

Company Registration No 2184853 (England and Wales)

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

TUESDAY



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**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**COMPANY INFORMATION**

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**Directors**

J-M Y M Spriet  
S H Fortescue (Appointed 24 August 2009)  
P S Litherland (Appointed 14 July 2009)  
I Sheps  
M J De Witte  
M R Hunter  
S Orlowski (Appointed 9 September 2009)  
S M MacFarlane  
K Salters

**Secretary**

D N Poley

**Company number**

2184853

**Registered office**

20 Conduit Street  
London  
United Kingdom  
W1S 2XW

**Auditors**

Target Winters Limited  
29 Ludgate Hill  
London  
EC4M 7JE

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**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
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**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2009**

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The directors present their report and financial statements for the year ended 31 December 2009

**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 2009

J-M Y M Spriet	
E Crossick	(Resigned 13 July 2009)
S H Fortescue	(Appointed 24 August 2009)
B D Slay	(Resigned 8 July 2009)
P S Litherland	(Appointed 14 July 2009)
I Sheps	
M J De Witte	
M R Hunter	
S Orlowski	(Appointed 9 September 2009)
S M MacFarlane	
K Salters	
J J F Blood	(Resigned 26 May 2009)

Charitable donations	2009	2008
	£	£

During the year the company made the following payments

Charitable donations	2,137,674	2,331,626
	<u>          </u>	<u>          </u>

The purpose of the charitable donations is to increase the awareness, improve attitudes and positively change behavior in relation to alcohol consumption

**Auditors**

In accordance with the company's articles, a resolution proposing that Target Winters Limited be reappointed as auditors of the company will be put at a General Meeting

**THE PORTMAN GROUP  
(A COMPANY LIMITED BY GUARANTEE)  
DIRECTORS' REPORT (CONTINUED)**

**FOR THE YEAR ENDED 31 DECEMBER 2009**

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**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.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

By order of the board



D Poley

Secretary

7/9/10

**THE PORTMAN GROUP  
(A COMPANY LIMITED BY GUARANTEE)  
INDEPENDENT AUDITORS' REPORT  
TO THE MEMBERS OF THE PORTMAN GROUP**

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We have audited the financial statements of The Portman Group for the year ended 31 December 2009 set out on pages 5 to 10. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with chapter 3 of part 16 of the Companies Act 2006. 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 directors and auditors**

As explained more fully in the Directors' Responsibilities Statement set out on pages 1 to 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

**Opinion on financial statements**

In our opinion

- give a true and fair view of the state of the company's affairs as at 31 December 2009 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

**THE PORTMAN GROUP  
(A COMPANY LIMITED BY GUARANTEE)  
INDEPENDENT AUDITORS' REPORT (CONTINUED)  
TO THE MEMBERS OF THE PORTMAN GROUP**

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**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime

*Target Winters limited*

Simon MacDonald (Senior Statutory Auditor)  
for and on behalf of Target Winters Limited

*10 September 2010*

**Chartered Accountants  
Statutory Auditor**

29 Ludgate Hill  
London  
EC4M 7JE

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**PROFIT AND LOSS ACCOUNT**

**FOR THE YEAR ENDED 31 DECEMBER 2009**

		<b>2009</b>	<b>2008</b>
	<b>Notes</b>	<b>£</b>	<b>£</b>
Turnover		2,994,499	3,033,777
Administrative expenses		(2,854,384)	(3,189,000)
<b>Operating profit/(loss)</b>	<b>2</b>	<b>140,115</b>	<b>(155,223)</b>
Other interest receivable and similar income	<b>3</b>	<b>1,317</b>	<b>26,731</b>
<b>Profit/(loss) on ordinary activities before taxation</b>		<b>141,432</b>	<b>(128,492)</b>
Tax on profit/(loss) on ordinary activities	<b>4</b>	<b>(29,200)</b>	<b>-</b>
<b>Profit/(loss) for the year</b>	<b>9</b>	<b>112,232</b>	<b>(128,492)</b>



**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**BALANCE SHEET**

**AS AT 31 DECEMBER 2009**

	Notes	2009 £	£	2008 £	£
<b>Fixed assets</b>					
Tangible assets	5		4,461		8,056
<b>Current assets</b>					
Debtors	6	57,817		131,648	
Cash at bank and in hand		343,913		335,373	
		<u>401,730</u>		<u>467,021</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>(251,023)</u>		<u>(432,141)</u>	
<b>Net current assets</b>			<u>150,707</u>		<u>34,880</u>
<b>Total assets less current liabilities</b>			<u>155,168</u>		<u>42,936</u>
<b>Capital and reserves</b>					
Profit and loss account	9		<u>155,168</u>		<u>42,936</u>
<b>Shareholders' funds</b>			<u>155,168</u>		<u>42,936</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Approved by the Board for issue on

  
S H Fortescue  
Director

Company Registration No. 2184853

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

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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 April 2008)

**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 of membership fees, sponsorships 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.

Sponsorships represent 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 Leasing**

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

**1.6 Pensions**

The company operates a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the profit and loss account in the year they are payable.

**1.7 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.

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

<b>2</b>	<b>Operating profit/(loss)</b>	<b>2009</b>	<b>2008</b>
		<b>£</b>	<b>£</b>
	Operating profit/(loss) is stated after charging		
	Depreciation of tangible assets	4,512	16,089
	Auditors' remuneration	5,250	5,250
	Directors' emoluments	27,888	-
	Donations to The Drnkaware Trust	2,331,626	2,137,500
		<u>          </u>	<u>          </u>
<b>3</b>	<b>Investment income</b>	<b>2009</b>	<b>2008</b>
		<b>£</b>	<b>£</b>
	Bank interest	1,317	25,705
	Other interest	-	1,026
		<u>          </u>	<u>          </u>
		1,317	26,731
		<u>          </u>	<u>          </u>
<b>4</b>	<b>Taxation</b>	<b>2009</b>	<b>2008</b>
		<b>£</b>	<b>£</b>
	<b>Domestic current year tax</b>		
	U K corporation tax	29,200	-
		<u>          </u>	<u>          </u>
	<b>Current tax charge</b>	29,200	-
		<u>          </u>	<u>          </u>

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

**5 Tangible fixed assets**

	<b>Plant and machinery etc</b>
	<b>£</b>
<b>Cost</b>	
At 1 January 2009	299,622
Additions	917
	<hr/>
At 31 December 2009	300,539
	<hr/>
<b>Depreciation</b>	
At 1 January 2009	291,566
Charge for the year	4,512
	<hr/>
At 31 December 2009	296,078
	<hr/>
<b>Net book value</b>	
At 31 December 2009	4,461
	<hr/>
At 31 December 2008	8,056
	<hr/>

<b>6 Debtors</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade debtors	4,851	30,506
Other debtors	52,966	101,142
	<hr/>	<hr/>
	57,817	131,648
	<hr/>	<hr/>

<b>7 Creditors: amounts falling due within one year</b>	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Trade creditors	98,750	183,671
Taxation and social security	33,946	-
Other creditors	118,327	248,470
	<hr/>	<hr/>
	251,023	432,141
	<hr/>	<hr/>

**THE PORTMAN GROUP**  
**(A COMPANY LIMITED BY GUARANTEE)**  
**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
**FOR THE YEAR ENDED 31 DECEMBER 2009**

**8 Pension costs**

**Defined contribution**

	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Contributions payable by the company for the year	<u>11,359</u>	<u>12,186</u>

**9 Statement of movements on profit and loss account**

	<b>Profit and loss account £</b>
Balance at 1 January 2009	42,936
Profit for the year	<u>112,232</u>
Balance at 31 December 2009	<u>155,168</u>

**10 Financial commitments**

At 31 December 2009 the company was committed to making the following payments under non-cancellable operating leases in the year to 31 December 2010

	<b>2009</b>	<b>2008</b>
	<b>£</b>	<b>£</b>
Operating leases which expire Between two and five years	<u>36,300</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**

During the year the company was involved in related party transactions with certain guarantors, Diageo Great Britain, in respect of services provided to the company. The value of these services was £299,394 (2008 £346,381). At the year end the company owed Diageo Great Britain £67,504 (2008 £85,141).