

Company Registration No. 06740866 (England and Wales)

Response Marketing Limited

Abbreviated Accounts
For The Year Ended 31 December 2012



RESPONSE MARKETING LIMITED

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RESPONSE MARKETING LIMITED

ABBREVIATED BALANCE SHEET AS AT 31 DECEMBER 2012

	Notes	2012 £	£	2011 £	£
Fixed assets					
Intangible assets	2	172,800		183,600	
Tangible assets	2	25,629		28,833	
		<u>198,429</u>		<u>212,433</u>	
Current assets					
Debtors		31,027		80,016	
Cash at bank and in hand		1,001		2,001	
		<u>32,028</u>		<u>82,017</u>	
Creditors' amounts falling due within one year	3	<u>(78,181)</u>		<u>(135,059)</u>	
Net current liabilities		<u>(46,153)</u>		<u>(53,042)</u>	
Total assets less current liabilities		<u>152,276</u>		<u>159,391</u>	
Creditors' amounts falling due after more than one year		<u>(40,000)</u>		<u>(50,000)</u>	
Provisions for liabilities		<u>(5,127)</u>		<u>(5,767)</u>	
		<u>107,149</u>		<u>103,624</u>	
Capital and reserves					
Called up share capital	4	1		1	
Profit and loss account		107,148		103,623	
Shareholders' funds		<u>107,149</u>		<u>103,624</u>	

RESPONSE MARKETING LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED) AS AT 31 DECEMBER 2012

For the financial year ended 31 December 2012 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.

Approved by the Board for issue on 17/05/2013



D Tysall
Director

Company Registration No 06740866

RESPONSE MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2012

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1.2 Turnover

Turnover represents amounts receivable for goods and services net of VAT and trade discounts

1.3 Goodwill

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life of twenty years

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Plant and machinery	15% reducing balance
Fixtures, fittings and equipment	15% reducing balance
Motor vehicles	25% reducing balance

1.5 Leasing and hire purchase commitments

Rentals payable under operating leases are charged against income on a straight line basis over the lease term

1.6 Deferred taxation

Full provision is made for deferred tax arising from timing differences existing at the balance sheet date where there exists an obligation to pay more, or right to pay less tax, with the following exceptions

- Provision is made for tax on gains arising from revaluation of fixed assets, or gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold

- Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be sufficient taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax balances are not discounted and are calculated at the tax rates that are expected to apply in the periods in which timing differences are expected to reverse

RESPONSE MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) **FOR THE YEAR ENDED 31 DECEMBER 2012**

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 January 2012	216,000	32,773	248,773
Additions	-	18,138	18,138
Disposals	-	(20,238)	(20,238)
At 31 December 2012	216,000	30,673	246,673
Depreciation			
At 1 January 2012	32,400	3,940	36,340
On disposals	-	(2,583)	(2,583)
Charge for the year	10,800	3,687	14,487
At 31 December 2012	43,200	5,044	48,244
Net book value			
At 31 December 2012	172,800	25,629	198,429
At 31 December 2011	183,600	28,833	212,433

3 Creditors amounts falling due within one year

The aggregate amount of creditors for which security has been given amounted to £7,179 (2011 - £2,422)

4 Share capital

	2012 £	2011 £
Allotted, called up and fully paid		
1 Ordinary Share of £1 each	1	1