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### DAVID PLUCK (NORTH WEST) LIMITED

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2011

Company Registration No. 01477372 (England and Wales)

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#### **DIRECTORS' REPORT**

#### FOR THE YEAR ENDED 31 DECEMBER 2011

The directors present their report and financial statements for the year ended 31 December 2011

#### Principal activities and review of the business

The principal activity of the company in the year under review continued to be that of a turf accountant

The results for the year and the financial position at the year end were considered satisfactory by the directors who expect continued growth in the foreseeable future

The management of the business and the execution of the company's strategy are subject to a number of risks. The key risks and future uncertainties are considered to be the impact upon the business of any potential changes in its regulatory environment.

The number of betting shops operating at the 31st December 2011 was 36. The company has continued to receive benefit from the operation of fixed odds betting terminals ("FOBT's") at its betting shops. This has all been achieved whilst maintaining a tight control of overheads.

Turnover has increased by £1,482,048 representing a 3 9% increase on the previous period

Gross profit has increased by £663,451 representing a 9 8% increase on the previous period

The company's operating profit has decreased compared with the previous year to £647,077 (2010 £702,020)

The company has also continued to seek suitable opportunities for business expansion

#### Results and dividends

The results for the year are set out on page 4

#### **Future developments**

The directors routinely monitor the risks that the business faces in its day-to-day operations and appropriate actions are taken to mitigate these risks. The following risks are considered pertinent to the business

General economic risk - as with any other bookmaker, the business (betting and gaming) is susceptible to the risk of an economic downturn adversely effecting disposable income Management monitors the situation closely and makes special offers to customers as appropriate

Competitor risk - betting and gaming businesses face competition in the main from other bookmakers, betting exchanges and other interactive gaming providers. Betting exchanges do compete aggressively in that the prices offered are usually more favourable and higher than those offered by traditional bookmakers. Management is therefore cautiously positive with its pricing in light of this competition.

Bookmaking risk - the risk of incurring large losses on bets due to incorrect pricing is mitigated by there being upper limits on bets, a monitoring of customers' betting patterns and the use of the latest information services available

Regulatory risk - the regulatory, legislative and fiscal environment in which the company operates can change at short notice, leading to additional costs of compliance. The directors monitor this risk closely to ensure that developments are recognised as early as possible.

#### **DIRECTORS' REPORT (CONTINUED)**

#### FOR THE YEAR ENDED 31 DECEMBER 2011

#### Directors

The following directors have held office since 1 January 2011

D L Pluck

F J Seymour

N Thompson

#### Taxation status

The company was a close company within the provisions of the Income and Corporation Taxes Act 1988 and this position has not changed since the end of the financial year

#### Auditors

The auditors, Duncan Sheard Glass, are deemed to be reappointed under section 487(2) of the Companies Act 2006

#### Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgements and accounting estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### Statement of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information

On behalf of the board

F J Seymour

Director

30 April 2012

# INDEPENDENT AUDITORS' REPORT TO DAVID PLUCK (NORTH WEST) LIMITED UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages 4 to 15, together with the financial statements of David Pluck (North West) Limited for the year ended 31 December 2011 prepared under section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Chapter 10 of Part 15 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company, for our work, for this report, or for the opinions we have formed

### Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with section 445 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

#### Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with section 445(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the regulations made

under that section

Leslie Staniforth (Senior Statutory Auditor) for and on behalf of Duncan Sheard Glass

Chartered Accountants Statutory Auditor 30 April 2012

Castle Chambers 43 Castle Street Liverpool L2 9TL

## ABBREVIATED PROFIT AND LOSS ACCOUNT

### FOR THE YEAR ENDED 31 DECEMBER 2011

	Notes	2011 £	2010 £
Turnover		38,938,068	37,456,020
Other operating income less cost of sales Administrative expenses		(31,232,520) (7,058,471)	(30,445,397) (6,308,603)
Operating profit	2	647,077	702,020
Investment income Other interest receivable and similar	3	3,453	-
ıncome		1,357	1,682
Interest payable and similar charges	4	(13,894)	(16,478)
Profit on ordinary activities before taxation		637,993	687,224
Tax on profit on ordinary activities	5	(199,991)	(249,015)
Profit for the year	15	438,002	438,209

The profit and loss account has been prepared on the basis that all operations are continuing operations

There are no recognised gains and losses other than those passing through the profit and loss account

#### ABBREVIATED BALANCE SHEET

#### AS AT 31 DECEMBER 2011

		20	11	2010	
	Notes	£	£	£	£
Fixed assets					
Intangible assets	6		449,843		426,543
Tangible assets	7		4,430,502		4,607,627
			4,880,345		5,034,170
Current assets					
Stocks	8	18,000		17,500	
Debtors	9	616,365		582,859	
Investments	10	91,377		92,379	
Cash at bank and in hand		749,121		465,084	
		1,474,863		1,157,822	
Creditors: amounts falling due within					
one year	11	(1,227,301)		(1,741,604)	
Net current assets/(liabilities)			247,562		(583,782)
Total assets less current liabilities			5,127,907		4,450,388
Creditors: amounts falling due after					
more than one year	12		(1,334,324)		(1,273,807)
Provisions for liabilities	13		(582,650)		(403,650)
			3,210,933		2,772,931
			<del></del>		
Capital and reserves					
Called up share capital	14		200		200
Share premium account	15		42,291		42,291
Profit and loss account	15		3,168,442		2,730,440
Shareholders' funds	16		3,210,933		2,772,931

These abbreviated accounts have been prepared in accordance with the special provisions in section 445(3) of the Companies Act 2006 relating to medium-sized companies

Approved by the Board and authorised for issue on 30 April 2012

D L Pluck **Director** 

Company Registration No. 01477372

## **CASH FLOW STATEMENT**

## FOR THE YEAR ENDED 31 DECEMBER 2011

	£	2011 £	£	2010 £
Net cash inflow from operating activities		1,233,070		1,719,053
Returns on investments and servicing of finance				
Interest received	1,357		1,682	
Interest paid	(6,807)		(4,612)	
Dividends received	3,453		-	
Net cash outflow for returns on investments and		(1.005)		(2.020)
servicing of finance		(1,997)		(2,930)
Taxation		(243,746)		(300,013)
Capital expenditure				
Payments to acquire tangible assets	(787,980)		(1,753,783)	
Receipts from sales of tangible assets	90,000		92,700	
Net cash outflow for capital expenditure	<del></del>	(697,980)		(1,661,083)
NA l				
Net cash inflow/(outflow) before management of liquid resources and financing		289,347		(244,973)
Financing				
Other new long term loans	130,000		-	
Repayment of other long term loans	(42,837)		(17,029)	
Net cash inflow/(outflow) from financing		87,163		(17,029)
Increase/(decrease) in cash in the year		376,510		(262,002)

## NOTES TO THE CASH FLOW STATEMENT

### FOR THE YEAR ENDED 31 DECEMBER 2011

1	Reconciliation of operating profit to net cash	inflow from operatin	g activities	2011	2010
				£	£
	Operating profit			647,077	702,020
	Depreciation of tangible assets			761,689	814,540
	Amortisation of intangible assets			126,229	121,525
	Profit on disposal of tangible assets			(36,113)	(92,700)
	Movement in listed investment value			(4,107)	7,621
	Increase in stocks			(500)	(500)
	Increase in debtors			(33,506)	(115,118)
	(Decrease)/Increase in creditors within one year			(412,699)	289,515
	Other reserve movement			185,000	(7,850)
	Net cash inflow from operating activities			1,233,070	1,719,053
2	Analysis of net debt	1 January 2011	Cash flow	Other non-cash changes	31 December 2011
		£	£	£	£
	Net cash				
	Cash at bank and in hand	465,084	284,037	-	749,121
	Bank overdrafts	(151,573)	92,473	-	(59,100)
		313,511	376,510	-	690,021
	Liquid resources	<del></del>			
	Current asset investments	100,000	<del>.</del>	-	100,000
	Debt				
	Debts falling due after one year	(1,273,807)	(60,517)	-	(1,334,324)
	Net debt	(860,296)	315,993	•	(544,303)
3	Reconciliation of net cash flow to movement	in net debt		2011	2010
				£	£
	Increase/(decrease) in cash in the year			376,510	(262,002)
	Cash (inflow)/outflow from (increase)/decrease	ın debt		(60,517)	18,351
	Movement in net debt in the year			315,993	(243,651)
	Opening net debt			(860,296)	(616,645)
	Closing net debt			(544,303)	(860,296)

# NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2011

#### 1 Accounting policies

#### 1.1 Accounting convention

The financial statements are prepared under the historical cost convention

#### 1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently (except as otherwise stated)

#### 1.3 Turnover

Turnover represents the provision of services falling within the companys' activities during the year. In the case of over the counter trade in Licensed Betting Offices, turnover represents the amounts staked by customers in respect of individual bets placed on events that have occurred by the accounting period end

Turnover from FOBT's represents amounts staked less amounts returned in winnings in respect of activity completed by the accounting period end and is stated net of VAT

#### 1.4 Goodwill

Goodwill is the difference between the amount paid on the acquisition of a business and the aggregate fair value of its separate net assets. Goodwill is capitalised and amortised through the profit and loss account over its estimated useful economic life. Amortisation is calculated so as to write off the goodwill cost acquired, less estimated residual value, over the goodwill's estimated useful economic life, which the directors consider to be a period of between 2 and 15 years.

#### 1.5 Tangible fixed assets and depreciation

Tangible fixed assets other than freehold land are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

Freehold buildings Over 25 years

Long leasehold buildings

Plant and machinery

Office furniture and fittings

Over the life of the lease
25% reducing balance

Motor vehicles 25% reducing balance

No depreciation is charged in respect of land

#### 1.6 Leasing

Rentals payable under operating leases are charged against income on a straight line basis over the lease term

#### 1.7 Investments

Current asset investments represent listed invesments which are stated at market value

#### 1.8 Stock

Stock is valued at the lower of cost and net realisable value. Stocks consists entirely of betting slips and stationery costs

#### 1.9 Deferred taxation

The accounting policy in respect of deferred tax reflects the requirements of FRS19 - Deferred tax. Deferred tax is provided in full in respect of taxation deferred by timing differences between the treatment of certain items for taxation and accounting purposes. The deferred tax balance has not been discounted.

1	Accounting policies		(continued)
1.10	Dilapidations  Provision for dilapidations on property leases is made where the lease expires with date. No provision is made for leases expiring beyond 5 years as it is considered the beyond this point is too uncertain.		
2	Operating profit	2011 £	2010 £
	Operating profit is stated after charging	_	_
	Amortisation of intangible assets	126,229	121,525
	Depreciation of tangible assets	757,582	822,161
	Operating lease rentals	•	•
	- Plant and machinery	10,294	9,821
	- Other assets	1,132,532	958,484
	Auditors' remuneration (including expenses and benefits in kind)	15,000	15,000
	and after crediting		
	Profit on disposal of tangible assets	-	(92,700)
	Profit on disposal of intangible assets	(36,113)	-
3	Investment income	2011	2010
J		£	£
	Income from fixed asset investments	3,453	-
	Bank interest	1,347	1,682
	Other interest	10	
		4,810	1,682
4	Interest payable	2011	2010
		£	£
	On other loans wholly repayable within five years	7,087	11,866
	Other interest	6,807	4,612
		13,894	16,478

Taxation	2011	2010
	£	£
Domestic current year tax		
U K corporation tax	207,245	245,000
Adjustment for prior years	(1,254)	(639)
Total current tax	205,991	244,361
Deferred tax		
Deferred tax charge/credit current year	(6,000)	4,654
	199,991	249,015
Factors affecting the tax charge for the year Profit on ordinary activities before taxation	637,993	687,224
Profit on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 26 00% (2010 - 28 00%)	165,878	192,423
Effects of		<del></del>
Non deductible expenses	11,016	2,784
Capital allowances	36,779	57,100
Other tax adjustments	•	1,636
Adjustments to previous periods	(1,254)	(639)
Effect of variation in rate of taxation	4,054	-
Marginal rate relief	(10,482)	(8,943)
	40,113	51,938
Current tax charge for the year	205,991	244,361

6	Intangible fixed assets						
							Goodwill £
	Cost						
	At 1 January 2011						1,450,559
	Additions						149,529
	At 31 December 2011						1,600,088
	Amortisation						
	At 1 January 2011						1,024,016
	Charge for the year						126,229
	At 31 December 2011						1,150,245
	Net book value						
	At 31 December 2011						449,843
	At 31 December 2010						426,543
7	Tangible fixed assets	Freehold buildings	Long leasehold buildings	Plant and machinery	Office furniture and fittings	Motor vehicles	Total
		£	£	£	£	£	£
	Cost						
	At 1 January 2011	2,094,306	961,477	3,014,412	3,082,567	76,696	9,229,458
	Additions	-	183,604	190,044	239,791	25,012	638,451
	Disposals	(79,246)					(79,246)
	At 31 December 2011	2,015,060	1,145,081	3,204,456	3,322,358	101,708	9,788,663
	Depreciation						
	At 1 January 2011	556,412	413,972	1,786,544	1,830,956	33,947	4,621,831
	On disposals	(25,359)	-	-	-	-	(25,359)
	Charge for the year	88,302	80,864	354,478	223,710	14,335	761,689
	At 31 December 2011	619,355	494,836	2,141,022	2,054,666	48,282	5,358,161
	Net book value		<del>_</del> _		— ·- <del>-</del>	_	
	At 31 December 2011	1,395,705	650,245	1,063,434	1,267,692	53,426	4,430,502
	At 31 December 2010	1,537,894	547,505	1,227,868	1,251,611	42,749	4,607,627

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2011

8	Stocks	2011 £	2010 £
	Finished goods and goods for resale	18,000	17,500
9	Debtors	2011	2010
		£	£
	Other debtors	157,561	191,965
	Prepayments and accrued income	458,804	390,894
		616,365	582,859
10	Current asset investments	2011 £	2010 £
	Listed investments	91,377	92,379
11	Creditors: amounts falling due within one year	2011 £	2010 £
		*	-
	Bank loans and overdrafts	59,100	151,573
	Trade creditors	309,917	791,192
	Corporation tax	207,245	245,000
	Other taxes and social security costs  Directors' current accounts	284,566 205,271	200,318 256,256
	Other creditors	79,050	49,139
	Accruals and deferred income	82,152	48,126
		1,227,301	1,741,604
	Debt due in one year or less	59,100	151,573

The bank overdraft amounting to £59,100 (2010 £151,573) is secured by a debenture incorporating a first legal charge over the freehold property at 130/132 Market Street, Droylsden

12	Creditors: amounts falling due after more than one year		2011 £	2010 £
	Other loans		1,334,324	1,273,807
	Analysis of loans			
	Wholly repayable within five years		1,334,324	1,273,807
			1,334,324	1,273,807
	Loan maturity analysis			
	In more than one year but not more than two years		40,007	19,776
	In more than two years but not more than five years		1,294,317	1,254,031
13	Provisions for liabilities	Deferred tax	Other	Total
		hability £	£	£
	Balance at 1 January 2011 Profit and loss account	142,000 (6,000)	261,650 185,000	403,650 179,000
	1 form and 1055 account			
	Balance at 31 December 2011	136,000	446,650	582,650
	The deferred tax liability is made up as follows:			
			2011 £	2010 £
	Accelerated capital allowances		136,000	142,000
	Accelerated capital anowalioes			
	The "other provisions" relates to dilapidations of £446,650 (on the earlier of the surrender of the lease or when the work h		sed premises wh	nch is payable
14	Share capital		2011	2010
	All and collection and failures of		£	£
	Allotted, called up and fully paid 200 Ordinary shares of £1 each		200	200

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2011

15	Statement of movements on reserves		
		Share premium account	Profit and loss account
		£	£
	Balance at 1 January 2011	42,291	2,730,440 438,002
	Profit for the year		<del></del>
	Balance at 31 December 2011	42,291	3,168,442
16	Reconciliation of movements in shareholders' funds	2011	2010
		£	£
	Profit for the financial year	438,002	438,209
	Opening shareholders' funds	2,772,931	2,334,722
	Closing shareholders' funds	3,210,933	2,772,931

#### 17 Financial commitments

At 31 December 2011 the company was committed to making the following payments under non-cancellable operating leases in the year to 31 December 2012

		Land and buildings		
		2011	2010	
		£	£	
	Operating leases which expire			
	Within one year	81,135	37,500	
	Between two and five years	112,149	89,665	
	In over five years	476,895	433,990	
		670,179	561,155	
18	Directors' remuneration	2011 £	2010 £	
	Remuneration for qualifying services	102,585	100,205	
	Activation for According on the second			

The number of directors for whom retirement benefits are accruing under defined contribution schemes amounted to 2 (2010 - 2)

# NOTES TO THE ABBREVIATED ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2011

#### 19 Employees

#### Number of employees

The average monthly number of employees (including directors) during the year

was	2011 Number	2010 Number
Number of employees - Administration	138	136
Employment costs	2011 £	2010 £
	•	*
Wages and salaries	2,379,228	2,236,503
Social security costs	196,273	181,157
	2,575,501	2,417,660
	-	

### 20 Related party relationships and transactions

#### Other transactions

Other creditors include loans owing to D L Pluck of £1,348,918 (2010 £1,403,609) and F J Seymour of £96,353 (2010 £92,647) During the year loan interest of £7,087 (2010 £11,866) was charged in respect of these loans

Other creditors also include a loan from the Dee Retirement Benefit Scheme (of which D L Pluck is the main beneficiary) of £139,321 (2010 £52,158) Interest of £6,807 (2010 £4,612) was charged in respect of this loan Other debtors include an amount of £38,999 (2010 £148,999) in respect of building costs borne by the company on behalf of the Dee Retirement Benefit Scheme

During the year, the company sold one of its properties to the Dee Retirement Benefit Scheme The company received £90,000 in respect of the sale