Response Marketing Limited

Abbreviated Accounts

For The Year Ended 31 December 2013

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RESPONSE MARKETING LIMITED

CONTENTS

RESPONSE MARKETING LIMITED

ABBREVIATED BALANCE SHEET
AS AT 31 DECEMBER 2013

	Notes	2013 £	2013 £	2012 £	2012 £
Fixed assets					
Intangible assets	2		162,000		172,800
Tangible assets	2		30,842		25,629
			192,842		198,429
Current assets					
Debtors		16,955		31,027	
Cash at bank and in hand		4,001		1,001	
		20,956		32,028	
Creditors amounts falling due within one year	3	(70,697)		(78,181)	
Net current liabilities			(49,741)		(46,153)
Total assets less current liabilities			143,101		152,276
Creditors amounts falling due after more than one year			(40,000)		(40,000)
Provisions for liabilities			(6,168)		(5,127)
			96,933		107,149
Capital and reserves					
Called up share capital	4		1		1
Profit and loss account			96,932		107,148
Shareholders' funds			96,933		107,149

RESPONSE MARKETING LIMITED

ABBREVIATED BALANCE SHEET (CONTINUED)
AS AT 31 DECEMBER 2013

For the financial year ended 31 December 2013 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies

Director's responsibilities
- The member has not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476,
- The director acknowledges his responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements

These abbreviated financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime

Approved by the Board for issue on 01|04|2014

Mr D Tysall
Director

Company Registration No 06740866

RESPONSE MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2013

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

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

1 6 Deferred taxation

Deferred taxation is provided at appropriate rates on all timing differences using the liability method only to the extent that, in the opinion of the director, there is a reasonable probability that a liability or asset will crystallise in the foreseeable future

RESPONSE MARKETING LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2013

2 Fixed assets

	Intangible assets £	Tangible assets £	Total £
Cost			
At 1 January 2013	216,000	30,673	246,673
Additions	-	9,533	9,533
Disposals	-	(274)	(274)
At 31 December 2013	216,000	39,932	255,932
Depreciation			
At 1 January 2013	43,200	5,044	48,244
On disposals	-	(47)	(47)
Charge for the year	10,800	4,093	14,893
At 31 December 2013	54,000	9,090	63,090
Net book value			
At 31 December 2013	162,000	30,842	192,842
At 31 December 2012	172,800	25,629	198,429

3 Creditors amounts falling due within one year

The aggregate amount of creditors for which security has been given amounted to £11,500 (2012 - £7,179)

4 Share capital

	2013 £	2012 £
Allotted, called up and fully paid		
1 Ordinary Share of £1 each	1	1