

Company Registration No. 3682642 (England and Wales)

DIRECTMARK LIMITED
ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2010

THURSDAY



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COMPANIES HOUSE

DIRECTMARK LIMITED

ABBREVIATED BALANCE SHEET

AS AT 31 DECEMBER 2010

| | Notes | 2010 £ | £ | 2009 £ | £ |
|---|-------|-------------|-------------|-------------|-------------|
| Fixed assets | | | | | |
| Tangible assets | 2 | | 799,823 | | 799,823 |
| Current assets | | | | | |
| Debtors | | 7,969 | | 8,738 | |
| Cash at bank and in hand | | 5,471 | | 5,378 | |
| | | 13,440 | | 14,116 | |
| Creditors: amounts falling due within one year | | (1,087,801) | | (1,075,419) | |
| Net current liabilities | | | (1,074,361) | | (1,061,303) |
| Total assets less current liabilities | | | (274,538) | | (261,480) |
| Capital and reserves | | | | | |
| Called up share capital | 3 | | 7,000 | | 7,000 |
| Profit and loss account | | | (281,538) | | (268,480) |
| Shareholders' funds | | | (274,538) | | (261,480) |

For the financial year ended 31 December 2010 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The director acknowledges his responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the 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 accounts, so far as applicable to the company.

These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

- 6 JUL 2011

Approved by the Board and authorised for issue on


I. Ventresca
Director

Company Registration No. 3682642

DIRECTMARK LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

The financial statements are prepared on the basis of going concern, which assumes that the company will be in operational existence for a foreseeable future. This depends upon the continued support of the shareholders. The financial statements do not include any adjustments that would result if such support is withdrawn.

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated).

1.3 Turnover

Turnover represents amounts receivable from rental of properties net of VAT.

1.4 Tangible fixed assets and depreciation

Investment properties are included in the balance sheet at their open market value. Depreciation is provided only on those investment properties which are leasehold and where the unexpired lease term is less than 20 years.

Although this accounting policy is in accordance with the applicable accounting standard, SSAP 19, Accounting for investment properties, it is a departure from the general requirement of the Companies Act 2006 for all tangible assets to be depreciated. In the opinion of the director compliance with the standard is necessary for the financial statements to give a true and fair view. Depreciation or amortisation is only one of many factors reflected in the annual valuation and the amount of this which might otherwise have been charged cannot be separately identified or quantified.

1.5 Deferred taxation

The accounting policy in respect of deferred tax has been changed to reflect the requirements of FRS19 - Deferred tax. Deferred tax is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The adoption of the standard has not required a prior period adjustment.

1.6 Foreign currency translation

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

2 Fixed assets

| | Tangible assets £ |
|---|-------------------------|
| Cost | |
| At 1 January 2010 & at 31 December 2010 | 799,823 |
| At 31 December 2009 | 799,823 |

DIRECTMARK LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) **FOR THE YEAR ENDED 31 DECEMBER 2010**

| 3 | Share capital | 2010 | 2009 |
|----------|---|--------------|--------------|
| | | £ | £ |
| | Allotted, called up and fully paid | | |
| | 7,000 Ordinary shares of £1 each | <u>7,000</u> | <u>7,000</u> |