

Company Registration No. 2184853 (England and Wales)

**THE PORTMAN GROUP**  
**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2008**



# THE PORTMAN GROUP

## COMPANY INFORMATION

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### Directors

J-M Y M Spriet  
E Crossick  
B D Slay  
M De Witte (Appointed 24 July 2008)  
I Sheps (Appointed 20 October 2008)  
M R Hunter  
K Salters (Appointed 19 August 2008)  
S MacFarlane (Appointed 26 February 2008)

### Secretary

D Poley

### Company number

2184853

### Registered office

7-10 Chandos Street  
Cavendish Square  
London  
W1G 9DQ

### Auditors

Target Winters Limited  
29 Ludgate Hill  
London  
EC4M 7JE

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# THE PORTMAN GROUP

## CONTENTS

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	<b>Page</b>
Directors' report	1 - 2
Independent auditors' report	3 - 4
Profit and loss account	5
Balance sheet	6
Notes to the financial statements	7 - 10

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# THE PORTMAN GROUP

## DIRECTORS' REPORT

### FOR THE YEAR ENDED 31 DECEMBER 2008

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The directors present their report and financial statements for the year ended 31 December 2008.

#### Principal activities

The principal activity of the company continued to be that of promoting responsible drinking, helping prevent alcohol misuse, fostering a balanced understanding of alcohol-related issues and encouraging responsible marketing.

#### Directors

The following directors have held office since 1 January 2008:

D Clydesdale	(Resigned 26 November 2008)
J-M Y M Spriet	
E Crossick	
J G Woods	(Resigned 19 August 2008)
J J F Blood	(Resigned 26 May 2009)
J E Beard	(Resigned 24 July 2008)
B D Slay	
M De Witte	(Appointed 24 July 2008)
I Sheps	(Appointed 20 October 2008)
M R Hunter	
K Salters	(Appointed 19 August 2008)
S MacFarlane	(Appointed 26 February 2008)

Charitable donations	2008 £	2007 £
During the year the company made the following payments:		
Charitable donations	2,331,626	2,137,500

#### Auditors

In accordance with section 385 of the Companies Act 1985, a resolution proposing that Target Winters Limited be reappointed as auditors of the company will be put to the Annual General Meeting.

# THE PORTMAN GROUP

## DIRECTORS' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2008**

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### **Directors' responsibilities**

The directors are responsible for preparing 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). The financial statements are required by law to 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 those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and 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 proper accounting records that 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 1985. 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.

This report has been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies.

By order of the board



D Poley

**Secretary**

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2<sup>nd</sup> June 2009

# THE PORTMAN GROUP

## INDEPENDENT AUDITORS' REPORT

### TO THE SHAREHOLDERS OF THE PORTMAN GROUP

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We have audited the financial statements of The Portman Group for the year ended 31 December 2008 set out on pages 5 to 10. These financial statements have been prepared in accordance with the accounting policies set out therein and the requirements of the Financial Reporting Standard for Smaller Entities (effective January 2007).

This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an 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 and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of the directors and auditors**

The directors' responsibilities for preparing the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you whether in our opinion the information given in the directors' report is consistent with the financial statements.

In addition we report to you if, in our opinion, the company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding directors' remuneration and other transactions is not disclosed.

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatements within it.

#### **Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

# THE PORTMAN GROUP

## INDEPENDENT AUDITORS' REPORT (CONTINUED)

### TO THE SHAREHOLDERS OF THE PORTMAN GROUP

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#### Opinion

In our opinion:

- the financial statements give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, of the state of the company's affairs as at 31 December 2008 and of its loss for the year then ended;
- the financial statements have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the directors' report is consistent with the financial statements.

*Target Winters Limited*  
Target Winters Limited

Chartered Accountants  
Registered Auditor

*20th August 2009*

29 Ludgate Hill  
London  
EC4M 7JE

# THE PORTMAN GROUP

## PROFIT AND LOSS ACCOUNT

**FOR THE YEAR ENDED 31 DECEMBER 2008**

		<b>2008</b>	<b>2007</b>
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>Turnover</b>		3,033,777	2,971,512
Administrative expenses		(3,189,000)	(2,828,266)
<b>Operating (loss)/profit</b>	<b>2</b>	(155,223)	143,246
Other interest receivable and similar income	<b>3</b>	26,731	23,765
<b>(Loss)/profit on ordinary activities before taxation</b>		(128,492)	167,011
Tax on (loss)/profit on ordinary activities	<b>4</b>	-	(36,728)
<b>(Loss)/profit for the year</b>	<b>9</b>	(128,492)	130,283



# THE PORTMAN GROUP

## BALANCE SHEET

AS AT 31 DECEMBER 2008

	Notes	2008 £	£	2007 £	£
<b>Fixed assets</b>					
Tangible assets	5		8,056		12,363
<b>Current assets</b>					
Debtors	6	131,648		174,507	
Cash at bank and in hand		335,373		718,442	
		<u>467,021</u>		<u>892,949</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>(432,141)</u>		<u>(733,884)</u>	
<b>Net current assets</b>			<u>34,880</u>		<u>159,065</u>
<b>Total assets less current liabilities</b>			<u>42,936</u>		<u>171,428</u>
<b>Capital and reserves</b>					
Profit and loss account	9		<u>42,936</u>		<u>171,428</u>
<b>Shareholders' funds</b>			<u>42,936</u>		<u>171,428</u>

These financial statements have been prepared in accordance with the special provisions of Part VII of the Companies Act 1985 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective January 2007).

Approved by the Board for issue on 2nd JUNE 2009

B D Slay  
Director

# THE PORTMAN GROUP

## NOTES TO THE FINANCIAL STATEMENTS

**FOR THE YEAR ENDED 31 DECEMBER 2008**

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### **1 Accounting policies**

#### **1.1 Accounting convention**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2007).

The guarantors have undertaken to provide financial assistance to the company to enable it to meet its obligations as they fall due for the foreseeable future.

#### **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 comprises membership fees, sponsorship and grants & donations. Membership fees represent the invoiced value of membership charges billed to the members of The Portman Group. These fees are recognised in full in the profit and loss account during the period to which they relate.

Sponsorship represents additional amounts received from the guarantors and other third parties for specific projects. It is recognised in full in the profit and loss account during the year in which it is received.

#### **1.4 Tangible fixed assets and depreciation**

Tangible fixed assets 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:

Plant and machinery	33% straight line
Computer equipment	33% straight line
Fixtures, fittings & equipment	33% straight line

#### **1.5 Foreign currency translation**

Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. All differences are taken to profit and loss account.

#### **1.6 Website development costs and depreciation**

Website development costs are capitalised and depreciation is provided at a rate of 50% straight line. The directors believe that future operating profits generated by the website will exceed the capitalised costs.

<b>2 Operating (loss)/profit</b>	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
Operating (loss)/profit is stated after charging:		
Depreciation of tangible assets	16,089	15,069
Auditors' remuneration	8,200	5,000
Donations to The Drinkaware Trust	2,331,626	2,137,500

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# THE PORTMAN GROUP

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2008

<b>3</b>	<b>Investment income</b>	<b>2008</b>	<b>2007</b>
		<b>£</b>	<b>£</b>
	Bank interest	25,705	23,693
	Other interest	1,026	72
		<u>26,731</u>	<u>23,765</u>
<b>4</b>	<b>Taxation</b>	<b>2008</b>	<b>2007</b>
		<b>£</b>	<b>£</b>
	<b>Domestic current year tax</b>		
	U.K. corporation tax	-	32,500
	Adjustment for prior years	-	4,228
		<u>-</u>	<u>36,728</u>
	<b>Current tax charge</b>	<u>-</u>	<u>36,728</u>
<b>5</b>	<b>Tangible fixed assets</b>		
			<b>Plant and machinery etc</b>
			<b>£</b>
	<b>Cost</b>		
	At 1 January 2008		287,840
	Additions		11,782
			<u>299,622</u>
	At 31 December 2008		<u>299,622</u>
	<b>Depreciation</b>		
	At 1 January 2008		275,477
	Charge for the year		16,089
			<u>291,566</u>
	At 31 December 2008		<u>291,566</u>
	<b>Net book value</b>		
	At 31 December 2008		8,056
			<u>8,056</u>
	At 31 December 2007		<u>12,363</u>

# THE PORTMAN GROUP

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2008

<b>6 Debtors</b>	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
Trade debtors	30,506	53,204
Other debtors	101,142	121,303
	<u>131,648</u>	<u>174,507</u>
 <b>7 Creditors: amounts falling due within one year</b>	 <b>2008</b>	 <b>2007</b>
	<b>£</b>	<b>£</b>
Bank loans and overdrafts	-	74,126
Trade creditors	183,671	244,354
Taxation and social security	-	52,274
Other creditors	248,470	363,130
	<u>432,141</u>	<u>733,884</u>
 <b>8 Pension costs</b>		
<b>Defined contribution</b>		
	<b>2008</b>	<b>2007</b>
	<b>£</b>	<b>£</b>
Contributions payable by the company for the year	<u>12,186</u>	<u>10,927</u>
 <b>9 Statement of movements on profit and loss account</b>		<b>Profit and loss account</b>
		<b>£</b>
Balance at 1 January 2008		171,428
Loss for the year		(128,492)
Balance at 31 December 2008		<u>42,936</u>

# THE PORTMAN GROUP

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2008

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#### 10 Financial commitments

At 31 December 2008 the company was committed to making the following payments under non-cancellable operating leases in the year to 31 December 2009:

	2008 £	2007 £
Operating leases which expire:		
Between two and five years	<u>131,688</u>	<u>131,688</u>

#### 11 Control

The Portman Group is a company limited by guarantee, as such it is the directors opinion that there is no ultimate controlling party.

#### 12 Related party transactions

The company made donations to The Drinkaware Trust through the provisions of services, assets and goods made available to The Drinkaware Trust. The value of these donations was £2,331,626 (2007: £2,137,500).

The company is committed to making a donation of £2,137,674 (2008: £2,201,626) in the year ended 31 December 2009 to The Drinkaware Trust.

During the year the company was involved in related party transactions with certain of the guarantors, Diageo Great Britain, in respect of services provided to the company. The value of these services was £346,381 (2007: £268,456). At the year end the company owed Diageo Great Britain £85,141 (2007: £213,177).