

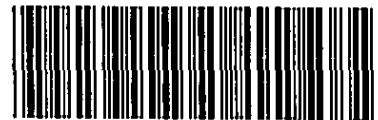
REGISTERED NUMBER 04068009 (England and Wales)

ABBREVIATED UNAUDITED ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2012

FOR

IDENTITY SIGNS (LONDON) LIMITED

THURSDAY



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13/12/2012

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COMPANIES HOUSE

IDENTITY SIGNS (LONDON) LIMITED

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for the Year Ended 30 September 2012

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IDENTITY SIGNS (LONDON) LIMITED

COMPANY INFORMATION
for the Year Ended 30 September 2012

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 2012

	Notes	30 9 12 £	£	30 9 11 £	£
FIXED ASSETS					
Tangible assets	2		116,852		85,365
CURRENT ASSETS					
Stocks		10,075		17,750	
Debtors		152,994		108,709	
Cash at bank and in hand		41,515		2,899	
		<u>204,584</u>		<u>129,358</u>	
CREDITORS					
Amounts falling due within one year		<u>212,834</u>		<u>134,432</u>	
NET CURRENT LIABILITIES			<u>(8,250)</u>		<u>(5,074)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			108,602		80,291
CREDITORS					
Amounts falling due after more than one year			<u>57,736</u>		<u>41,969</u>
NET ASSETS			<u>50,866</u>		<u>38,322</u>
CAPITAL AND RESERVES					
Called up share capital	3		55		55
Profit and loss account			<u>50,811</u>		<u>38,267</u>
SHAREHOLDERS' FUNDS			<u>50,866</u>		<u>38,322</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2012

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2012 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 2012

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

12/12/12

and were signed by



J A S Dunstone - Director

The notes form part of these abbreviated accounts

IDENTITY SIGNS (LONDON) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS for the Year Ended 30 September 2012

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

2 TANGIBLE FIXED ASSETS

	Total £
COST	
At 1 October 2011	171,237
Additions	56,183
	<hr/>
At 30 September 2012	227,420
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DEPRECIATION	
At 1 October 2011	85,872
Charge for year	24,696
	<hr/>
At 30 September 2012	110,568
	<hr/>
NET BOOK VALUE	
At 30 September 2012	116,852
	<hr/>
At 30 September 2011	85,365
	<hr/>

3 CALLED UP SHARE CAPITAL

Allotted, issued and fully paid Number	Class	Nominal value	30 9 12 £	30 9 11 £
54	Ordinary A Shares	£1	1	54
1	Non-voting B Shares	£1	54	1
			<hr/>	<hr/>
			55	55
			<hr/>	<hr/>

IDENTITY SIGNS (LONDON) LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS - continued
for the Year Ended 30 September 2012

4 ULTIMATE CONTROLLING PARTY

The controlling party is J A S Dunstone

The ultimate controlling party is J A S Dunstone