

**LL AND BRAND LIMITED
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD FROM 2 OCTOBER 2019 TO 31 OCTOBER 2020**

E d w a r d s & K e e p i n g

Chartered Accountants

LL AND BRAND LIMITED

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LL AND BRAND LIMITED

COMPANY INFORMATION

Director Mrs Ann-Charlotte Malm Hallqvist

Registered office 1 Vicarage Gate
London
W8 4HH

Accountants Edwards & Keeping
Chartered Accountants
Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

**CHARTERED ACCOUNTANTS' REPORT TO THE DIRECTOR ON THE PREPARATION OF
THE UNAUDITED STATUTORY ACCOUNTS OF
LL AND BRAND LIMITED
FOR THE PERIOD ENDED 31 OCTOBER 2020**

In order to assist you to fulfil your duties under the Companies Act 2006, we have prepared for your approval the accounts of LL and Brand Limited for the period ended 31 October 2020 as set out on pages 3 to 6 from the company's accounting records and from information and explanations you have given us.

As a practising member firm of the Institute of Chartered Accountants in England and Wales (ICAEW), we are subject to its ethical and other professional requirements which are detailed at <http://www.icaew.com/en/members/regulations-standards-and-guidance/>.

This report is made solely to the Board of Directors of LL and Brand Limited, as a body, in accordance with the terms of our engagement letter dated 25 March 2021. Our work has been undertaken solely to prepare for your approval the accounts of LL and Brand Limited and state those matters that we have agreed to state to the Board of Directors of LL and Brand Limited, as a body, in this report in accordance with ICAEW Technical Release 07/16 AAF. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than LL and Brand Limited and its Board of Directors as a body for our work or for this report.

It is your duty to ensure that LL and Brand Limited has kept adequate accounting records and to prepare statutory accounts that give a true and fair view of the assets, liabilities, financial position and loss of LL and Brand Limited. You consider that LL and Brand Limited is exempt from the statutory audit requirement for the period.

We have not been instructed to carry out an audit or a review of the accounts of LL and Brand Limited. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the statutory accounts.

Edwards & Keeping
Chartered Accountants
Unity Chambers
34 High East Street
Dorchester
Dorset
DT1 1HA

31 March 2021

LL AND BRAND LIMITED

(REGISTRATION NUMBER: 12238564) BALANCE SHEET AS AT 31 OCTOBER 2020

	Note	31 October 2020	
		£	£
Fixed assets			
Investments			2,650
Current assets			
Debtors	5	4,362	
Cash at bank and in hand		<u>3,321</u>	
		7,683	
Creditors: Amounts falling due within one year	6	<u>(10,688)</u>	
Net current liabilities			<u>(3,005)</u>
Net liabilities			<u>(355)</u>
Capital and reserves			
Called up share capital		100	
Profit and loss account		<u>(455)</u>	
Total equity			<u>(355)</u>

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

Director's responsibilities:

- The members have not required the company to obtain an audit of its accounts for the period in question in accordance with section 476; and
- The director acknowledges her responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised for issue by the director on 29 March 2021

Mrs Ann-Charlotte Malm Hallqvist
Director

LL AND BRAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD FROM 2 OCTOBER 2019 TO 31 OCTOBER 2020

1 General information

The company is a private company limited by share capital, incorporated in England and Wales.

The address of its registered office is:

1 Vicarage Gate
London
W8 4HH

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

Basis of preparation

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

Revenue recognition

Turnover comprises the fair value of the consideration received or receivable for the sale of goods and provision of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;

it is probable that future economic benefits will flow to the entity;

and specific criteria have been met for each of the company's activities.

Business combinations

Business combinations are accounted for using the purchase method. The consideration for each acquisition is measured at the aggregate of the fair values at acquisition date of assets given, liabilities incurred or assumed, and equity instruments issued by the group in exchange for control of the acquired, plus any costs directly attributable to the business combination. When a business combination agreement provides for an adjustment to the cost of the combination contingent on future events, the group includes the estimated amount of that adjustment in the cost of the combination at the acquisition date if the adjustment is probable and can be measured reliably.

Investments

Investments in equity shares which are publicly traded or where the fair value can be measured reliably are initially measured at fair value, with changes in fair value recognised in profit or loss. Investments in equity shares which are not publicly traded and where fair value cannot be measured reliably are measured at cost less impairment.

Interest income on debt securities, where applicable, is recognised in income using the effective interest method. Dividends on equity securities are recognised in income when receivable.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

LL AND BRAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD FROM 2 OCTOBER 2019 TO 31 OCTOBER 2020

Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

3 Staff numbers

The average number of persons employed by the company (including the director) during the period, was 1.

4 Investments

	2020
	£
Investments in joint ventures	<u>2,650</u>
Joint ventures	£
Cost	
Additions	<u>2,650</u>
Provision	
Carrying amount	
At 31 October 2020	<u><u>2,650</u></u>

5 Debtors

	2020
	£
Director's loan account	<u>4,362</u>
	<u><u>4,362</u></u>

LL AND BRAND LIMITED

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD FROM 2 OCTOBER 2019 TO 31 OCTOBER 2020

6 Creditors

Creditors: amounts falling due within one year

	2020 £
Due within one year	
Trade creditors	6,000
Taxation and social security	3,488
Other creditors	1,200
	<u>10,688</u>

7 Share capital

Allotted, called up and fully paid shares

	No.	2020 £
Ordinary shares of £1 each	100	100
	<u>100</u>	<u>100</u>

8 Related party transactions

Directors' remuneration

The director's remuneration for the period was as follows:

	2020 £
Remuneration	<u>5,544</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.