

REGISTERED NUMBER: 04068009 (England and Wales)

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2017

FOR

IDENTITY SIGNS (LONDON) LIMITED

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for the Year Ended 30 September 2017

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IDENTITY SIGNS (LONDON) LIMITED

COMPANY INFORMATION
for the Year Ended 30 September 2017

DIRECTOR: J A S Dunstone

SECRETARY: C M Dunstone

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 (REGISTERED NUMBER: 04068009)**BALANCE SHEET****30 September 2017**

	Notes	30.9.17 £	£	30.9.16 £	£
FIXED ASSETS					
Tangible assets	4		45,392		47,316
CURRENT ASSETS					
Stocks		35,000		27,000	
Debtors	5	119,113		107,480	
Cash at bank		<u>182,389</u>		<u>157,978</u>	
		336,502		292,458	
CREDITORS					
Amounts falling due within one year	6	<u>200,941</u>		<u>161,102</u>	
NET CURRENT ASSETS			<u>135,561</u>		<u>131,356</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			180,953		178,672
CREDITORS					
Amounts falling due after more than one year	7		<u>4,724</u>		<u>4,579</u>
NET ASSETS			<u>176,229</u>		<u>174,093</u>
CAPITAL AND RESERVES					
Called up share capital			55		55
Retained earnings	8		<u>176,174</u>		<u>174,038</u>
SHAREHOLDERS' FUNDS			<u>176,229</u>		<u>174,093</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2017.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2017 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 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.
- (b)

The notes form part of these financial statements

IDENTITY SIGNS (LONDON) LIMITED (REGISTERED NUMBER: 04068009)

BALANCE SHEET - continued

30 September 2017

The financial statements have been prepared and delivered in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

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

The financial statements were approved by the director on 1 December 2017 and were signed by:

J A S Dunstone - Director

The notes form part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS
for the Year Ended 30 September 2017

1. **STATUTORY INFORMATION**

Identity Signs (London) 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.

2. **ACCOUNTING POLICIES**

Basis of preparing the financial statements

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

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.

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.

Taxation

Taxation for the year comprises current and deferred tax. Tax is recognised in the Income Statement, 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.

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.

3. **EMPLOYEES AND DIRECTORS**

The average number of employees during the year was 9.

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 30 September 2017

4. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 October 2016	67,314	42,009	86,034	195,357
Additions	-	15,835	5,795	21,630
Disposals	-	(15,670)	-	(15,670)
At 30 September 2017	<u>67,314</u>	<u>42,174</u>	<u>91,829</u>	<u>201,317</u>
DEPRECIATION				
At 1 October 2016	55,984	23,097	68,960	148,041
Charge for year	2,832	8,163	10,467	21,462
Eliminated on disposal	-	(13,578)	-	(13,578)
At 30 September 2017	<u>58,816</u>	<u>17,682</u>	<u>79,427</u>	<u>155,925</u>
NET BOOK VALUE				
At 30 September 2017	<u>8,498</u>	<u>24,492</u>	<u>12,402</u>	<u>45,392</u>
At 30 September 2016	<u>11,330</u>	<u>18,912</u>	<u>17,074</u>	<u>47,316</u>

5. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.17	30.9.16
	£	£
Trade debtors	95,419	82,405
Rent Deposit	12,000	12,000
Prepayments	11,694	13,075
	<u>119,113</u>	<u>107,480</u>

6. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	30.9.17	30.9.16
	£	£
Hire purchase contracts	7,379	6,434
Trade creditors	112,259	77,438
Tax	20,968	25,181
Social security and other taxes	8,348	7,697
VAT	45,405	24,742
Other creditors	-	15,310
Accruals	6,582	4,300
	<u>200,941</u>	<u>161,102</u>

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

	30.9.17	30.9.16
	£	£
Hire purchase contracts	<u>4,724</u>	<u>4,579</u>

NOTES TO THE FINANCIAL STATEMENTS - continued
for the Year Ended 30 September 2017

8. **RESERVES**

	Retained earnings £
At 1 October 2016	174,038
Profit for the year	70,690
Dividends	<u>(68,554)</u>
At 30 September 2017	<u>176,174</u>

9. **ULTIMATE CONTROLLING PARTY**

The controlling party is J A S Dunstone.

The ultimate controlling party is J A S Dunstone.

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.