

UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD
21 JANUARY 2021 TO 31 JANUARY 2022
FOR
JJ BRAND CONSULTANCY LIMITED

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FOR THE PERIOD 21 JANUARY 2021 TO 31 JANUARY 2022**

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JJ BRAND CONSULTANCY LIMITED

**COMPANY INFORMATION
FOR THE PERIOD 21 JANUARY 2021 TO 31 JANUARY 2022**

DIRECTOR: J J Wightman

REGISTERED OFFICE: Unit 2
99-101 Kingsland Road
London
E2 8AG

REGISTERED NUMBER: 13151189 (England and Wales)

ACCOUNTANTS: Versa Accountants Ltd
Chartered Certified Accountants
Unit 2
99-101 Kingsland Road
London
E2 8AG

**BALANCE SHEET
31 JANUARY 2022**

	Notes	£	£
FIXED ASSETS			
Tangible assets	4		450
CURRENT ASSETS			
Cash at bank		7,244	
CREDITORS			
Amounts falling due within one year	5	<u>3,789</u>	
NET CURRENT ASSETS			<u>3,455</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>3,905</u>
CAPITAL AND RESERVES			
Called up share capital			100
Retained earnings			<u>3,805</u>
			<u>3,905</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 January 2022.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 January 2022 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 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 8 April 2022 and were signed by:

J J Wightman - Director

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE PERIOD 21 JANUARY 2021 TO 31 JANUARY 2022**

1. STATUTORY INFORMATION

JJ Brand Consultancy 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.

Taxation

Taxation for the period 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 period 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.

Foreign currencies

Assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the operating result.

3. EMPLOYEES AND DIRECTORS

The average number of employees during the period was NIL.

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 21 JANUARY 2021 TO 31 JANUARY 2022

4. TANGIBLE FIXED ASSETS

	Plant and machinery £
COST	
Additions	600
At 31 January 2022	<u>600</u>
DEPRECIATION	
Charge for period	150
At 31 January 2022	<u>150</u>
NET BOOK VALUE	
At 31 January 2022	<u>450</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Taxation and social security	3,779
Other creditors	10
	<u>3,789</u>

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.