

Registered number

03000416

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**DIRECT RESPONSE FULFILMENT LIMITED**

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Unaudited Filleted Accounts

31 July 2023

**DIRECT RESPONSE FULFILMENT LIMITED****Registered number:** 03000416**Balance Sheet****as at 31 July 2023**

	Notes	2023 £	2022 £
<b>Fixed assets</b>			
Tangible assets	3	5,710	11,350
Investments	4	181,769	181,769
		<u>187,479</u>	<u>193,119</u>
<b>Current assets</b>			
Debtors	5	2,936,532	2,771,115
Cash at bank and in hand		20,609	30,517
		<u>2,957,141</u>	<u>2,801,632</u>
<b>Creditors: amounts falling due within one year</b>	6	(391,488)	(296,880)
<b>Net current assets</b>		<u>2,565,653</u>	<u>2,504,752</u>
<b>Total assets less current liabilities</b>		<u>2,753,132</u>	<u>2,697,871</u>
<b>Provisions for liabilities</b>		(223,498)	(296,344)
<b>Net assets</b>		<u>2,529,634</u>	<u>2,401,527</u>
<b>Capital and reserves</b>			
Called up share capital		76,925	76,925
Share premium		771,575	771,575
Capital redemption reserve		5,000	5,000
Profit and loss account		1,676,134	1,548,027
<b>Shareholders' funds</b>		<u>2,529,634</u>	<u>2,401,527</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

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

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

C E Chrysostomou

Director



DIRECT RESPONSE FULFILMENT LIMITED

Notes to the Accounts

for the year ended 31 July 2023

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1 Accounting policies

*Basis of preparation*

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (as applied to small entities by section 1A of the standard).

*Turnover*

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

*Investments*

Investments in freehold and leasehold investment properties Changes in fair value are included in the profit and loss account.

*Debtors*

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

*Creditors*

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

*Taxation*

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. 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. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

2 Employees

	2023	2022
	Number	Number
Average number of persons employed by the company	24	29

3 Tangible fixed assets

Motor  
vehicles  
£

**Cost**

At 1 August 2022	16,995
At 31 July 2023	<u>16,995</u>

**Depreciation**

At 1 August 2022	5,645
Charge for the year	<u>5,640</u>
At 31 July 2023	<u>11,285</u>

**Net book value**

At 31 July 2023	<u>5,710</u>
At 31 July 2022	11,350

**4 Investments**

**Other  
investments  
£**

**Cost**

At 1 August 2022	181,769
At 31 July 2023	<u>181,769</u>

**Historical cost**

At 1 August 2022	<u>181,769</u>
At 31 July 2023	<u>181,769</u>

**5 Debtors****2023****2022****£****£**

Trade debtors	609,608	713,197
Other debtors	<u>2,326,924</u>	<u>2,057,918</u>
	<u>2,936,532</u>	<u>2,771,115</u>

**6 Creditors: amounts falling due within one year****2023****2022****£****£**

Trade creditors	296,243	264,815
Taxation and social security costs	74,758	18,961
Other creditors	<u>20,487</u>	<u>13,104</u>
	<u>391,488</u>	<u>296,880</u>

**7 Related party transactions**

Included in other debtors falling due within one year is an amount due from Direct Response Marketing Group Ltd, a company with common directors and shareholders, of £2,326,924 (2022: £1,977,881).

During the year under review rent was charged to the company by Direct Response Marketing Group Ltd, a company

with common directors and shareholders, of £127,625 (2022: £102,566).

## **8 Controlling party**

The ultimate controlling party is C E Chrysostomou.

## **9 Other information**

DIRECT RESPONSE FULFILMENT LIMITED is a private company limited by shares and incorporated in England. Its registered office is:

Euro House  
Cremers Road  
Sittingbourne  
Kent  
ME10 3US

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.