

**SOCIAL RESPONSE DIGITAL MARKETING LIMITED  
ABBREVIATED ACCOUNTS  
FOR THE YEAR ENDED 31 DECEMBER 2014**

Harpers & Co

The Old Brewery  
1-3 Ashton Road  
Bristol  
BS3 2EA

**Social Response Digital Marketing Limited**  
**Company No. 08338208**  
**Abbreviated Balance Sheet 31 December 2014**

		<b>31 December 2014</b>		<b>Period to 31 December 2013</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>FIXED ASSETS</b>					
Intangible assets	<b>2</b>		-		(549)
Tangible assets	<b>3</b>		30,902		36,932
			30,902		36,383
<b>CURRENT ASSETS</b>					
Debtors	<b>4</b>	24,217		4,192	
Cash at bank and in hand		26,049		13,381	
		50,266		17,573	
<b>Creditors: Amounts Falling Due Within One Year</b>		(34,529)		(31,062)	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			15,737		(13,489)
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			46,639		22,894
<b>Creditors: Amounts Falling After More Than One Year</b>	<b>5</b>		(20,395)		(23,982)
<b>NET ASSETS</b>			26,244		(1,088)
<b>CAPITAL AND RESERVES</b>					
Called up share capital	<b>6</b>		2		2
Profit and Loss account			26,242		(1,090)
<b>SHAREHOLDERS' FUNDS</b>			26,244		(1,088)



**Social Response Digital Marketing Limited**  
**Company No. 08338208**  
**Abbreviated Balance Sheet (continued) 31 December 2014**

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For the year ending 31 December 2014 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2008).

On behalf of the board

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**Mr Richard Gee**

**15/04/2015**

**Social Response Digital Marketing Limited**  
**Notes to the Abbreviated Accounts**  
**For The Year Ended 31 December 2014**

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**1 . Accounting Policies**

**1.1 . Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

**1.2 . Turnover**

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

**1.3 . Intangible Fixed Assets and Amortisation - Goodwill**

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the separable net assets. It is amortised to profit and loss account over its estimated economic life of .... years.

**1.4 . Tangible Fixed Assets and Depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & Machinery	25% reducing balance
Motor Vehicles	25% reducing balance
Fixtures & Fittings	25% reducing balance
Computer Equipment	25% reducing balance

**1.5 . Leasing and Hire Purchase Contracts**

Assets obtained under hire purchase contracts and finance leases are capitalised as tangible fixed assets. Assets acquired under finance leases are depreciated over the shorter of the lease term and their useful lives. Assets acquired under hire purchase contracts are depreciated over their useful lives. Finance leases are those where substantially all of the benefits and risks of ownership are assumed by the company. Obligations under such agreements are included in the 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 a constant periodic rate of charge on the net obligation outstanding in each period. Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged to profit and loss account as incurred.

**Social Response Digital Marketing Limited**  
**Notes to the Abbreviated Accounts (continued)**  
**For The Year Ended 31 December 2014**

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**2 . Intangible Assets**

	<b>Total</b>
<b>Cost</b>	<b>£</b>
As at 1 January 2014	(823)
Additions	275
As at 31 December 2014	(548)
<b>Amortisation</b>	
As at 1 January 2014	(274)
Provided during the period	(274)
As at 31 December 2014	(548)
<b>Net Book Value</b>	
As at 31 December 2014	-
As at 1 January 2014	(549)

**3 . Tangible Assets**

	<b>Total</b>
<b>Cost</b>	<b>£</b>
As at 1 January 2014	39,969
Additions	4,272
As at 31 December 2014	44,241
<b>Depreciation</b>	
As at 1 January 2014	3,037
Provided during the period	10,302
As at 31 December 2014	13,339
<b>Net Book Value</b>	
As at 31 December 2014	30,902
As at 1 January 2014	36,932

**4 . Debtors**

Debtors include an amount of £ 24,217 (2013 - £ 6,120 ) falling due after more than one year.

**Social Response Digital Marketing Limited**  
**Notes to the Abbreviated Accounts (continued)**  
**For The Year Ended 31 December 2014**

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**5 . Creditors: Amounts Falling After More Than One Year**

	<b>31 December 2014</b>	<b>Period to 31 December 2013</b>
	<b>£</b>	<b>£</b>
Net obligations under finance lease and hire purchase contracts	20,395	23,982
	<u>20,395</u>	<u>23,982</u>

**6 . Share Capital**

	<b>Value</b>	<b>Number</b>	<b>31 December 2014</b>	<b>Period to 31 December 2013</b>
	<b>£</b>		<b>£</b>	<b>£</b>
<b>Allotted, called up and fully paid:</b>				
Ordinary shares	1.000	2	2	2
		<u>2</u>	<u>2</u>	<u>2</u>

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