

Unaudited Financial Statements for the Year Ended 31 December 2021

for

**Direct Approach Design And Marketing
Limited**

	Page
Balance Sheet	1
Notes to the Financial Statements	3

**Direct Approach Design And Marketing
Limited (Registered number: 03483999)**

**Balance Sheet
31 December 2021**

		31.12.21	31.12.20
	Notes	£	£
Fixed assets			
Tangible assets	4	1,994	5,611
Current assets			
Stocks		500	1,200
Debtors	5	49,758	56,441
Cash at bank		76,325	163,465
		<u>126,583</u>	<u>221,106</u>
Creditors			
Amounts falling due within one year	6	(62,067)	(99,969)
Net current assets		<u>64,516</u>	<u>121,137</u>
Total assets less current liabilities		<u>66,510</u>	<u>126,748</u>
Creditors			
Amounts falling due after more than one year	7	(37,934)	(47,500)
Provisions for liabilities		<u>(379)</u>	<u>(930)</u>
Net assets		<u>28,197</u>	<u>78,318</u>
Capital and reserves			
Called up share capital		100	100
Share premium		9,950	9,950
Capital redemption reserve		50	50
Retained earnings		18,097	68,218
		<u>28,197</u>	<u>78,318</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) 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 financial statements

**Direct Approach Design And Marketing
Limited (Registered number: 03483999)**

**Balance Sheet - continued
31 December 2021**

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

In accordance with Section 444 of the Companies Act 2006, the Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the Board of Directors and authorised for issue on 16 December 2022 and were signed on its behalf by:

Ms S Pointer - Director

The notes form part of these financial statements

**Notes to the Financial Statements
for the Year Ended 31 December 2021**

1. Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006.

2. Accounting policies

Basis of preparing the financial statements

The financial statements have been prepared under the historical cost convention.

Critical accounting judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

Tangible fixed assets

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

Fixtures and fittings	- 25% on reducing balance
Computer equipment	- 33% on cost

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2021**

2. Accounting policies - continued

Financial instruments

A financial asset or a financial liability is recognised only when the entity 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.

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. Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the entity after deducting all of its financial liabilities.

Where the contractual obligations of financial instruments (including share capital) are equivalent to a similar debt instrument, those financial instruments are classed as financial liabilities. Financial liabilities are presented as such in the balance sheet. Finance costs and gains or losses relating to financial liabilities are included in the profit and loss account. Finance costs are calculated so as to produce a constant rate of return on the outstanding liability.

Where the contractual terms of share capital do not have any terms meeting the definition of a financial liability then this is classed as an equity instrument. Dividends and distributions relating to equity instruments are debited direct to equity.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Income and Retained Earnings, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2021**

2. Accounting policies - continued

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

Assets held under finance leases and hire purchase contracts are recognised in the balance sheet as assets and liabilities at the lower of the fair value of the assets and the present value of the minimum lease payments, which is determined at the inception of the lease term. Any initial direct costs of the lease are added to the amount recognised as an asset.

Lease payments are apportioned between the finance charges and reduction of the outstanding lease liability using the effective interest method. Finance charges are allocated to each period so as to produce a constant rate of interest on the remaining balance of the liability.

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

3. Employees and directors

The average number of employees during the year was 6 (2020 - 7) .

**Direct Approach Design And Marketing
Limited (Registered number: 03483999)**

**Notes to the Financial Statements - continued
for the Year Ended 31 December 2021**

4. Tangible fixed assets

	Fixtures and fittings £	Computer equipment £	Totals £
Cost			
At 1 January 2021	28,073	27,702	55,775
Additions	240	828	1,068
At 31 December 2021	<u>28,313</u>	<u>28,530</u>	<u>56,843</u>
Depreciation			
At 1 January 2021	27,418	22,746	50,164
Charge for year	224	4,461	4,685
At 31 December 2021	<u>27,642</u>	<u>27,207</u>	<u>54,849</u>
Net book value			
At 31 December 2021	<u>671</u>	<u>1,323</u>	<u>1,994</u>
At 31 December 2020	<u>655</u>	<u>4,956</u>	<u>5,611</u>

5. Debtors: amounts falling due within one year

	31.12.21 £	31.12.20 £
Trade debtors	28,277	52,196
Other debtors	<u>21,481</u>	<u>4,245</u>
	<u>49,758</u>	<u>56,441</u>

6. Creditors: amounts falling due within one year

	31.12.21 £	31.12.20 £
Bank loans and overdrafts	9,566	2,500
Trade creditors	16,568	30,364
Taxation and social security	8,763	20,494
Other creditors	<u>27,170</u>	<u>46,611</u>
	<u>62,067</u>	<u>99,969</u>

7. Creditors: amounts falling due after more than one year

	31.12.21 £	31.12.20 £
Bank loans	<u>37,934</u>	<u>47,500</u>

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.