
IDM MEMBERSHIP LIMITED

FINANCIAL STATEMENTS
INFORMATION FOR FILING WITH THE REGISTRAR
FOR THE YEAR ENDED 31 MARCH 2019



IDM MEMBERSHIP LIMITED
REGISTERED NUMBER: 02959076

STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2019

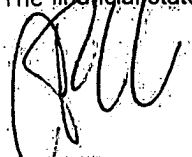
	Note	2019 £	2018 £
Fixed assets			
Tangible assets	5		
Current assets			
Stocks			657
Debtors: amounts falling due within one year	6	40,772	74,246
Cash at bank and in hand	7	68,693	119,511
		<u>109,465</u>	<u>194,414</u>
Creditors: amounts falling due within one year	8	(151,157)	(236,106)
Net current liabilities		(41,692)	(41,692)
Net liabilities		<u>(41,692)</u>	<u>(41,692)</u>
Capital and reserves			
Called up share capital	9	100	100
Profit and loss account	10	(41,792)	(41,792)
		<u>(41,692)</u>	<u>(41,692)</u>

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.

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

The Company has opted not to file the statement of income and retained earnings in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

 19/12/2019

C R Combemale
 Director

The notes on pages 2 to 7 form part of these financial statements.

IDM MEMBERSHIP LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

1. General information

IDM Membership Limited is a private company limited by shares incorporated in England & Wales under the Companies Act. The address of the registered office is 70 Margaret Street, London, W1W 8SS. The nature of the company's operations and its principal activities are set out in the directors' report.

2. Accounting policies

2.1 Basis of preparation of financial statements

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.

The following principal accounting policies have been applied:

2.2 Financial reporting standard 102 - reduced disclosure exemptions

The company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by the FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland":

- the requirements of Section 4 Statement of Financial Position paragraph 4.12(a)(iv);
- the requirements of Section 7 Statement of Cash Flows;
- the requirements of Section 3 Financial Statement Presentation paragraph 3.17(d);
- the requirements of Section 11 Financial Instruments paragraphs 11.41(b), 11.41(c), 11.41(e), 11.41(f), 11.42, 11.44 to 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of Section 12 Other Financial Instruments paragraphs 12.26 to 12.27, 12.29(a), 12.29(b) and 12.29A;
- the requirements of Section 33 Related Party Disclosures paragraph 33.7.

This information is included in the consolidated financial statements of Data and Marketing Association Limited as at 31 March 2019 and these financial statements may be obtained from 70 Margaret Street, London, W1W 8SS.

2.3 Going concern

The Company has net liabilities of £41,692 (2018 - £41,692). The company has been in a breakeven position over the last four periods. Furthermore, during this time The Data and Marketing Association Limited has invested more than £500,000 in the trading operations of the Company and its fellow subsidiary. With this investment in the Company's operations and other operational synergies it is anticipated to continue operating profitably. The directors are therefore of the opinion that it is appropriate to prepare the financial statements on a going concern basis.

IDM MEMBERSHIP LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

2. Accounting policies (continued)

2.4 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.5 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

At each reporting date the company assesses whether there is any indication of impairment. If such indication exists, the recoverable amount of the asset is determined which is the higher of its fair value less costs to sell and its value in use. An impairment loss is recognised where the carrying amount exceeds the recoverable amount.

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following annual basis:

Leasehold improvements	- 10 years
Fixtures and fittings	- 5 years
Office equipment	- 3 years

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of income and retained earnings.

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

2. Accounting policies (continued)

2.6 Stocks

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each reporting date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

2.7 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.8 Financial instruments

A financial asset or a financial liability is recognised only when the company becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the transaction price, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Debt instruments are subsequently measured at amortised cost.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised in profit or loss immediately.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised in profit or loss immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

2.9 Interest income

Interest income is recognised in the Statement of income and retained earnings using the effective interest method.

2.10 Debtors

Short term debtors are measured at transaction price, less any impairment.

IDM MEMBERSHIP LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

2. Accounting policies (continued)

2.11 Creditors

Short term creditors are measured at the transaction price.

2.12 Taxation

Tax is recognised in the Statement of income and retained earnings, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the Company operates and generates income.

3. Turnover

The whole of the turnover is attributable to the company's principal activity of the promotion of professional standards amongst direct, digital and data marketing professionals by the provision of membership services only available 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.

All turnover arose within the United Kingdom.

4. Employees

The average monthly number of employees, including the directors, during the year was 3 (2018 - 3).

IDM MEMBERSHIP LIMITED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

5. Tangible fixed assets

	Short-term leasehold property £	Fixtures and fittings £	Office equipment £	Total £
Cost or valuation				
At 1 April 2018	8,411	3,117	2,279	13,807
At 31 March 2019	8,411	3,117	2,279	13,807
Depreciation				
At 1 April 2018	8,411	3,117	2,279	13,807
At 31 March 2019	8,411	3,117	2,279	13,807
Net book value				
At 31 March 2019	-	-	-	-
At 31 March 2018	-	-	-	-

6. Debtors

	2019 £	2018 £
Trade debtors	36,178	69,746
Other debtors	4,594	4,500
	40,772	74,246

7. Cash and cash equivalents

	2019 £	2018 £
Cash at bank and in hand	68,693	119,511
	68,693	119,511

IDM MEMBERSHIP LIMITED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019

8. Creditors: Amounts falling due within one year

	2019 £	2018 £
Trade creditors	1,074	16,150
Amounts owed to group undertakings	99,486	120,865
Other creditors	8,760	19,952
Accruals and deferred income	41,837	79,139
	<u>151,157</u>	<u>236,106</u>

9. Share capital

	2019 £	2018 £
Allotted, called up and fully paid		
100 (2018 - 100) Ordinary shares of £1 each	<u>100</u>	<u>100</u>

10. Reserves

Profit and loss account

This reserve records retained earnings and accumulated losses.

11. Related party transactions

The company has taken advantage of the exemption conferred by FRS102 not to disclose transactions with members of the group headed by Data and Marketing Association Limited on the grounds that 100% of the voting rights in the company are controlled within that group and the company is included in the consolidated financial statements.

12. Ultimate parent undertaking and controlling party

The Company's share capital is 100% owned by Data and Marketing Association Limited (DMA), a company incorporated in the United Kingdom. Copies of the DMA's financial statements can be obtained from 70 Margaret Street, London, W1W 8SS.

13. Auditor's information

The auditor's report on the financial statements for the year ended 31 March 2019 was unqualified.

The audit report was signed on 20/12/2019 by Simon Liggins (Senior statutory auditor) on behalf of Barnes Roffe LLP.