

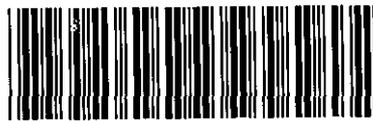
Registration number 05411185

**Action Direct Response Limited**

**Abbreviated accounts**

**for the year ended 31 March 2006**

SATURDAY



\*AT0ZCMKK\*

A74

27/01/2007

513

COMPANIES HOUSE

**Action Direct Response Limited**

**Abbreviated balance sheet  
as at 31 March 2006**

	Notes	2006	
		£	£
<b>Fixed assets</b>			
Intangible assets	2		53,986
Tangible assets	2		5,193
			<u>59,179</u>
<b>Current assets</b>			
Stocks		500	
Debtors		8,017	
Cash at bank and in hand		4,507	
		<u>13,024</u>	
<b>Creditors: amounts falling due within one year</b>	3	(67,474)	
<b>Net current liabilities</b>			<u>(54,450)</u>
<b>Total assets less current liabilities</b>			4,729
<b>Creditors: amounts falling due after more than one year</b>	4		(3,457)
<b>Net assets</b>			<u>1,272</u>
<b>Capital and reserves</b>			
Called up share capital	5		100
Profit and loss account	6		1,172
<b>Shareholders' funds</b>			<u>1,272</u>

The director's statements required by Section 249B(4) are shown on the following page which forms part of this balance sheet.

**The notes on pages 3 to 5 form an integral part of the abbreviated accounts.**

**Action Direct Response Limited**

**Abbreviated balance sheet (continued)**

**Director's statements required by Section 249B(4)  
for the year ended 31 March 2006**

In approving these abbreviated accounts as director of the company I hereby confirm:

(a) that for the year stated above the company was entitled to the exemption conferred by Section 249A(1) of the Companies Act 1985;

(b) that no notice has been deposited at the registered office of the company pursuant to Section 249B(2) requesting that an audit be conducted for the year ended 31 March 2006 and

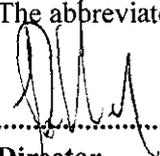
(c) that I acknowledge my responsibilities for:

(1) ensuring that the company keeps accounting records which comply with Section 221 and

(2) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the year then ended in accordance with the requirements of Section 226 and which otherwise comply with the provisions of the Companies Act relating to financial statements, so far as applicable to the company.

These abbreviated accounts are prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

The abbreviated accounts were approved by the board on 24 January 2007 and signed on its behalf by

  
.....  
**Director**

**The notes on pages 3 to 5 form an integral part of the abbreviated accounts.**

**Action Direct Response Limited**

**Notes to the abbreviated accounts  
for the year ended 31 March 2006**

**1. Accounting policies**

**1.1. Accounting convention**

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2005).

The adoption of the presentation requirements of the Financial Reporting Standard for Smaller Entities (effective January 2005) has meant that dividends paid are now shown in the profit and loss reserve rather than on the face of the profit and loss account.

**1.2. Turnover**

Turnover represents the total invoice value, excluding value added tax, of sales made during the year.

**1.3. Goodwill**

Acquired goodwill is written off in equal annual instalments over its estimated useful economic life of 10 years.

**1.4. Tangible fixed assets and depreciation**

Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Office equipment	-	25% reducing balance
Motor vehicles	-	25% reducing balance

**1.5. Leasing and hire purchase commitments**

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible assets and depreciated over the shorter of the lease term and their useful lives. Obligations under such agreements are included in creditors net of the finance charge allocated to future periods. The finance element of the rental payment is charged to the profit and loss account so as to produce constant periodic rates of charge on the net obligations outstanding in each period.

**1.6. Stock**

Stock is valued at the lower of cost and net realisable value.

**Action Direct Response Limited**

**Notes to the abbreviated accounts  
for the year ended 31 March 2006**

..... continued

<b>2. Fixed assets</b>	<b>Intangible assets £</b>	<b>Tangible assets £</b>	<b>Total £</b>
<b>Cost</b>			
Additions	59,985	6,836	66,821
At 31 March 2006	<u>59,985</u>	<u>6,836</u>	<u>66,821</u>
<b>Depreciation and provision for diminution in value</b>			
Charge for the year	5,999	1,643	7,642
At 31 March 2006	<u>5,999</u>	<u>1,643</u>	<u>7,642</u>
<b>Net book value</b>			
At 31 March 2006	<u><u>53,986</u></u>	<u><u>5,193</u></u>	<u><u>59,179</u></u>
 <b>3. Creditors: amounts falling due within one year</b>			<b>2006 £</b>
Creditors include the following:			
Secured creditors			<u><u>2,965</u></u>
 <b>4. Creditors: amounts falling due after more than one year</b>			<b>2006 £</b>
Creditors include the following:			
Secured creditors			<u><u>3,457</u></u>
 <b>5. Share capital</b>			<b>2006 £</b>
<b>Authorised</b>			
1,000 Ordinary shares of £1 each			<u><u>1,000</u></u>
 <b>Allotted, called up and fully paid</b>			
100 Ordinary shares of £1 each			<u><u>100</u></u>

**Action Direct Response Limited**

**Notes to the abbreviated accounts  
for the year ended 31 March 2006**

..... continued

<b>6. Reserves</b>	<b>Profit and loss account £</b>	<b>Total £</b>
Profit after taxation	34,172	34,172
Dividends paid in the year	(33,000)	(33,000)
<b>At 31 March 2006</b>	<u>1,172</u>	<u>1,172</u>

**7. Transactions with director**

On 1 April 2005, the company purchased an unincorporated business from T R Keane and Mrs D Keane. The office equipment, motor vehicles, debtors, creditors and goodwill were acquired for £48,905.