

**REGISTERED NUMBER: 06740866**

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2017**

**FOR**

**RESPONSE MARKETING LIMITED**

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FOR THE YEAR ENDED 31 DECEMBER 2017**

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**RESPONSE MARKETING LIMITED**  
**COMPANY INFORMATION**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

**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 2017**

	Notes	2017 £	£	2016 £	£
<b>FIXED ASSETS</b>					
Intangible assets	4		<b>118,800</b>		129,600
Tangible assets	5		<b>46,452</b>		<u>52,276</u>
			<b>165,252</b>		<u>181,876</u>
<b>CURRENT ASSETS</b>					
Debtors	6	<b>88,777</b>		127,105	
Cash at bank		<b>12,719</b>		<u>8,001</u>	
		<b>101,496</b>		135,106	
<b>CREDITORS</b>					
Amounts falling due within one year	7	<b>117,589</b>		<u>141,343</u>	
<b>NET CURRENT LIABILITIES</b>			<b>(16,093)</b>		<u>(6,237)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<b>149,159</b>		175,639
<b>PROVISIONS FOR LIABILITIES</b>			<b>6,168</b>		<u>6,168</u>
<b>NET ASSETS</b>			<b>142,991</b>		<u>169,471</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			<b>1</b>		1
Retained earnings			<b>142,990</b>		<u>169,470</u>
<b>SHAREHOLDERS' FUNDS</b>			<b>142,991</b>		<u>169,471</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2017 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
- (b) which 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 28 February 2018 and were signed by:

D Tysall - Director

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2017**

**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 the provisions of Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" 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.

**3. EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 6 (2016 - 2) .

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2017

4. INTANGIBLE FIXED ASSETS

	Goodwill £
<b>COST</b>	
At 1 January 2017	
and 31 December 2017	<u>216,000</u>
<b>AMORTISATION</b>	
At 1 January 2017	86,400
Amortisation for year	<u>10,800</u>
At 31 December 2017	<u>97,200</u>
<b>NET BOOK VALUE</b>	
At 31 December 2017	<u>118,800</u>
At 31 December 2016	<u>129,600</u>

5. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Motor vehicles £	Totals £
<b>COST</b>				
At 1 January 2017	40,065	9,082	56,682	105,829
Additions	20,095	6,602	-	26,697
Disposals	-	-	(56,682)	(56,682)
At 31 December 2017	<u>60,160</u>	<u>15,684</u>	<u>-</u>	<u>75,844</u>
<b>DEPRECIATION</b>				
At 1 January 2017	17,348	3,436	32,769	53,553
Charge for year	6,771	1,837	-	8,608
Eliminated on disposal	-	-	(32,769)	(32,769)
At 31 December 2017	<u>24,119</u>	<u>5,273</u>	<u>-</u>	<u>29,392</u>
<b>NET BOOK VALUE</b>				
At 31 December 2017	<u>36,041</u>	<u>10,411</u>	<u>-</u>	<u>46,452</u>
At 31 December 2016	<u>22,717</u>	<u>5,646</u>	<u>23,913</u>	<u>52,276</u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017 £	2016 £
Trade debtors	85,803	102,750
Directors' current accounts	-	20,220
Prepayments and accrued income	<u>2,974</u>	<u>4,135</u>
	<u>88,777</u>	<u>127,105</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 DECEMBER 2017

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2017	2016
	£	£
Bank loans and overdrafts	-	8,132
Hire purchase contracts	-	8,564
Trade creditors	75,450	60,163
Tax	12,447	13,810
Social security and other taxes	915	1,171
VAT	9,177	12,175
Other creditors	2,584	-
Directors' current accounts	2,204	-
Accrued expenses	14,812	37,328
	<u>117,589</u>	<u>141,343</u>

8. DIRECTOR'S ADVANCES, CREDITS AND GUARANTEES

The following advances and credits to a director subsisted during the years ended 31 December 2017 and 31 December 2016:

	2017	2016
	£	£
<b>D Tysall</b>		
Balance outstanding at start of year	20,219	-
Amounts advanced	-	20,219
Amounts repaid	-	-
Amounts written off	-	-
Amounts waived	-	-
Balance outstanding at end of year	<u>-</u>	<u>20,219</u>

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.