

Registered Number 03561908

DIRECT PUBLICITY UK LIMITED

Abbreviated Accounts

31 May 2012

Abbreviated Balance Sheet as at 31 May 2012

	Notes	2012 £	2011 £
Fixed assets			
Tangible assets	2	18,576	10,267
		<u>18,576</u>	<u>10,267</u>
Current assets			
Stocks		62,340	78,626
Debtors		76,157	75,395
Cash at bank and in hand		6,499	195
		<u>144,996</u>	<u>154,216</u>
Creditors: amounts falling due within one year		<u>(65,879)</u>	<u>(87,214)</u>
Net current assets (liabilities)		<u>79,117</u>	<u>67,002</u>
Total assets less current liabilities		<u>97,693</u>	<u>77,269</u>
Total net assets (liabilities)		<u>97,693</u>	<u>77,269</u>
Capital and reserves			
Called up share capital		100	100
Profit and loss account		97,593	77,169
Shareholders' funds		<u>97,693</u>	<u>77,269</u>

- For the year ending 31 May 2012 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
- 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 accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

Approved by the Board on 22 February 2013

And signed on their behalf by:
Mr Andrew Baldwin, Director

Notes to the Abbreviated Accounts for the period ended 31 May 2012**1 Accounting Policies****Basis of measurement and preparation of accounts**

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities effective April 2008.

Turnover policy

Turnover represents the amount derived from the provision of goods and services falling within the company's activities after deduction of Value Added Tax.

Tangible assets depreciation policy

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows: Plant & equipment - 25% reducing balance

Valuation information and policy

Stocks are valued at the lower of cost and net realisable value, after making allowances for obsolete and slow moving items.

2 Tangible fixed assets

	£
Cost	
At 1 June 2011	33,478
Additions	14,500
Disposals	-
Revaluations	-
Transfers	-
At 31 May 2012	<u>47,978</u>
Depreciation	
At 1 June 2011	23,211
Charge for the year	6,191
On disposals	-
At 31 May 2012	<u>29,402</u>
Net book values	
At 31 May 2012	<u>18,576</u>
At 31 May 2011	<u>10,267</u>

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