

**ICONIC NORWICH LIMITED  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 JULY 2023**

**Iconic Norwich Limited**  
**Unaudited Financial Statements**  
**For The Year Ended 31 July 2023**

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**Iconic Norwich Limited**  
**Balance Sheet**  
**As At 31 July 2023**

Registered number: 13518219

		31 July 2023		31 July 2022	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Intangible Assets	4		173,792		195,292
Tangible Assets	5		2,563		1,905
			<u>176,355</u>		<u>197,197</u>
<b>CURRENT ASSETS</b>					
Debtors	6	23,319		12,863	
Cash at bank and in hand		100,291		117,175	
		<u>123,610</u>		<u>130,038</u>	
<b>Creditors: Amounts Falling Due Within One Year</b>	7	(78,438 )		(101,002 )	
		<u></u>		<u></u>	
<b>NET CURRENT ASSETS (LIABILITIES)</b>			<u>45,172</u>		<u>29,036</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>221,527</u>		<u>226,233</u>
<b>Creditors: Amounts Falling Due After More Than One Year</b>	8	(180,000 )		(200,000 )	
		<u></u>		<u></u>	
<b>NET ASSETS</b>			<u>41,527</u>		<u>26,233</u>
<b>CAPITAL AND RESERVES</b>					
Called up share capital	9	100		100	
Profit and Loss Account		41,427		26,133	
		<u>41,527</u>		<u>26,233</u>	
<b>SHAREHOLDERS' FUNDS</b>			<u>41,527</u>		<u>26,233</u>

**Iconic Norwich Limited**  
**Balance Sheet (continued)**  
**As At 31 July 2023**

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For the year ending 31 July 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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.

On behalf of the board

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Mr Gary Craven

Director

25/03/2024

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Mr Ashley Martin-Schrader

Director

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

**Iconic Norwich Limited**  
**Notes to the Financial Statements**  
**For The Year Ended 31 July 2023**

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**1. General Information**

Iconic Norwich Limited is a private company, limited by shares, incorporated in England & Wales, registered number 13518219 . The registered office is The Cottage, 87 Yarmouth Road, Norwich, Norfolk, NR7 0HF.

**2. Accounting Policies**

**2.1. Basis of Preparation of Financial Statements**

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

**2.2. 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 rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

**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.

**2.3. Intangible Fixed Assets and Amortisation - Goodwill**

Goodwill is the difference between amounts paid on the acquisition of a business and the fair value of the separable net assets. It is amortised to profit and loss account over its estimated economic life of 10 years.

**2.4. 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:

Fixtures & Fittings	25% Straight line
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**2.5. Taxation**

Corporation 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 years 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 assets reflect 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.

**3. Average Number of Employees**

Average number of employees, including directors, during the year was: 6 (2022: 6)

**Iconic Norwich Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 July 2023**

**4. Intangible Assets**

	<b>Goodwill</b>
	<b>£</b>
<b>Cost</b>	
As at 1 August 2022	215,000
As at 31 July 2023	215,000
<b>Amortisation</b>	
As at 1 August 2022	19,708
Provided during the period	21,500
As at 31 July 2023	41,208
<b>Net Book Value</b>	
As at 31 July 2023	173,792
As at 1 August 2022	195,292

**5. Tangible Assets**

	<b>Fixtures &amp; Fittings</b>
	<b>£</b>
<b>Cost</b>	
As at 1 August 2022	2,540
Additions	1,512
As at 31 July 2023	4,052
<b>Depreciation</b>	
As at 1 August 2022	635
Provided during the period	854
As at 31 July 2023	1,489
<b>Net Book Value</b>	
As at 31 July 2023	2,563
As at 1 August 2022	1,905

**6. Debtors**

	<b>31 July 2023</b>	<b>31 July 2022</b>
	<b>£</b>	<b>£</b>
<b>Due within one year</b>		
Trade debtors	23,319	12,863
	23,319	12,863

**Iconic Norwich Limited**  
**Notes to the Financial Statements (continued)**  
**For The Year Ended 31 July 2023**

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**7. Creditors: Amounts Falling Due Within One Year**

	<b>31 July 2023</b>	<b>31 July 2022</b>
	<b>£</b>	<b>£</b>
Trade creditors	4,511	3,655
Corporation tax	34,132	15,350
VAT	4,612	2,806
Other creditors	356	17,434
Accruals and deferred income	1,322	1,068
Directors' loan accounts	33,505	60,689
	<u>78,438</u>	<u>101,002</u>

**8. Creditors: Amounts Falling Due After More Than One Year**

	<b>31 July 2023</b>	<b>31 July 2022</b>
	<b>£</b>	<b>£</b>
Directors loan account	180,000	200,000
	<u>180,000</u>	<u>200,000</u>

**9. Share Capital**

	<b>31 July 2023</b>	<b>31 July 2022</b>
	<b>£</b>	<b>£</b>
Allotted, Called up and fully paid	100	100
	<u>100</u>	<u>100</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.