loss account in the first year of membership, the remainder being transferred on a straight line basis over ten years.

*Depreciation*

Depreciation is provided to write off the cost, less estimated residual values, of the fixed assets over their expected useful lives as follows:

Leasehold improvements - 10% straight line basis

Fixtures and fittings - 20% reducing balance basis

Equipment - 25% straight line basis

*Deferred taxation*

Deferred tax balances are recognised in respect of all timing differences that have originated but not reversed by the balance sheet date, except that:

- the recognition of deferred tax assets is limited to the extent that the company anticipates making sufficient taxable profits in the future to absorb the reversal of the underlying timing differences.

**2. Turnover**

The company's turnover and profit before tax are attributable to the one principal activity of the company and are wholly attributable to the United Kingdom.

## Notes forming part of the financial statements for the year ended 31 August 2010

**3. Operating profit**

Operating profit is stated after charging.

	2010	2009
	£	£
Depreciation	48	865
Auditors' remuneration		
- audit services	4,290	4,125
- non-audit services	1,000	575
Directors' emoluments	32,236	34,379
	<u>          </u>	<u>          </u>

**4. Tax on profit on ordinary activities**

	2010	2009
	£	£
<i>Domestic current year tax</i>		
UK Corporation tax	144	-
	<u>          </u>	<u>          </u>
Current tax charge	144	-
	<u>          </u>	<u>          </u>

## Notes forming part of the financial statements for the year ended 31 August 2010

**5. Tangible fixed assets**

	Leasehold improvements £	Furniture & fittings £	Office equipment £	Total £
Cost				
At 1 September 2009 and 31 August 2010	<u>8,411</u>	<u>3,117</u>	<u>2,279</u>	<u>13,807</u>
Depreciation				
At 1 September 2009	8,411	3,069	2,279	13,759
Charge for the year	-	48	-	48
At 31 August 2010	<u>8,411</u>	<u>3,117</u>	<u>2,279</u>	<u>13,807</u>
Net book value				
At 31 August 2010	-	-	-	-
At 31 August 2009	-	48	-	48

**6. Debtors**

	2010 £	2009 £
Trade debtors	88,534	115,226
Amounts owed by group companies	-	73,159
Other debtors	7,023	10,565
	<u>95,557</u>	<u>198,950</u>

All amounts shown under debtors fall due for payment within one year.

## Notes forming part of the financial statements for the year ended 31 August 2010

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

	2010	2009
	£	£
Trade creditors	7,166	13,860
Amounts owed to group undertakings	160,503	143
Other creditors	53,529	46,742
	<u>221,198</u>	<u>60,745</u>

**8. Deferred income**

	2010	2009
	£	£
Subscription and other income	<u>224,644</u>	<u>254,903</u>

**9. Share capital****Authorised share capital:**

	2010	2009
	£	£
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

**Allotted, called up and fully paid:**

	No	2010	No	2009
		£		£
Ordinary shares of £1 each	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

**10. Related party disclosures**

The company has taken advantage of the exemptions allowed by Financial Reporting Standard 8, "Related Party Transactions", not to disclose transactions with entities that are part of the group because consolidated financial statements in which it is included are publicly available

**11. Ultimate parent company and parent undertaking of larger group**

At 31 August 2010 the company's ultimate parent company was The Institute of Direct and Digital Marketing Limited (formerly The Institute of Direct Marketing Limited)

Copies of the consolidated financial statements of The Institute of Direct and Digital Marketing Limited (formerly The Institute of Direct Marketing Limited) are available from Companies House.

**12. Contingent liabilities**

The company at the year end was party to a joint and several guarantee together with its fellow subsidiary The Institute of Direct and Digital Marketing Training Limited (formerly The Institute of Direct Marketing Training Limited) to secure the facilities granted by the companies' bankers

The security is supported as follows

- i) Cross guarantee structure between the fellow subsidiaries
- ii) Mortgage debentures over the fixed and floating assets of this company and its fellow subsidiary

At the year end the liabilities covered by this guarantee totalled £Nil (2009. £Nil)

**The following pages do not form part of the statutory financial statements  
which are the subject of the independent auditors' report on page 5.**

---

**Detailed profit and loss account for the year ended 31 August 2010**

---

	<b>Page</b>	<b>2010 £</b>	<b>2009 £</b>
<b>Turnover</b>		<b>353,076</b>	372,773
Cost of sales	14	<b>109,738</b>	111,945
		<hr/>	<hr/>
<b>Gross profit</b>		<b>243,338</b>	260,828
Administrative expenses	14	<b>243,419</b>	266,576
		<hr/>	<hr/>
<b>Operating profit</b>		<b>(81)</b>	(5,748)
Interest receivable	14	<b>82</b>	5,748
		<hr/>	<hr/>
<b>Profit on ordinary activities before taxation</b>		<b>1</b>	-
		<hr/>	<hr/>

## Detailed profit and loss account for the year ended 31 August 2010 (continued)

**Cost of sales**

	2010 £	2009 £
Purchases	109,738	111,945

**Administrative expenses**

	2010 £	2009 £
Staffing costs	57,557	62,202
Group service charge	178,442	194,743
Advertising	158	-
Printing, postage and stationery	396	1,220
Publications	13	-
Travel and subsistence	549	556
Professional fees	5,290	4,700
Sundry expenses	37	35
Depreciation	48	865
Bank charges	929	2,255
	<u>243,419</u>	<u>266,576</u>

**Interest receivable**

	2010 £	2009 £
Bank deposits	82	5,748