

UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31ST MARCH 2021  
FOR  
DIRECT DATA SERVICES (DDS) LIMITED

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FOR THE YEAR ENDED 31ST MARCH 2021

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DIRECT DATA SERVICES (DDS) LIMITED

COMPANY INFORMATION  
FOR THE YEAR ENDED 31ST MARCH 2021

<b>DIRECTOR:</b>	G P Adams
<b>REGISTERED OFFICE:</b>	25 Grosvenor Road Wrexham LL11 1BT
<b>REGISTERED NUMBER:</b>	06064780 (England and Wales)
<b>ACCOUNTANTS:</b>	M. D. Coxey and Co. Limited Chartered Accountants 25 Grosvenor Road Wrexham LL11 1BT
<b>BANKERS:</b>	National Westminster Bank plc St. Peters Square Ruthin LL15 1DW

BALANCE SHEET  
31ST MARCH 2021

	Notes	31.3.21 £	£	31.3.20 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		165		450
<b>CURRENT ASSETS</b>					
Debtors	5	40,734		64,908	
Cash at bank and in hand		<u>59,965</u>		<u>37,016</u>	
		100,699		101,924	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>195,152</u>		<u>204,751</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(94,453)</u>		<u>(102,827)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			(94,288)		(102,377)
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		<u>38,400</u>		<u>-</u>
<b>NET LIABILITIES</b>			<u>(132,688)</u>		<u>(102,377)</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	10		200		200
Retained earnings			<u>(132,888)</u>		<u>(102,577)</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(132,688)</u>		<u>(102,377)</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31st March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31st March 2021 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

BALANCE SHEET - continued  
31ST MARCH 2021

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

In accordance with Section 444 of the Companies Act 2006, the Statement of Income and Retained Earnings has not been delivered.

The financial statements were approved by the director and authorised for issue on 2nd September 2021 and were signed by:

G P Adams - Director

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31ST MARCH 2021

1. **STATUTORY INFORMATION**

Direct Data Services (DDS) Limited is a private company, limited by shares, registered in England and Wales. The company's registered number and registered office address can be found on the Company Information page.

The presentation currency of the financial statements is the Pound Sterling (£).

2. **ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" including the provisions of Section 1A "Small Entities" and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements have been prepared on a going concern basis on the assumption that the support of the providers of finance will be continued. If this support is withdrawn, adjustments would have to be made to reduce the value of assets to their recoverable amounts, to provide for any further liabilities that might arise and to reclassify fixed assets and long term liabilities as current assets and current liabilities.

**Turnover**

Turnover is measured at the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 33% on cost

**Taxation**

Taxation for the year comprises current and deferred tax. Tax is recognised in the Statement of Income and Retained Earnings, except to the extent that it relates to items recognised in other comprehensive income or directly in equity.

Current or deferred taxation assets and liabilities are not discounted.

Current tax is recognised at the amount of tax payable using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Timing differences arise from the inclusion of income and expenses in tax assessments in periods different from those in which they are recognised in financial statements. Deferred tax is measured using tax rates and laws that have been enacted or substantively enacted by the year end and that are expected to apply to the reversal of the timing difference.

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.

**Hire purchase and leasing commitments**

Rentals paid under operating leases are charged to profit or loss on a straight line basis over the period of the lease.

**Pension costs and other post-retirement benefits**

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to profit or loss in the period to which they relate.

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31ST MARCH 2021

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 4 (2020 - 4) .

4. **TANGIBLE FIXED ASSETS**

	Computer equipment £
<b>COST</b>	
At 1st April 2020 and 31st March 2021	<u>47,079</u>
<b>DEPRECIATION</b>	
At 1st April 2020	46,629
Charge for year	<u>285</u>
At 31st March 2021	<u>46,914</u>
<b>NET BOOK VALUE</b>	
At 31st March 2021	<u>165</u>
At 31st March 2020	<u>450</u>

5. **DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21 £	31.3.20 £
Trade debtors	7,892	21,796
Corporation tax	43	12,976
Deferred tax asset	30,462	23,352
Prepayments	<u>2,337</u>	<u>6,784</u>
	<u>40,734</u>	<u>64,908</u>

6. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21 £	31.3.20 £
Bank loans and overdrafts (see note 8)	9,600	-
Trade creditors	10,080	13,969
Amounts owed to group undertakings	162,920	180,920
Social security and other taxes	1,687	2,143
VAT	3,873	4,816
Other creditors	706	603
Accrued expenses	<u>6,286</u>	<u>2,300</u>
	<u>195,152</u>	<u>204,751</u>

7. **CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR**

	31.3.21 £	31.3.20 £
Bank loans (see note 8)	<u>38,400</u>	<u>-</u>

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31ST MARCH 2021

**8. LOANS**

An analysis of the maturity of loans is given below:

	31.3.21 £	31.3.20 £
Amounts falling due within one year or on demand:		
Bank loans	<u>9,600</u>	<u>-</u>
Amounts falling due between one and two years:		
Bank loans - 1-2 years	<u>9,600</u>	<u>-</u>
Amounts falling due between two and five years:		
Bank loans - 2-5 years	<u>28,800</u>	<u>-</u>

**9. DEFERRED TAX**

Balance at 1st April 2020	£ (23,352)
Movement in year due to: -	
changes in tax rates	
changes in tax allowances	(54)
losses available	<u>(7,056)</u>
Balance at 31st March 2021	<u>(30,462)</u>

**10. CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:

Number:	Class:	Nominal value:	31.3.21 £	31.3.20 £
10,000	Ordinary	1p	100	100
100	Ordinary B	£1	<u>100</u>	<u>100</u>
			<u>200</u>	<u>200</u>

**11. CAPITAL COMMITMENTS**

	31.3.21 £	31.3.20 £
Contracted but not provided for in the financial statements	<u>-</u>	<u>-</u>

**12. ULTIMATE CONTROLLING PARTY**

The controlling party is DDS Holdings Limited.

The ultimate controlling party is G P Adams.



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.