

Company Registration No. 03605922 (England and Wales)

SQUARE PIE LIMITED
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2016
PAGES FOR FILING WITH REGISTRAR

SQUARE PIE LIMITED

COMPANY INFORMATION

Directors	Mr M Dewey Mrs L Dewey
Secretary	Mrs L Dewey
Company number	03605922
Registered office	Unit 6 Peninsula Square London SE10 0DX
Accountants	HJS Chartered Accountants 12-14 Carlton Place Southampton Hampshire England SO15 2EA

SQUARE PIE LIMITED

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SQUARE PIE LIMITED

BALANCE SHEET

AS AT 31 DECEMBER 2016

	Notes	2016 £	2015 £
Fixed assets			
Intangible assets	5	116,391	34,229
Tangible assets	6	1,437,095	1,616,961
Investments	7	50,000	50,000
		<u>1,603,486</u>	<u>1,701,190</u>
Current assets			
Stocks		140,636	91,261
Debtors	8	1,203,344	1,141,829
Cash at bank and in hand		110,313	554,930
		<u>1,454,293</u>	<u>1,788,020</u>
Creditors: amounts falling due within one year	9	<u>(1,465,160)</u>	<u>(1,594,001)</u>
Net current (liabilities)/assets		<u>(10,867)</u>	<u>194,019</u>
Total assets less current liabilities		<u>1,592,619</u>	<u>1,895,209</u>
Creditors: amounts falling due after more than one year	10	(52,079)	(56,191)
Provisions for liabilities	11	(86,621)	(96,814)
Net assets		<u><u>1,453,919</u></u>	<u><u>1,742,204</u></u>
Capital and reserves			
Called up share capital	13	200,975	200,975
Share premium account		3,843,204	3,843,204
Profit and loss reserves		<u>(2,590,260)</u>	<u>(2,301,975)</u>
Total equity		<u><u>1,453,919</u></u>	<u><u>1,742,204</u></u>

SQUARE PIE LIMITED

BALANCE SHEET (CONTINUED)

AS AT 31 DECEMBER 2016

The directors of the company have elected not to include a copy of the profit and loss account within the financial statements.

For the financial year ended 31 December 2016 the company was entitled to exemption from audit under section 477 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 financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared and delivered in accordance with the provisions applicable to companies subject to the small companies' regime.

The financial statements were approved by the board of directors and authorised for issue on 24 February 2017 and are signed on its behalf by:

Mr M Dewey
Director

Company Registration No. 03605922

SQUARE PIE LIMITED

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2016

	Notes	Share capital £	Share premium account £	Profit and loss reserves £	Total £
Balance at 1 January 2015		168,038	2,913,414	(1,985,819)	1,095,633
Year ended 31 December 2015:					
Loss and total comprehensive income for the year		-	-	(316,156)	(316,156)
Issue of share capital	13	32,937	929,790	-	962,727
Balance at 31 December 2015		200,975	3,843,204	(2,301,975)	1,742,204
Year ended 31 December 2016:					
Loss and total comprehensive income for the year		-	-	(288,285)	(288,285)
Balance at 31 December 2016		200,975	3,843,204	(2,590,260)	1,453,919

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

Company information

Square Pie Limited is a private company limited by shares incorporated in England and Wales. The registered office is Unit 6 Peninsula Square, London, SE10 0DX.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the requirements of the Companies Act 2006 as applicable to companies subject to the small companies regime. The disclosure requirements of section 1A of FRS 102 have been applied other than where additional disclosure is required to show a true and fair view.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value. The principal accounting policies adopted are set out below.

The company has taken advantage of the exemption under section 383 and 384 of the Companies Act 2006 not to prepare consolidated accounts. The financial statements present information about the company as an individual entity and not about its group.

1.2 Going concern

The company meets its day to day working capital requirements through bank facilities, and an intercompany loan facility with its 100% subsidiary Square Pie Bonds PLC. This loan is repayable on demand.

The nature of the company's business is such that there can be considerable unpredictable variation in the timing of cash inflows. The directors prepare cash flow projections for the period ending 9 months from the date of their approval of these financial statements. On the basis of this cash flow information and discussions with the company's bankers, the directors consider the company will continue to operate within its current facilities though inherently there can be no certainty in relation to these matters.

On this basis, the directors consider it appropriate to prepare the financial statements on the going concern basis.

1.3 Turnover

Turnover is recognised at the fair value of the consideration received for the sale goods provided in the normal course of business for retail and wholesale, and is shown net of VAT and other sales related taxes. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

Revenue from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have passed to the buyer (usually on dispatch of the goods), the amount of revenue can be measured reliably, it is probable that the economic benefits associated with the transaction will flow to the entity and the costs incurred or to be incurred in respect of the transaction can be measured reliably.

1.4 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses. Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date if the fair value can be measured reliably.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Trade Marks	10 years straight line
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1.5 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Land and buildings Leasehold	over the period of the lease
Fixtures, fittings & equipment	25% reducing balance and 6-50% on cost
Motor vehicles	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is credited or charged to profit or loss.

1.6 Fixed asset investments

Interests in subsidiaries, associates and jointly controlled entities are initially measured at cost and subsequently measured at cost less any accumulated impairment losses. The investments are assessed for impairment at each reporting date and any impairment losses or reversals of impairment losses are recognised immediately in profit or loss.

A subsidiary is an entity controlled by the company. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.7 Impairment of fixed assets

At each reporting period end date, the company reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any). Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Recoverable amount is the higher of fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the impairment loss is treated as a revaluation decrease.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

Recognised impairment losses are reversed if, and only if, the reasons for the impairment loss have ceased to apply. Where an impairment loss subsequently reverses, the carrying amount of the asset (or cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognised for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognised immediately in profit or loss, unless the relevant asset is carried at a revalued amount, in which case the reversal of the impairment loss is treated as a revaluation increase.

1.8 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

1.9 Cash and cash equivalents

Cash and cash equivalents are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Classification of financial liabilities

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors, bank loans, loans from fellow group companies and preference shares that are classified as debt, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

1.11 Equity instruments

Equity instruments issued by the company are recorded at the proceeds received, net of direct issue costs. Dividends payable on equity instruments are recognised as liabilities once they are no longer at the discretion of the company.

1.12 Taxation

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

Current tax

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes 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 reporting end date.

Deferred tax

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date 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 is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

1 Accounting policies

(Continued)

1.13 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.14 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to the profit and loss account so as to produce a constant periodic rate of interest on the remaining balance of the liability.

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

2 Employees

The average monthly number of persons (including directors) employed by the company during the year was 105 (2015 - 99).

3 Directors' remuneration

	2016 £	2015 £
Remuneration paid to directors	165,862	126,095

Dividends totalling £0 (2015 - £0) were paid in the year in respect of shares held by the company's directors.

During the year Mr M Dewey was paid £77,122 (2015 £92,865).

4 Prior year adjustment

During the preparation of these accounts it was noted that share capital had been materially misstated.

As such, a prior year adjustment has been made for the year ended 31 December 2015. The effects of the prior year adjustment were to increase share capital and other debtors by £2,254, due to a share issue being previously not included.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

5 Intangible fixed assets

	Other £
Cost	
At 1 January 2016	111,503
Additions	111,118
	<hr/>
At 31 December 2016	222,621
	<hr/>
Amortisation and impairment	
At 1 January 2016	77,274
Amortisation charged for the year	28,956
	<hr/>
At 31 December 2016	106,230
	<hr/>
Carrying amount	
At 31 December 2016	116,391
	<hr/>
At 31 December 2015	34,229
	<hr/>

More information on the impairment arising in the year is given in note .

6 Tangible fixed assets

	Land and buildings £	Plant and machinery etc £	Total £
Cost			
At 1 January 2016	1,375,386	2,064,834	3,440,220
Additions	10,652	144,132	154,784
	<hr/>	<hr/>	<hr/>
At 31 December 2016	1,386,038	2,208,966	3,595,004
	<hr/>	<hr/>	<hr/>
Depreciation and impairment			
At 1 January 2016	353,091	1,470,168	1,823,259
Depreciation charged in the year	116,408	173,690	290,098
Impairment losses	20,239	24,313	44,552
	<hr/>	<hr/>	<hr/>
At 31 December 2016	489,738	1,668,171	2,157,909
	<hr/>	<hr/>	<hr/>
Carrying amount			
At 31 December 2016	896,300	540,795	1,437,095
	<hr/>	<hr/>	<hr/>
At 31 December 2015	1,022,295	594,666	1,616,961
	<hr/>	<hr/>	<hr/>

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

7 Fixed asset investments

	2016 £	2015 £
Investments	50,000	50,000

Movements in fixed asset investments

	Shares in group undertakings £
Cost or valuation	
At 1 January 2016 & 31 December 2016	50,000
Carrying amount	
At 31 December 2016	50,000
At 31 December 2015	50,000

8 Debtors

	2016 £	2015 £
Amounts falling due within one year:		
Trade debtors	225,382	233,085
Corporation tax recoverable	21,394	-
Other debtors	192,787	190,845
Prepayments and accrued income	169,251	154,082
	608,814	578,012
Deferred tax asset (note 11)	594,530	563,817
	1,203,344	1,141,829

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

9 Creditors: amounts falling due within one year

	Notes	2016 £	2015 £
Bank loans and overdrafts		49,110	18,320
Obligations under finance leases		7,652	7,780
Trade creditors		420,193	505,316
Amounts due to group undertakings		601,656	655,513
Other taxation and social security		119,768	109,006
Other creditors		59,947	79,471
Accruals and deferred income		206,834	218,595
		<u>1,465,160</u>	<u>1,594,001</u>

10 Creditors: amounts falling due after more than one year

	2016 £	2015 £
Bank loans and overdrafts	32,109	25,837
Other creditors	19,970	30,354
	<u>52,079</u>	<u>56,191</u>

The long-term loans are secured by fixed and floating charges over all property and undertaking of the company.

11 Deferred taxation

Deferred tax assets and liabilities are offset where the company has a legally enforceable right to do so. The following is the analysis of the deferred tax balances (after offset) for financial reporting purposes:

	Liabilities 2016 £	Liabilities 2015 £	Assets 2016 £	Assets 2015 £
Balances:				
ACAs	86,621	96,814	-	-
Tax losses	-	-	594,530	563,817
	<u>86,621</u>	<u>96,814</u>	<u>594,530</u>	<u>563,817</u>
Movements in the year:				2016 £
Liability/(Asset) at 1 January 2016				(467,003)
Credit to profit or loss				(40,906)
Liability/(Asset) at 31 December 2016				<u>(507,909)</u>

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

11 Deferred taxation

(Continued)

The deferred tax asset set out above is expected to reverse within 12 months and relates to the utilisation of tax losses against future expected profits of the same period. The deferred tax liability set out above is expected to reverse within 12 months and relates to accelerated capital allowances that are expected to mature within the same period.

12 Retirement benefit schemes

Defined contribution schemes

The company operates a defined contribution pension scheme for all qualifying employees. At the balance sheet date outstanding contributions totalled £1,142 (2015 £78).

13 Called up share capital

	2016 £	2015 £
Ordinary share capital		
Issued and fully paid		
2,009,750 Ordinary of 10p each	200,975	200,975

14 Operating lease commitments

Lessee

At the reporting end date the company had outstanding commitments for future minimum lease payments under non-cancellable operating leases, as follows:

	2016 £	2015 £
Between two and five years	213,000	319,500
In over five years	2,856,000	3,236,000
	3,069,000	3,555,500

15 Guarantees

The company has provided a guarantee for loans held in its subsidiary, Square Pie Bonds Plc.

16 Directors' transactions

At the balance sheet owed the director, Mr M Dewey, an amount of £17,614 (2015 £20,000). No interest is accruing on this amount.

17 Parent company

There is no ultimate controlling party.

SQUARE PIE LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2016

18 Related party transactions

The company has taken advantage of the provision of FRS102 not to disclose transactions with the other group companies.

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