

REGISTERED NUMBER: 06740866

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018
FOR
RESPONSE MARKETING LIMITED

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FOR THE YEAR ENDED 31 DECEMBER 2018**

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RESPONSE MARKETING LIMITED
COMPANY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2018

DIRECTOR: D Tysall

REGISTERED OFFICE: Suite 1, Castlegate House
Castlegate
York
YO1 9RP

REGISTERED NUMBER: 06740866

ACCOUNTANTS: Smith Wilson Limited
2A Acomb Court
Acomb
York
North Yorkshire
YO24 3BJ

STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2018

	Notes	2018 £	£	2017 £	£
FIXED ASSETS					
Intangible assets	4		108,000		118,800
Tangible assets	5		39,681		<u>46,452</u>
			147,681		<u>165,252</u>
CURRENT ASSETS					
Debtors	6	102,844		88,777	
Cash at bank		51,499		<u>12,719</u>	
		154,343		101,496	
CREDITORS					
Amounts falling due within one year	7	156,496		<u>117,589</u>	
NET CURRENT LIABILITIES			(2,153)		<u>(16,093)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			145,528		149,159
PROVISIONS FOR LIABILITIES			6,168		<u>6,168</u>
NET ASSETS			139,360		<u>142,991</u>
CAPITAL AND RESERVES					
Called up share capital			1		1
Retained earnings			139,359		<u>142,990</u>
SHAREHOLDERS' FUNDS			139,360		<u>142,991</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2018.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2018 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges his responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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
- (b) otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

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

The financial statements were approved by the director on 30 July 2019 and were signed by:

D Tysall - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2018**

1. STATUTORY INFORMATION

Response Marketing Limited is a private company, limited by shares, registered in Not specified/Other. The company's registered number and registered office address can be found on the Company Information page.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Turnover

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

Goodwill

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

Intangible assets

Intangible assets are initially measured at cost. After initial recognition, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Tangible fixed assets

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

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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 statement of financial position date.

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the statement of financial position 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.

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 4 (2017 - 6) .

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2018

4. INTANGIBLE FIXED ASSETS

	Goodwill £
COST	
At 1 January 2018	
and 31 December 2018	<u>216,000</u>
AMORTISATION	
At 1 January 2018	97,200
Amortisation for year	<u>10,800</u>
At 31 December 2018	<u>108,000</u>
NET BOOK VALUE	
At 31 December 2018	<u>108,000</u>
At 31 December 2017	<u>118,800</u>

5. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
COST			
At 1 January 2018	60,160	15,684	75,844
Additions	-	541	541
At 31 December 2018	<u>60,160</u>	<u>16,225</u>	<u>76,385</u>
DEPRECIATION			
At 1 January 2018	24,119	5,273	29,392
Charge for year	5,669	1,643	7,312
At 31 December 2018	<u>29,788</u>	<u>6,916</u>	<u>36,704</u>
NET BOOK VALUE			
At 31 December 2018	<u>30,372</u>	<u>9,309</u>	<u>39,681</u>
At 31 December 2017	<u>36,041</u>	<u>10,411</u>	<u>46,452</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018 £	2017 £
Trade debtors	72,270	85,803
Directors' current accounts	22,924	-
Prepayments and accrued income	<u>7,650</u>	<u>2,974</u>
	<u>102,844</u>	<u>88,777</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2018

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Trade creditors	108,898	75,450
Tax	9,399	12,447
Social security and other taxes	1,488	915
VAT	8,925	9,177
Other creditors	1,185	2,584
Directors' current accounts	-	2,204
Accrued expenses	26,601	14,812
	<u>156,496</u>	<u>117,589</u>

RESPONSE MARKETING LIMITED

**REPORT OF THE ACCOUNTANTS TO THE DIRECTOR OF
RESPONSE MARKETING LIMITED**

The following reproduces the text of the report prepared for the director in respect of the company's annual unaudited financial statements. In accordance with the Companies Act 2006, the company is only required to file a Statement of Financial Position. Readers are cautioned that the Income Statement and certain other primary statements and the Report of the Director are not required to be filed with the Registrar of Companies.

As described on the Statement of Financial Position you are responsible for the preparation of the financial statements for the year ended 31 December 2018 set out on pages nil to nil and you consider that the company is exempt from an audit.

In accordance with your instructions, we have compiled these unaudited financial statements in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Smith Wilson Limited
2A Acomb Court
Acomb
York
North Yorkshire
YO24 3BJ

30 July 2019

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.