

**SIMPLY DO IDEAS LIMITED
UNAUDITED ABRIDGED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

Simply Do Ideas Limited
Unaudited Financial Statements
For The Year Ended 31 December 2020

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Simply Do Ideas Limited
Abridged Balance Sheet
As at 31 December 2020

Registered number: 09760655

		2020		2019	
	Notes	£	£	£	£
FIXED ASSETS					
Intangible Assets	3		1,225		1,462
Tangible Assets	4		3,756		4,146
			4,981		5,608
CURRENT ASSETS					
Debtors		129,032		79,907	
Cash at bank and in hand		97,603		152,285	
		226,635		232,192	
Creditors: Amounts Falling Due Within One Year					
		(130,264)		(43,150)	
NET CURRENT ASSETS (LIABILITIES)					
			96,371		189,042
TOTAL ASSETS LESS CURRENT LIABILITIES					
			101,352		194,650
Creditors: Amounts Falling Due After More Than One Year					
			(20,000)		(1,417)
NET ASSETS					
			81,352		193,233
CAPITAL AND RESERVES					
Called up share capital	5		210		210
Share premium account			659,890		659,890
Profit and Loss Account			(578,748)		(466,867)
SHAREHOLDERS' FUNDS					
			81,352		193,233

Simply Do Ideas Limited
Abridged Balance Sheet (continued)
As at 31 December 2020

For the year ending 31 December 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These accounts have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.
- The company has taken advantage of section 444(1) of the Companies Act 2006 and opted not to deliver to the registrar a copy of the company's Profit and Loss Account.
- All of the company's members have consented to the preparation of an Abridged Profit and Loss Account and an Abridged Balance Sheet for the year end 31 December 2020 in accordance with section 444(2A) of the Companies Act 2006.

On behalf of the board

Mr Lee Sharma

Director

01/02/2021

The notes on pages 3 to 5 form part of these financial statements.

Simply Do Ideas Limited
Notes to the Abridged Financial Statements
For The Year Ended 31 December 2020

1. Accounting Policies

1.1. Basis of Preparation of Financial Statements

The financial statements are prepared under the historical cost convention and in accordance with the FRS 102 Section 1A Small Entities - The Financial Reporting Standard applicable in the UK and Republic of Ireland and the Companies Act 2006.

1.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

1.3. Intangible Fixed Assets and Amortisation - Intellectual Property

Intellectual property assets are registration of trademarks and are amortised to the profit and loss account over its estimated economic life of 10 years.

1.4. Tangible Fixed Assets and Depreciation

Tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & Machinery	5 years straight line
Computer Equipment	3 years straight line

1.5. Taxation

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from profit as reported in the statement of comprehensive income because of items of income or expense that are taxable or deductible in other year and items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the end of the reporting period.

Deferred tax is recognised on timing differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax liabilities are generally recognised for all taxable timing differences. Deferred tax assets are generally recognised for all deductible temporary differences to the extent that it is probable that taxable profits will be available against which those deductible timing differences can be utilised. The carrying amount of deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply in the period in which the liability is settled or the asset realised, based on tax rates (and tax laws) that have been enacted or substantively enacted by the end of the reporting period. Deferred tax liabilities are presented within provisions for liabilities and deferred tax assets within debtors. The measurement of deferred tax liabilities and asset reflects the tax consequences that would follow from the manner in which the Company expects, at the end of the reporting period, to recover or settle the carrying amount of its assets and liabilities.

Current or deferred tax for the year is recognised in profit or loss, except when they related to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax is also recognised in other comprehensive income or directly in equity respectively.

Simply Do Ideas Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 December 2020

1.6. Government Grant

Government grants are recognised in the profit and loss account in an appropriate manner that matches them with the expenditure towards which they are intended to contribute.

Grants for immediate financial support or to cover costs already incurred are recognised immediately in the profit and loss account. Grants towards general activities of the entity over a specific period are recognised in the profit and loss account over that period.

Grants towards fixed assets are recognised over the expected useful lives of the related assets and are treated as deferred income and released to the profit and loss account over the useful life of the asset concerned.

All grants in the profit and loss account are recognised when all conditions for receipt have been complied with.

2. Average Number of Employees

Average number of employees, including directors, during the year was as follows: 10 (2019: 8)

3. Intangible Assets

	Total £
Cost	
As at 1 January 2020	2,370
As at 31 December 2020	<u>2,370</u>
Amortisation	
As at 1 January 2020	908
Provided during the period	237
As at 31 December 2020	<u>1,145</u>
Net Book Value	
As at 31 December 2020	<u>1,225</u>
As at 1 January 2020	<u>1,462</u>

4. Tangible Assets

	Total £
Cost	
As at 1 January 2020	9,861
Additions	2,480
As at 31 December 2020	<u>12,341</u>
Depreciation	
As at 1 January 2020	5,715
Provided during the period	2,870
As at 31 December 2020	<u>8,585</u>
Net Book Value	
As at 31 December 2020	<u>3,756</u>
As at 1 January 2020	<u>4,146</u>

Simply Do Ideas Limited
Notes to the Abridged Financial Statements (continued)
For The Year Ended 31 December 2020

5. Share Capital

	2020	2019
Allotted, Called up and fully paid	210	210

6. General Information

Simply Do Ideas Limited is a private company, limited by shares, incorporated in England & Wales, registered number 09760655 . The registered office is Innovation Centre Of Enterprise Britannia House, Caerphilly Business Park, Van Road, Caerphilly, CF83 3GG.

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.