

REGISTERED NUMBER: 04068009 (England and Wales)

**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2023**

**FOR**

**IDENTITY SIGNS (LONDON) LIMITED**

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**for the Year Ended 30 September 2023**

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**IDENTITY SIGNS (LONDON) LIMITED**

**COMPANY INFORMATION**  
**for the Year Ended 30 September 2023**

**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 2023**

	Notes	30.9.23 £	£	30.9.22 £	£
<b>FIXED ASSETS</b>					
Tangible assets	4		41,360		46,230
<b>CURRENT ASSETS</b>					
Stocks		15,000		27,000	
Debtors	5	181,109		100,866	
Cash at bank		<u>186,000</u>		<u>225,997</u>	
		382,109		353,863	
<b>CREDITORS</b>					
Amounts falling due within one year	6	<u>227,817</u>		<u>218,966</u>	
<b>NET CURRENT ASSETS</b>			<u>154,292</u>		<u>134,897</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			195,652		181,127
<b>CREDITORS</b>					
Amounts falling due after more than one year	7		<u>16,667</u>		<u>26,700</u>
<b>NET ASSETS</b>			<u>178,985</u>		<u>154,427</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital			55		55
Retained earnings	8	<u>178,930</u>		<u>154,372</u>	
<b>SHAREHOLDERS' FUNDS</b>		<u>178,985</u>		<u>154,427</u>	

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2023 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.

**BALANCE SHEET - continued**  
**30 September 2023**

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 Income Statement has not been delivered.

The financial statements were approved by the director and authorised for issue on 11 December 2023 and were signed by:

J A S Dunstone - Director

**NOTES TO THE FINANCIAL STATEMENTS**  
**for the Year Ended 30 September 2023**

**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 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.

**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 7 (2022 - 9).

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**for the Year Ended 30 September 2023**

**4. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £	Motor vehicles £	Computer equipment £	Totals £
<b>COST</b>				
At 1 October 2022	68,353	68,684	108,704	245,741
Additions	-	29,290	1,130	30,420
Disposals	-	(28,999)	-	(28,999)
At 30 September 2023	<u>68,353</u>	<u>68,975</u>	<u>109,834</u>	<u>247,162</u>
<b>DEPRECIATION</b>				
At 1 October 2022	65,557	27,383	106,571	199,511
Charge for year	699	12,663	1,991	15,353
Eliminated on disposal	-	(9,062)	-	(9,062)
At 30 September 2023	<u>66,256</u>	<u>30,984</u>	<u>108,562</u>	<u>205,802</u>
<b>NET BOOK VALUE</b>				
At 30 September 2023	<u>2,097</u>	<u>37,991</u>	<u>1,272</u>	<u>41,360</u>
At 30 September 2022	<u>2,796</u>	<u>41,301</u>	<u>2,133</u>	<u>46,230</u>

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

	30.9.23 £	30.9.22 £
Trade debtors	116,580	46,316
Other debtors	40,000	30,000
Rent Deposit	12,000	12,000
Prepayments	<u>12,529</u>	<u>12,550</u>
	<u>181,109</u>	<u>100,866</u>

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

	30.9.23 £	30.9.22 £
Bank loans and overdrafts	10,000	10,000
Trade creditors	83,924	105,344
Tax	26,909	13,973
Social security and other taxes	10,559	13,754
VAT	90,625	70,895
Accruals	<u>5,800</u>	<u>5,000</u>
	<u>227,817</u>	<u>218,966</u>

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

	30.9.23 £	30.9.22 £
Bank loans - 1-2 years	<u>16,667</u>	<u>26,700</u>

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**for the Year Ended 30 September 2023**

**8. RESERVES**

	Retained earnings £
At 1 October 2022	154,372
Profit for the year	65,294
Dividends	<u>(40,736)</u>
At 30 September 2023	<u>178,930</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.