

REGISTERED NUMBER: 04068009 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2011

FOR

IDENTITY SIGNS (LONDON) LIMITED

SATURDAY



A11 *A12G3H4Z* 11/02/2012 #161
COMPANIES HOUSE

IDENTITY SIGNS (LONDON) LIMITED

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for the Year Ended 30 September 2011

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IDENTITY SIGNS (LONDON) LIMITED

COMPANY INFORMATION
for the Year Ended 30 September 2011

DIRECTOR:	J A S Dunstone
SECRETARY:	C M Broderick
REGISTERED OFFICE:	140A Tachbrook Street London SW1V 2NE
REGISTERED NUMBER:	04068009 (England and Wales)
ACCOUNTANTS:	Saunders Wood & Co Chartered Accountants 140A Tachbrook Street London SW1V 2NE

• **IDENTITY SIGNS (LONDON) LIMITED**

ABBREVIATED BALANCE SHEET
30 September 2011

	Notes	30 9 11	30 9 10
		£	£
FIXED ASSETS			
Tangible assets	2	85,365	62,784
CURRENT ASSETS			
Stocks		17,750	101,750
Debtors		108,709	105,649
Cash at bank and in hand		<u>2,899</u>	<u>8,731</u>
		129,358	216,130
CREDITORS			
Amounts falling due within one year		<u>134,432</u>	<u>183,093</u>
NET CURRENT (LIABILITIES)/ASSETS		<u>(5,074)</u>	<u>33,037</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		80,291	95,821
CREDITORS			
Amounts falling due after more than one year		<u>41,969</u>	<u>15,381</u>
NET ASSETS		<u>38,322</u>	<u>80,440</u>
CAPITAL AND RESERVES			
Called up share capital	3	55	101
Profit and loss account		<u>38,267</u>	<u>80,339</u>
SHAREHOLDERS' FUNDS		<u>38,322</u>	<u>80,440</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2011

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2011 in accordance with Section 476 of the Companies Act 2006

The director acknowledges his 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

The notes form part of these abbreviated accounts

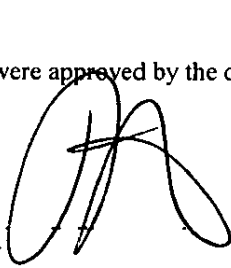
IDENTITY SIGNS (LONDON) LIMITED

ABBREVIATED BALANCE SHEET - continued
30 September 2011

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies

The financial statements were approved by the director on 3/11/2012 and were signed by

J A S Dunstone - Director

A handwritten signature in black ink, consisting of a large, stylized 'J' followed by 'A S' and 'Dunstone'.

The notes form part of these abbreviated accounts

IDENTITY SIGNS (LONDON) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS
for the Year Ended 30 September 2011

1 ACCOUNTING POLICIES

Accounting convention

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

Turnover

Turnover represents net invoiced sales of goods, excluding value added tax

Tangible fixed assets

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

Fixtures and fittings	- 25% on reducing balance
Motor vehicles	- 25% on reducing balance
Computer equipment	- 33% on cost

Stocks

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

Deferred tax

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

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 the profit and loss account in the period to which they relate

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 October 2010	147,928
Additions	59,054
Disposals	<u>(35,745)</u>
At 30 September 2011	<u>171,237</u>
DEPRECIATION	
At 1 October 2010	85,144
Charge for year	21,392
Eliminated on disposal	<u>(20,664)</u>
At 30 September 2011	<u>85,872</u>
NET BOOK VALUE	
At 30 September 2011	<u>85,365</u>
At 30 September 2010	<u>62,784</u>

IDENTITY SIGNS (LONDON) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 30 September 2011

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid			30 9 11	30 9 10
Number	Class	Nominal value	£	£
54 (30 9 10 - 100)	Ordinary A Shares	£1	54	100
1	Non-voting B Shares	£1	<u>1</u>	<u>1</u>
			<u>55</u>	<u>101</u>