

Abbreviated Unaudited Accounts for the Year Ended 30 November 2016

for

Identity PR Limited

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for the Year Ended 30 November 2016

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**DIRECTOR:** Ms C J Thomas

**SECRETARY:**

**REGISTERED OFFICE:** 180 Piccadilly  
London  
W1J 9HF

**REGISTERED NUMBER:** 05907274 (England and Wales)

**ACCOUNTANTS:** M K Accountancy Services Ltd  
20 Fairview Crescent  
Harrow  
Middlesex  
HA2 9 UD

**Abbreviated Balance Sheet**  
**30 November 2016**

	Notes	30.11.16 £	£	30.11.15 £	£
<b>FIXED ASSETS</b>					
Intangible assets	2		-		-
Tangible assets	3		2,128		2,838
			<u>2,128</u>		<u>2,838</u>
<b>CURRENT ASSETS</b>					
Debtors		1		9,470	
Cash at bank		<u>2,792</u>		<u>1,794</u>	
		2,793		11,264	
<b>CREDITORS</b>					
Amounts falling due within one year		<u>15,760</u>		<u>13,367</u>	
<b>NET CURRENT LIABILITIES</b>			<u>(12,967)</u>		<u>(2,103)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>(10,839)</u>		<u>735</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	4		2		2
Profit and loss account			<u>(10,841)</u>		<u>733</u>
<b>SHAREHOLDERS' FUNDS</b>			<u>(10,839)</u>		<u>735</u>

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 November 2016.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 November 2016 in accordance with Section 476 of the Companies Act 2006.

The director acknowledges her responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and 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.
- (b)

Identity PR Limited (Registered number: 05907274)

Abbreviated Balance Sheet - continued  
30 November 2016

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 May 2017 and were signed by:

Ms C J Thomas - Director

The notes form part of these abbreviated accounts

Notes to the Abbreviated Accounts  
for the Year Ended 30 November 2016

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 January 2015).

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**Goodwill**

Goodwill, being the amount paid in connection with the acquisition of a business in 0, is being amortised evenly over its estimated useful life of nil years.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer Equipment - 25% on cost

**Deferred tax**

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

2. **INTANGIBLE FIXED ASSETS**

**COST**

At 1 December 2015  
and 30 November 2016

Total  
£

15,000

**AMORTISATION**

At 1 December 2015  
and 30 November 2016

15,000

**NET BOOK VALUE**

At 30 November 2016

-

At 30 November 2015

-

Notes to the Abbreviated Accounts - continued  
for the Year Ended 30 November 2016

3. **TANGIBLE FIXED ASSETS**

	Total £
<b>COST</b>	
At 1 December 2015	
and 30 November 2016	<u>10,518</u>
<b>DEPRECIATION</b>	
At 1 December 2015	7,680
Charge for year	<u>710</u>
At 30 November 2016	<u>8,390</u>
<b>NET BOOK VALUE</b>	
At 30 November 2016	<u>2,128</u>
At 30 November 2015	<u>2,838</u>

4. **CALLED UP SHARE CAPITAL**

Allotted, issued and fully paid:  
 Number:      Class:

	Nominal value:	30.11.16 £	30.11.15 £
2              Ordinary Share	1	<u>2</u>	<u>2</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.