

Digital Media and Analytics Limited
Financial statements
For the year ended 31 March 2021



Company no 03851869

Company information

Company registration number: 03851869

Registered office: Albert Works
Sidney Street
Sheffield
S1 4RG

Directors: A Fryatt

Secretary: A Fryatt

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Report of the Directors

The directors present their report and the financial statements of the company for the year ended 31 March 2021.

Principal activity

The principal activity of the company is that of digital marketing including search marketing, media planning and buying, creative services and strategic planning and consultancy.

Directors

The directors during the period under review were:

M Sprot (resigned 8 June 2020)

A Fryatt (appointed 8 June 2020)



A Fryatt
Director

9 September 2021

Balance sheet

	Note	2021 £	2020 £
Current assets			
Debtors	1	209,194	209,194
Cash at bank and in hand		-	-
		<u>209,194</u>	<u>209,194</u>
Creditors: amounts falling due within one year		<u>-</u>	<u>-</u>
Net current assets		<u>209,194</u>	<u>209,194</u>
Total assets less current liabilities		<u>209,194</u>	<u>209,194</u>
Capital and reserves			
Called up equity share capital	3	1,097	1,097
Share premium account	4	50,090	50,090
Profit and loss account	4	<u>158,007</u>	<u>158,007</u>
Shareholders' funds	5	<u>209,194</u>	<u>209,194</u>

The financial statements were approved and authorised for issue by the director on 9 September 2021.

For the year ended 31 March 2021 the company was entitled to exemption from audit under Section 480 of the Companies Act 2006 relating to dormant companies.

Director's responsibilities

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with Section 476 of the Companies Act 2006.
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements were approved by the Director on 9 September 2021.



A Fryatt

Director

Company Number: 03851869

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Notes to the financial statements

1 Debtors

	2021 £	2020 £
Amounts due from group undertakings	209,194	209,194
	<u>209,194</u>	<u>209,194</u>

2 Transactions with related parties

As a wholly owned subsidiary of Jaywing plc, the company is exempt from the requirements of FRS 8 to disclose transactions with other members of the group headed by that company.

3 Share capital

Authorised share capital:

	2021 £	2020 £
500,000 Ordinary A shares of £0.10 each	50,000	50,000
500,000 Ordinary B shares of £0.10 each	50,000	50,000
100,000 Ordinary C shares of £0.10 each	10,000	10,000
	<u>110,000</u>	<u>110,000</u>

Allotted, called up and fully paid:

	2021		2020	
	No	£	No	£
Equity shares				
Ordinary A shares of £0.10 each	10,000	1,000	10,000	1,000
Ordinary C shares of £0.10 each	975	97	975	97
	<u>10,975</u>	<u>1,097</u>	<u>10,975</u>	<u>1,097</u>

Notes to the financial statements

4 Reserves

	Share premium account £	Profit and loss account £
At 1 April 2020	50,090	158,007
Profit for the year	-	-
Dividends paid	-	-
At 31 March 2021	<u>50,090</u>	<u>158,007</u>

5 Reconciliation of movements in shareholders' funds

	2021 £	2020 £
(Loss) for the financial period	-	-
Dividends paid	-	-
	<u>-</u>	<u>-</u>
Credit in respect of share based payments	-	-
Net decrease in shareholders' funds	<u>-</u>	<u>-</u>
Shareholders' funds at 1 April 2020	<u>209,194</u>	<u>209,194</u>
Shareholders' funds at 31 March 2021	<u>209,194</u>	<u>209,194</u>

Notes to the financial statements

6 Capital commitments

There were no capital commitments at 31 March 2021 or 31 March 2020.

7 Ultimate controlling party

The ultimate parent undertaking and controlling related party of this company is its parent company, Jaywing plc, by virtue of its 100% shareholding in the company.

The largest and smallest group of undertakings for which group accounts have been drawn up is that headed by Jaywing plc. Copies of the group accounts can be obtained at Albert Works, Sidney Street, Sheffield, S1 4RG.