



THE DEMAND GENERATION PEOPLE LIMITED

UNAUDITED
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2018



THE DEMAND GENERATION PEOPLE LIMITED

COMPANY INFORMATION

Directors Aidan David Groom
Paul Howard Jones

Registered number 09922146

Registered office 300 Pavilion Drive
Northampton
NN4 7YE

Accountants Grant Thornton UK LLP
Chartered Accountants
300 Pavilion Drive
Northampton Business Park
Northampton
NN4 7YE

THE DEMAND GENERATION PEOPLE LIMITED
REGISTERED NUMBER: 09922146

BALANCE SHEET
AS AT 31 DECEMBER 2018

	Note	2018 £	2017 £
Current assets			
Debtors: amounts falling due within one year	4	3,000	1,539
Cash at bank and in hand	5	71,626	7,837
		<u>74,626</u>	<u>9,376</u>
Creditors: amounts falling due within one year	6	(16,480)	(3,517)
Net current assets		<u>58,146</u>	<u>5,859</u>
Total assets less current liabilities		<u>58,146</u>	<u>5,859</u>
Net assets		<u><u>58,146</u></u>	<u><u>5,859</u></u>
Capital and reserves			
Called up share capital		200	200
Profit and loss account		57,946	5,659
		<u>58,146</u>	<u>5,859</u>

The directors consider that the Company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the Company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime.

The Company has opted not to file the statement of comprehensive income in accordance with provisions applicable to companies subject to the small companies' regime.

The financial statements were approved and authorised for issue by the board and were signed on its behalf on

10 July 2019

Aidan David Groom
Director



The notes on pages 2 to 4 form part of these financial statements.

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

1. General information

The company is a private company limited by shares and is registered in England and Wales.

Registered Number: 09922146

Registered office:
300 Pavilion Drive
Northampton
NN4 7YE

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention unless otherwise specified within these accounting policies and in accordance with Section 1A of Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and the Companies Act 2006.

The following principal accounting policies have been applied:

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.4 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

THE DEMAND GENERATION PEOPLE LIMITED

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

2. Accounting policies (continued)

2.5 Financial instruments

The Company only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in non-puttable ordinary shares.

2.6 Creditors

Short term creditors are measured at the transaction price. Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

2.7 Pensions

Defined contribution pension plan

The Company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the Company pays fixed contributions into a separate entity. Once the contributions have been paid the Company has no further payment obligations.

The contributions are recognised as an expense in the Statement of comprehensive income when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the Company in independently administered funds.

2.8 Taxation

Tax is recognised in the Statement of comprehensive income, except that a charge attributable to an item of income and expense recognised as other comprehensive income or to an item recognised directly in equity is also recognised in other comprehensive income or directly in equity respectively.

The current income tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the balance sheet date in the countries where the Company operates and generates income.

3. Employees

The average monthly number of employees, including directors, during the year was 2 (2017 - 4).

4. Debtors

	2018 £	2017 £
Trade debtors	3,000	-
Other debtors	-	1,539
	<u>3,000</u>	<u>1,539</u>

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

5. Cash and cash equivalents

	2018 £	2017 £
Cash at bank and in hand	<u>71,626</u>	<u>7,837</u>

6. Creditors: Amounts falling due within one year

	2018 £	2017 £
Trade creditors	2,156	-
Corporation tax	12,350	556
Other taxation and social security	474	-
Accruals and deferred income	1,500	2,961
	<u>16,480</u>	<u>3,517</u>

7. Related party transactions

During the course of the year, the company made sales to Total Computer Networks Limited of £109,358 (2017: £51,194).

During the course of the year, £42,346 (2017: £47,428) was charged to the company by Total Computer Networks Limited by way of purchases. These transactions are carried out on an arm length basis.

At 31 December 2018 the sum of £3,000 (2017: £Nil) was owing to the company from, and £156 (2017: £Nil) was owed by the company to Total Computer Networks Limited.