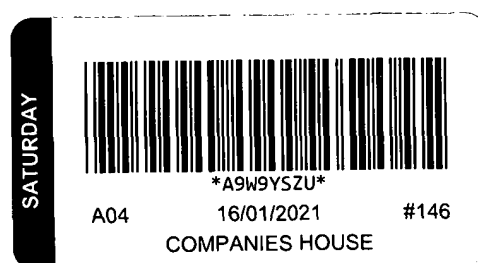


Company Registration No. 00357622 (England and Wales)

**Potters (London) Limited**

**Annual report and  
unaudited financial statements  
for the year ended 30 June 2020**



**Potters (London) Limited**

**Company information**

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<b>Director</b>	C M Fone
<b>Company number</b>	00357622
<b>Registered office</b>	Rollsby Road Hardwick Industrial Estate Kings Lynn Norfolk PE30 4HP
<b>Accountants</b>	Saffery Champness LLP Suite C, Unex House Bourges Boulevard Peterborough Cambridgeshire PE1 1NG
<b>Bankers</b>	Barclays Bank plc Tuesday Market Place Kings Lynn Norfolk PE30 1JX

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**Potters (London) Limited**

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**Potters (London) Limited**

**Director's report**

**For the year ended 30 June 2020**

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The director presents his annual report and financial statements for the year ended 30 June 2020.

**Principal activities**

The principal activity of the company continued to be that of the supply of display and packaging materials to the jewellery and gift trade.

**Director**

The director who held office during the year and up to the date of signature of the financial statements was as follows:

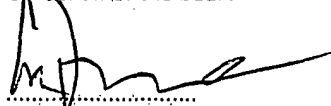
M J Barr

(Resigned 8 July 2020)

C M Fone

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

On behalf of the board



C M Fone

Director

Date: 18/12/2020

**Potters (London) Limited**

**Statement of income and retained earnings  
For the year ended 30 June 2020**

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Turnover</b>	1,490,951	1,859,942
<b>Cost of sales</b>	(861,527)	(1,065,013)
<b>Gross profit</b>	629,424	794,929
Distribution costs	(38,916)	(93,671)
Administrative expenses	(731,321)	(763,289)
Other operating income	60,152	-
<b>Operating loss</b>	(80,661)	(62,031)
Interest receivable and similar income	24	467
Interest payable and similar expenses	(1,106)	(703)
<b>Loss before taxation</b>	(81,743)	(62,267)
Tax on loss	-	6,122
<b>Loss for the financial year</b>	(81,743)	(56,145)
Retained earnings brought forward	597,283	653,428
Dividends	(20,000)	-
<b>Retained earnings carried forward</b>	495,540	597,283

**Potters (London) Limited**

**Balance sheet**

**As at 30 June 2020**

	Notes	£	2020 £	£	2019 £
<b>Fixed assets</b>					
Tangible assets	3		57,612		28,628
Investments	4		1		-
			<u>57,613</u>		<u>28,628</u>
<b>Current assets</b>					
Stocks		534,165		556,524	
Debtors	6	87,058		254,546	
Cash at bank and in hand		107,124		56,299	
		<u>728,347</u>		<u>867,369</u>	
<b>Creditors: amounts falling due within one year</b>	7	(237,852)		(271,628)	
<b>Net current assets</b>			<u>490,495</u>		<u>595,741</u>
<b>Total assets less current liabilities</b>			<u>548,108</u>		<u>624,369</u>
<b>Creditors: amounts falling due after more than one year</b>	8		(34,968)		(9,486)
<b>Net assets</b>			<u><u>513,140</u></u>		<u><u>614,883</u></u>
<b>Capital and reserves</b>					
Called up share capital	10		8,600		8,600
Share premium account			9,000		9,000
Profit and loss reserves			495,540		597,283
<b>Total equity</b>			<u><u>513,140</u></u>		<u><u>614,883</u></u>

**Potters (London) Limited**

**Balance sheet (continued)**

**As at 30 June 2020**

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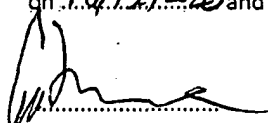
For the financial year ended 30 June 2020 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 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 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 18/12/2020 and are signed on its behalf by:



C M Fone  
Director

Company Registration No. 00357622

## **Potters (London) Limited**

### **Notes to the financial statements**

**For the year ended 30 June 2020**

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#### **1 Accounting policies**

##### **Company information**

Potters (London) Limited is a private company limited by shares incorporated in England and Wales. The registered office is Rollesby Road, Hardwick Industrial Estate, Kings Lynn, Norfolk, PE30 4HP.

##### **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. The principal accounting policies adopted are set out below.

The company has taken advantage of the exemption under section 399 of the Companies Act 2006 not to prepare consolidated accounts, on the basis that the group of which this is the parent qualifies as a small group. The financial statements present information about the company as an individual entity and not about its group.

##### **1.2 Turnover**

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.

Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of business, and is shown net of VAT. The fair value of consideration takes into account trade discounts, settlement discounts and volume rebates.

##### **1.3 Tangible fixed assets**

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

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

Plant and machinery	5-10 years straight line basis
Computer equipment	5-10 years straight line basis
Motor vehicles	2-4 years straight line basis



**1 Accounting policies (continued)**

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.

**1.4 Fixed asset investments**

Interests in subsidiaries 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.

**1.5 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.

**1.6 Cash at bank and in hand**

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.

**1.7 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, 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.

**1 Accounting policies (continued)**

***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.

***Basic financial liabilities***

Basic financial liabilities, including creditors, 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 payments 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.

**1.8 Equity instruments**

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

Changes in the fair value of derivatives that are designated and qualify as fair value hedges are recognised in profit or loss immediately, together with any changes in the fair value of the hedged asset or liability that are attributable to the hedged risk.

**1.9 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.

**1 Accounting policies (continued)**

**1.10 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.

**1.11 Retirement benefits**

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

**1.12 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 profit or loss so as to produce a constant periodic rate of interest on the remaining balance of the liability.

**1.13 Government grants**

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

**1.14 Foreign exchange**

Transactions in currencies other than pounds sterling are recorded at the rates of exchange prevailing at the dates of the transactions. At each reporting end date, monetary assets and liabilities that are denominated in foreign currencies are retranslated at the rates prevailing on the reporting end date. Gains and losses arising on translation are included in the profit and loss account for the period.

**2 Employees**

The average monthly number of persons (including directors) employed by the company during the year was 22 (2019 - 25).

**Potters (London) Limited**

**Notes to the financial statements (continued)**  
**For the year ended 30 June 2020**

**3 Tangible fixed assets**

	Plant and machinery £	Computer equipment £	Motor vehicles £	Total £
<b>Cost</b>				
At 1 July 2019	30,208	88,525	58,469	177,202
Additions	695	122	47,944	48,761
Disposals	-	-	(25,726)	(25,726)
At 30 June 2020	30,903	88,647	80,687	200,237
<b>Depreciation and impairment</b>				
At 1 July 2019	25,280	82,716	40,578	148,574
Depreciation charged in the year	568	990	13,805	15,363
Eliminated in respect of disposals	-	-	(21,312)	(21,312)
At 30 June 2020	25,848	83,706	33,071	142,625
<b>Carrying amount</b>				
At 30 June 2020	5,055	4,941	47,616	57,612
At 30 June 2019	4,928	5,809	17,891	28,628

**4 Fixed asset investments**

	2020 £	2019 £
Investments	1	-

**Potters (London) Limited**

**Notes to the financial statements (continued)**

**For the year ended 30 June 2020**

**4 Fixed asset investments (continued)**

**Movements in fixed asset investments**

	Shares in group undertakings £
<b>Cost or valuation</b>	
At 1 July 2019	-
Additions	1
At 30 June 2020	1
<b>Carrying amount</b>	
At 30 June 2020	1
At 30 June 2019	-

**5 Subsidiaries**

Details of the company's subsidiaries at 30 June 2020 are as follows:

Name of undertaking	Registered office	Class of shares held	% Held	
			Direct	Indirect
Potters Boxmakers Ltd	England & Wales	Ordinary	100.00	

**6 Debtors**

	2020 £	2019 £
<b>Amounts falling due within one year:</b>		
Trade debtors	66,795	232,795
Corporation tax recoverable	-	6,122
Other debtors	20,263	15,629
	87,058	254,546

Other debtors includes a loan, including interest and charges, totalling £28,784 (2019 - £24,261) which the company made to Potters Boxmakers Limited (Formerly T W Packaging Limited) for use by that company in meeting its working capital requirements. A provision totalling £17,111 (2019: £17,111) was made against this loan at 30 June 2020.

**Potters (London) Limited**

**Notes to the financial statements (continued)**

**For the year ended 30 June 2020**

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<b>7</b>	<b>Creditors: amounts falling due within one year</b>	<b>2020</b>	<b>2019</b>
		<b>£</b>	<b>£</b>
	Trade creditors	164,926	154,300
	Taxation and social security	36,739	48,216
	Other creditors	36,187	69,112
		<u>237,852</u>	<u>271,628</u>

<b>8</b>	<b>Creditors: amounts falling due after more than one year</b>	<b>2020</b>	<b>2019</b>
		<b>£</b>	<b>£</b>
	Other creditors	<u>34,968</u>	<u>9,486</u>

<b>9</b>	<b>Retirement benefit schemes</b>	<b>2020</b>	<b>2019</b>
		<b>£</b>	<b>£</b>
	Defined contribution schemes		
	Charge to profit or loss in respect of defined contribution schemes	<u>33,793</u>	<u>52,634</u>

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

<b>10</b>	<b>Called up share capital</b>	<b>2020</b>	<b>2019</b>
		<b>£</b>	<b>£</b>
	Ordinary share capital		
	Issued and fully paid		
	8,600 Ordinary shares of £1 each	<u>8,600</u>	<u>8,600</u>

The shares have attached to them full voting, dividend and capital distribution (including on winding up) rights; they do not confer any rights of redemption.

**Potters (London) Limited**

**Notes to the financial statements (continued)**

**For the year ended 30 June 2020**

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**11 Operating lease commitments**

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

2020	2019
£	£
168,000	210,000
<u>168,000</u>	<u>210,000</u>

**Potters (London) Limited**  
**Management information**  
**for the year ended 30 June 2020**



**Potters (London) Limited**

**Detailed trading and profit and loss account  
For the year ended 30 June 2020**

	<b>2020</b>		<b>2019</b>	
	£	£	£	£
<b>Turnover</b>				
Boxes		689,958		863,682
Cases		444,638		574,683
Specials		102,305		72,460
Shopfittings/pads		86,476		132,629
Sundries		167,574		216,488
		<u>1,490,951</u>		<u>1,859,942</u>
<b>Cost of sales</b>				
Opening stock of finished goods	661,194		601,390	
Finished goods purchases	789,794		1,063,724	
Non-goods carriage inwards and import duty	52,757		59,654	
Discounts received	(609)		(2,641)	
Profit or loss on foreign exchange	(2,774)		4,080	
	<u>1,500,362</u>		<u>1,726,207</u>	
Closing stock of finished goods	(638,835)		(661,194)	
		<u>(861,527)</u>		<u>(1,065,013)</u>
<b>Gross profit</b>		<b>629,424</b>		<b>794,929</b>
<b>Other operating income</b>				
Government grants	51,152		-	
Management fees receivable	9,000		-	
	<u>60,152</u>			
<b>Distribution costs</b>				
Agents' commission	9,098		26,613	
Motor running expenses	4,833		4,646	
Accommodation and subsistence	937		1,795	
Postage, courier and delivery charges	9,439		15,430	
Bad and doubtful debts	(25,492)		(7,688)	
Advertising	5,292		5,801	
Promotions and exhibitions	26,581		33,920	
Depreciation	15,363		13,154	
Profit or loss on sale of tangible assets	(7,135)		-	
		<u>(38,916)</u>		<u>(93,671)</u>

**Potters (London) Limited**

**Detailed trading and profit and loss account (continued)**

**For the year ended 30 June 2020**

		2020		2019
	£	£	£	£
<b>Administrative expenses</b>				
Wages and salaries	382,499		390,681	
Social security costs	36,710		36,038	
Staff welfare	8,016		6,472	
Directors' remuneration	68,570		68,653	
Directors' pension costs - defined contribution scheme	33,793		52,634	
Management charge	18,000		-	
Rent	43,351		43,253	
Rates	16,123		15,716	
Cleaning	1,120		1,270	
Power, light and heat	10,288		10,286	
Repairs and maintenance	14,156		12,232	
Computer running costs	5,016		5,977	
Hire of equipment	1,500		3,788	
Motor running expenses	3,947		4,554	
Legal and professional fees	6,250		416	
Consultancy fees	13,120		55,239	
Accountancy	6,348		5,438	
Bank charges	1,646		2,177	
Discounts allowed	9,004		18,877	
Insurances	17,012		17,225	
Printing and stationery	1,674		3,393	
Website costs	21,239		-	
Telephone	11,900		8,880	
Sundry expenses	39		90	
		(731,321)		(763,289)
<b>Operating loss</b>		(80,661)		(62,031)
<b>Interest receivable and similar income</b>				
Bank interest received	-		467	
Interest received on tax refund	24		-	
		24		467
<b>Interest payable and similar expenses</b>				
Hire purchase interest payable		(1,106)		(703)
<b>Loss before taxation</b>		(81,743)		(62,267)