

Virgin Media Limited
Financial Statements
31 December 2011

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Virgin Media Limited

Financial Statements

Year ended 31 December 2011

Contents	Pages
Company information	1
The directors' report	2 to 7
Statement of directors' responsibilities	8
Independent auditor's report to the member	9 to 10
Profit and loss account	11
Statement of total recognised gains and losses	12
Balance sheet	13
Notes to the financial statements	14 to 41

Virgin Media Limited

Company Information

The board of directors	R C Gale J C Tillbrook
Company secretary	G E James
Registered office	Bartley Wood Business Park Hook Hampshire RG27 9UP
Auditor	Ernst & Young LLP 1 More London Place London SE1 2AF

Virgin Media Limited

The Directors' Report

Year ended 31 December 2011

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

Principal activity and business review

The principal activity of the company during the year was, and will continue to be, the provision of cable television, telephony, broadband internet and other telecommunication services as well as running some of the telecommunication systems over which they are provided. The company is also the principal employer within the Virgin Media group, and manages the majority of its working capital, finance leases, operating leases, capital commitments and construction in progress.

The company is a wholly owned subsidiary undertaking of Virgin Media Inc. The Virgin Media group ("the group") is a leading entertainment and communications business, being a "quad play" provider of broadband internet, television, fixed line telephony and mobile telephony services that offer a variety of entertainment and communications services to residential and commercial customers throughout the UK.

As at 31 December 2011, the group provided services to approximately 4.8 million residential cable customers on its network. The group is also one of the UK's largest mobile virtual network operators by number of customers and at 31 December 2011 provided mobile telephony services to approximately 1.5 million prepaid mobile customers and approximately 1.5 million contract mobile customers over third party networks. As of 31 December 2011, approximately 64% of residential customers on the group's cable network were "triple play" customers, receiving broadband internet, television and fixed line telephony services from the group. In addition, the group provides a complete portfolio of voice, data and internet solutions to businesses, public sector organizations and service providers in the UK through Virgin Media Business.

The group believes that its advanced deep fibre access network enables it to offer faster and higher quality broadband services than its digital subscriber line, or DSL, competitors. As a result it provides its customers with a leading next generation broadband service and one of the most advanced television on-demand services available in the UK market.

On 30 September 2011 the group completed the disposition of its interest in the UKTV television channels to a subsidiary of Scripps Networks Interactive Inc. On 12 July 2010 the group sold its television channel business known as Virgin Media TV.

Virgin Media Limited

The Directors' Report *(continued)*

Year ended 31 December 2011

Key performance indicators (KPI's)

The company's key financial and other performance indicators for the year are considered below

	2011	2010	
Turnover (£000)	400,110	391,547	Turnover has increased by 2.2% primarily due to selective price increases and the increased uptake of broadband from both new and existing customers, partially offset by higher price discounting to stimulate customer activity and retention in light of competitive factors in the market place
Gross profit margin (%)	83.2	82.6	This increase reflects changes in the product mix primarily due to additional customers subscribing to the higher margin broadband product, together with selective price increases
Administrative expenses (£000)	1,405,977	1,489,724	Administrative expenses have decreased by 5.6% during 2011 primarily due to reduced rent and related property costs together with lower outsourcing costs. This is partially offset by an increase in depreciation expense
Other operating income (£000)	1,211,331	1,262,214	Other operating income has decreased during the year primarily due to a fall in the release of the impairment provision against amounts due from group undertakings from £81,470,000 in 2010 to £25,214,000 in 2011 and a decrease in amounts recharged to group companies. This is partially offset by the company's allocation of a VAT rebate received by the group in 2011 of £10,586,000

Virgin Media Limited

The Directors' Report *(continued)*

Year ended 31 December 2011

Selected statistics for residential cable customers served by the company at 31 December 2011 and 31 December 2010 are shown in the table below

	2011	2010
Products		
Television	593,000	581,300
Fixed line telephone	634,800	625,400
Broadband	642,300	606,200
Total	<u>1,870,100</u>	<u>1,812,900</u>
Total customers	<u>753,300</u>	<u>746,300</u>
Products per customer	<u>2.48</u>	<u>2.43</u>

Each television, telephone and broadband internet subscriber directly connected to the company's network counts as one product. Accordingly, a subscriber who receives both telephone and television services counts as two products. Products may include subscribers receiving some services for free or at a reduced rate in connection with promotional offers.

The company reported an increase in net current assets and net assets for the year ended 31 December 2011 as a result of normal operations. During the year, no new external finance was arranged and there was no movement in the called up equity share capital of the company. Operations were financed through the company's inter-company balances with fellow group undertakings.

Future outlook

Detail of the future outlook of the group is provided in Virgin Media Inc's financial statements and annual report for 2011, which are available from the company secretary at Virgin Media, Bartley Wood Business Park, Hook, Hampshire, RG27 9UP.

Results and dividends

The profit for the financial year amounted to £198,759,000 (2010 - profit of £172,112,000). The directors have not recommended an ordinary dividend (2010 - £nil).

Principal risks and uncertainties

Financial and operational risk management is undertaken as part of the group's operations as a whole. The company's operations expose it to a variety of operational and financial risks. These are considered in more detail in the financial statements of Virgin Media Inc, which are available from the company secretary at Virgin Media, Bartley Wood Business Park, Hook, Hampshire, RG27 9UP.

Directors

The directors who served the company during the year were as follows:

R C Gale	
J C Tillbrook	(Appointed 16 September 2011)
R M Mackenzie	(Resigned 16 September 2011)

Virgin Media Inc has indemnified the directors of the company against liability in respect of proceedings brought by third parties, subject to the conditions set out in the Companies Act 2006. Such qualifying third party indemnity provision is in force as at the date of approving the directors' report.

Virgin Media Limited

The Directors' Report *(continued)*

Year ended 31 December 2011

Environmental policies

The group is committed to building a responsible and sustainable business. The group openly and transparently reports on its sustainability performance through an innovative website that provides HD videos, news stories and downloadable PDFs virginmedia.com/sustainability

The group's strategic focus is on using its experience and capabilities in digital technology to create positive change for customers, their communities and UK enterprise, while managing the many complex issues associated with the development of a digital world. Its initiatives in this area include the Virgin Media Pioneers programme, which provides skills training, networking opportunities and peer-to-peer support for young entrepreneurs.

The group has prioritised three further objectives as part of its sustainability strategy:

- **Building a low carbon, low waste business** The group has a headline target of reducing carbon emissions by 15% by 2015, against a 2007 base year. In 2011 a 0.2% reduction in carbon emissions was achieved against its 2007 baseline. The group met its targets of purchasing 90% of electricity from renewable sources defined as CCL Exempt (92% achieved) and improving the efficiency of its fleet by increasing average miles per gallon by 10% (18% achieved). The group recycled 36% of waste at sites with recycling facilities in 2011 (against a target of 40%) and rolled out Closed Loop Recycled Paper across all key sites for internal paper use.
- **Creating a more diverse and inclusive workforce** The group has set itself a target to recruit more females for roles in the traditionally hard to attract areas of the business, such as engineering. In 2011, 30% of total applicants were female. The group also set a target to conduct a pilot within a retail store to test the customer benefit of different gender balances amongst retail staff. The pilot found that having gender balance within the teams was important to achieve both a positive experience for the customer, as well as achievement of sales targets.
- **Working with suppliers to meet sustainability challenges** The group set itself the target of having all suppliers that are managed through the group procurement team to have signed up to its Sustainability Code of Conduct. 98% of suppliers had signed up to the Code by the end of 2011 and in 2012 the group will continue to work to ensure that all suppliers sign up to the Code.

In 2011, the group conducted a formal stakeholder engagement process to understand perceptions and expectations about the company's sustainability performance. One-to-one discussions were organised with five sustainability opinion leaders, an online panel discussion was held with around 400 consumers and staff who were invited to share their opinions through an interactive video booth. This process, branded as 'We're all ears', has helped shape the group's sustainability plans for the year ahead. Full details can be found online at virginmedia.com/sustainability

The group will continue to regularly update the website with engaging and accessible content, as well as formally reporting on progress towards meeting the company's sustainability targets.

Virgin Media Limited

The Directors' Report *(continued)*

Year ended 31 December 2011

Employment policies and disabled employees

The group remains committed to the continuing introduction and practice of progressive employment policies which reflect changing business, social and employee needs

The group aims to ensure that everyone connected to it is treated fairly and equally, whether they are a current or former member of staff, job applicant, customer or supplier

Nobody should be discriminated against, either directly or indirectly, on the grounds of their gender, marital status, gender reassignment, pregnancy, race, ethnic origin, colour, nationality, national origin, disability, sexual orientation, religion or belief, age, political affiliation or trade union membership. The policy applies to anyone who works for, who has worked for or who applies to work for Virgin Media or its partners. That means permanent, temporary, casual or part-time staff, anyone on a fixed-term contract, agency staff and consultants working with the group, ex-employees and people applying for jobs. This applies to all aspects of employment, including recruitment and training

The group gives full consideration to applications from employees with disabilities where they can adequately fulfil the requirements of the job. Depending on their skills and abilities, employees with a disability have the same opportunities for promotion, career development and training as other employees. Where existing employees become disabled, it is the group's policy to provide continuing employment wherever practicable in the same or an alternative position and to provide appropriate training to achieve this aim

Employee involvement

The group is dedicated to increasing the practical involvement of individuals in the running of its business. It seeks to achieve this in two ways, as follows

- all employees are encouraged to understand the aims of the overall group and their own business segment and to contribute to improving business performance through their knowledge, experience, ideas and suggestions. This requires strong communication to ensure that employees are briefed as widely as possible about activities and developments across the group. The online news channel, open forums, newsletters and team meetings play important roles in this, as does the development of people management skills and the ongoing conversations about performance and development which underpin mid and year end reviews, and
- the group ensures that all employees are involved and consulted with through local involvement and consultation forums

The group fosters a team spirit among employees and their greater involvement by offering participation in bonus or in local variable reward schemes, through the Virgin Media Sharesave Plan, designed to encourage Virgin Media share ownership, and team development opportunities. The group also operates a recognition scheme, designed to reward employees for behaviours which are consistent with the group's values and has launched a volunteering scheme which allows employees to take a day to volunteer with a charity or organisation of their choice

Policy on the payment of creditors

It is the group's and company's policy that payments to suppliers are made in accordance with those terms and conditions agreed between the group and its suppliers, provided that all trading terms and conditions have been complied with. The group's trade creditors, at the year-end, represented 36 days (2010 - 37 days) of purchases

Virgin Media Limited

The Directors' Report *(continued)*

Year ended 31 December 2011

Donations

During the year the company made the following contributions

	2011 £	2010 £
Charitable	<u>697,512</u>	<u>418,442</u>

Going concern

After making suitable enquiries, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing these financial statements.

Disclosure of information to the auditor

So far as each person who was a director at the date of approving this report is aware, there is no relevant audit information, being information needed by the auditor in connection with preparing its report, of which the auditor is unaware. Having made enquiries of fellow directors and the company's auditor, each director has taken all the steps that he/she is obliged to take as a director in order to make himself/herself aware of any relevant audit information and to establish that the auditor is aware of that information.

Signed on behalf of the directors



J C Tillbrook
Director

Approved by the directors on 27 September 2012

Virgin Media Limited

Statement of Directors' Responsibilities

Year ended 31 December 2011

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 those financial statements, the directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- 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.

Virgin Media Limited

Independent Auditor's Report to the Member of Virgin Media Limited

Year ended 31 December 2011

We have audited the financial statements of Virgin Media Limited for the year ended 31 December 2011 which comprise the Profit and Loss Account, Statement of Total Recognised Gains and Losses, Balance Sheet and the related notes 1 to 25. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's member, 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 member those matters we are required to state to them in an auditor's 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 member, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditor

As explained more fully in the Statement of Directors' Responsibilities set out on page 8, 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 and express an opinion on 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. In addition, we read all the financial and non-financial information in the report and financial statements to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the company's affairs as at 31 December 2011 and of its profit for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters 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.

Virgin Media Limited

Independent Auditor's Report to the Member of Virgin Media Limited *(continued)*

Year ended 31 December 2011

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



J I Gordon (Senior Statutory Auditor)
for and on behalf of Ernst & Young LLP, Statutory Auditor
London

27 September 2012

Virgin Media Limited

Profit and Loss Account

Year ended 31 December 2011

	Note	2011 £000	2010 £000
Turnover		400,110	391,547
Cost of sales		<u>(67,333)</u>	<u>(68,081)</u>
Gross profit		332,777	323,466
Administrative expenses		<u>(1,405,977)</u>	<u>(1,489,724)</u>
Other operating income	2	<u>1,211,331</u>	<u>1,262,214</u>
Operating profit	3	138,131	95,956
Attributable to			
Operating profit before exceptional items		112,917	14,486
Exceptional items	3	<u>25,214</u>	<u>81,470</u>
		138,131	95,956
Interest receivable	6	174,961	190,530
Interest payable and similar charges	7	<u>(114,333)</u>	<u>(114,374)</u>
Profit on ordinary activities before taxation		198,759	172,112
Tax on profit on ordinary activities	8	—	—
Profit for the financial year		<u>198,759</u>	<u>172,112</u>

All of the activities of the company are classed as continuing

The notes on pages 14 to 41 form part of these financial statements.

Virgin Media Limited

Statement of Total Recognised Gains and Losses

Year ended 31 December 2011

	2011 £000	2010 £000
Profit for the financial year	198,759	172,112
Actuarial (loss)/gain in respect of defined benefit pension scheme	(24,200)	19,086
Total gains and losses recognised since the last annual report	<u>174,559</u>	<u>191,198</u>

The notes on pages 14 to 41 form part of these financial statements.

Virgin Media Limited**Balance Sheet****31 December 2011**

	Note	2011 £000	2010 £000
Fixed assets			
Tangible assets	9	1,732,832	1,594,081
Investments	10	20,772	10,772
		<u>1,753,604</u>	<u>1,604,853</u>
Current assets			
Stocks	11	915	840
Debtors due after one year	12	37,535	31,565
Debtors due within one year	12	5,752,594	5,036,431
Cash at bank		217,630	318,657
		<u>6,008,674</u>	<u>5,387,493</u>
Creditors: Amounts falling due within one year	13	<u>(5,820,108)</u>	<u>(5,237,821)</u>
Net current assets		<u>188,566</u>	<u>149,672</u>
Total assets less current liabilities		<u>1,942,170</u>	<u>1,754,525</u>
Creditors: Amounts falling due after more than one year	14	(202,526)	(190,197)
Provisions for liabilities	16	(165,480)	(169,346)
Net assets excluding pension liability		<u>1,574,164</u>	<u>1,394,982</u>
Defined benefit pension scheme liability	19	(43,615)	(38,992)
Net assets including pension liability		<u>1,530,549</u>	<u>1,355,990</u>
Capital and reserves			
Share capital	22	726	726
Share premium account	23	12,214,200	12,214,200
Share options reserve	23	15,115	15,115
Other reserves	23	11	11
Profit and loss account	23	(10,699,503)	(10,874,062)
Total shareholder's funds	23	<u>1,530,549</u>	<u>1,355,990</u>

These financial statements were approved by the directors on 27 September 2012 and are signed on their behalf by



R C Gale
Director

The notes on pages 14 to 41 form part of these financial statements.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

1. Accounting policies

A summary of the principal accounting policies is set out below. All accounting policies have been applied consistently, unless noted below.

Basis of accounting

The financial statements have been prepared under the historical cost convention in accordance with the Companies Act 2006, and applicable UK accounting standards.

Group accounts

The company has taken advantage of the exemption from preparing group accounts afforded by Section 400 of the Companies Act 2006 because it is a wholly owned subsidiary of another company incorporated in the United Kingdom which prepares group accounts (see note 25). These financial statements therefore present information about the company as an individual undertaking and not about its group.

Investments

Investments are recorded at cost, less provision for impairment as appropriate. The company assesses at each reporting date whether there is an indication that an investment may be impaired. If any such indication exists, the company makes an estimate of the asset's recoverable amount. Where the carrying amount of an asset exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. A previously recognised impairment loss is reversed only if there was an event not foreseen in the original impairment calculations, such as a change in use of the assets or a change in economic conditions. The reversal of impairment loss would be to the extent of the lower of the recoverable amount and the carrying amount that would have been determined had no impairment loss been recognised for the asset in prior years.

Cash flow statement

The company is exempt from publishing a cash flow statement as permitted by FRS 1 "Cash flow statements (revised 1996)", as it is a wholly owned subsidiary of its ultimate parent company, Virgin Media Inc.

Turnover

Turnover represents the value of services provided, stated net of value added tax and discounts, and is attributable to continuing activities, being the provision of cable television, telephony, broadband internet and other telecommunication services and to run certain of the telecommunication systems over which they are provided, all of which is derived from operations in the United Kingdom. The directors consider this to be a single class of business.

Tangible fixed assets

Depreciation is provided on all tangible fixed assets, other than land, so as to write off the cost of a tangible fixed asset on a straight line basis over the expected useful economic life of that asset as follows:

Network assets	3 - 30 years
Other fixed assets	
- Freehold property	30 years
- Leasehold property	period of lease
- Other	3 - 12 years

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

1. Accounting policies (*continued*)

Construction in progress

Construction in progress comprising materials, consumables and direct labour relating to network construction has been included in tangible fixed assets and is stated at the lower of cost incurred in bringing each product to its present location and condition, and net realisable value as follows

Raw materials and consumables	- purchase cost
Work in progress	- cost of direct materials and labour

The carrying values of tangible fixed assets are reviewed for impairment when events or changes in circumstances indicate that the carrying value may not be recoverable

Capitalised overheads

Overheads, including staff costs, relating to the design, construction and development of the network, capital projects, and related services have been capitalised. Depreciation of capitalised overheads is provided on a straight-line basis over 15 years or the life of the relevant assets

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

Finance leases

Where the company enters into a lease under which it takes substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease. The asset is recorded in the Balance Sheet as a tangible fixed asset and is depreciated in accordance with the above depreciation policies. Finance lease debtors are recorded in the Balance Sheet, and future instalments payable under finance leases are included within creditors, net of finance charges. Rentals receivable and payable under these finance lease arrangements are apportioned, the finance elements are recorded in the Profit and Loss Account on a reducing balance or straight line basis as appropriate, and the capital elements reduce the outstanding liability or asset in accordance with the terms of the contract

Operating leases

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

1. Accounting policies (*continued*)

Pensions

The company contributes to the Virgin Media-sponsored group personal pension plans for eligible employees. Contributions are charged to the Profit and Loss Account as they become payable in accordance with the rules of each of the plans.

The company operates two defined benefit pension plans. The plans are funded by the payment of contributions to separately administered trust funds and are closed to new entrants.

The regular cost of providing benefits under the defined benefit plans is attributed to individual years using the projected unit credit method. Variations in pension cost, which are identified as a result of actuarial valuations, are amortised over the average expected remaining working lives of employees in proportion to their expected payroll costs. Past service costs are recognised in profit or loss on a straight-line basis over the vesting period or immediately if the benefits have vested.

When a settlement (eliminating all obligations for benefits already accrued) or a curtailment (reducing future obligations as a result of a material reduction in the scheme membership or a reduction in future entitlement) occurs, the obligation and related scheme assets are re-measured using the current actuarial assumptions and the resultant gain or loss recognised in the Profit and Loss Account during the period in which the settlement or curtailment occurs.

The interest element of the defined benefit pension cost represents the change in present value of scheme obligations resulting from the passage of time and is determined by applying the discount rate to the opening present value of the benefit obligation, taking into account material changes in the obligation during the year. The expected return on scheme assets is based on an assessment made at the beginning of the year of long term market returns on scheme assets, adjusted for the effect of fair value of the scheme assets of contributions received and benefits paid during the year. The difference between the expected return on scheme assets and the interest cost is recognised in the Profit and Loss Account.

Actuarial gains and losses are recognised in full in the Statement of Total Recognised Gains and Losses in the period in which they occur.

The defined benefit pension asset or liability in the Balance Sheet comprises the total for each scheme of the present value of the defined benefit obligation (using a discount rate based on high quality corporate bonds), less any past service cost not yet recognised and less the fair value of scheme assets out of which the obligations are to be settled directly. Fair value is based on market price information and, in the case of quoted securities, is the published bid price.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

1. Accounting policies (*continued*)

Deferred taxation

Deferred tax is recognised, as appropriate, in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions

- provision is made for deferred tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only when the replacement assets are sold, and

- deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. The resulting exchange differences are taken to the Profit and Loss Account.

Share-based payments

The company is an indirect, wholly-owned subsidiary of Virgin Media Inc. Accordingly, the company has no share-based compensation plans of its own. Certain of the group's employees participate in the share-based compensation plans of Virgin Media Inc., which are described in Virgin Media Inc.'s Annual Report and summarised in note 17, whereby employees render services in exchange for shares or rights over shares (equity-settled transactions) of Virgin Media Inc. common stock.

The cost of equity-settled transactions with employees is measured by reference to the fair value at the date at which they are granted. The fair value of stock options is determined using the Black-Scholes model. These transaction costs are recognised, together with a corresponding increase in equity, over the period in which the performance conditions are fulfilled, which ends on the date on which the relevant employees become fully entitled to the award (vesting date). The cumulative expense recognised for equity settled transactions at each reporting date, until the vesting date, reflects the extent to which the vesting period has expired and the number of awards that will ultimately vest, in the opinion of management at that date and based on the best available estimates.

No expense is recognised for awards that do not ultimately vest, except for awards where vesting is conditional upon a market condition, which are treated as vesting irrespective of whether or not the market condition is satisfied, provided that all other performance conditions are satisfied.

To the extent that the expense for share-based payments is recharged by the ultimate parent company which issues the shares, no expense is separately identifiable in reserves as it is included within inter-company debt.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

1. Accounting policies (continued)

Provisions for liabilities

A provision is recognised when the company has a present, legal or constructive obligation as a result of a past event for which it is probable that the company will be required to settle by an outflow of resources and for which a reliable estimate of the amount of the obligation can be made. Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate.

When the effect of the time value of money is material provisions are discounted using a rate that reflects the risks specific to the liability. Where discounting is used, the unwinding of the discount is expensed as incurred and recognised in profit and loss as an interest expense.

Provision for dilapidations

The company recognises a provision for the expected cost of dilapidation to leasehold properties are charged against profits when the cost of returning a property to its original state can be reliably estimated.

Provision for asset retirement obligation

The company recognises a provision for liabilities associated with participation in the market for Waste Electrical and Electronic Equipment ('WEEE'). The company has made assumptions in relation to historical waste regarding the number of units of equipment purchased, the number subsequently disposed of and the expected cost of disposal. In relation to future waste, the company has made assumptions about the age profile of the equipment distributed and the cost of disposal.

Restructuring provisions

Amounts provided for in relation to restructuring programmes include redundancy costs and amounts expected to be settled in relation to vacant leased properties. These provisions are based on the best estimates of factors such as the number of people expected to be made redundant, their length of service and remuneration, the cost of exiting a leased property and the discount rate applied to those specific costs. Further details are contained in note 16.

Trade and other debtors

Trade and other debtors are stated at their recoverable amount. Provision is made when the amount receivable is not considered recoverable and the amount is fully written off when the probability for recovery of a balance is assessed as being remote.

Employee benefits

When an employee has rendered services to the company during an accounting period, short-term benefits expected to be paid in exchange for those services are recognised in the same accounting period. Cash based long-term incentives are accrued at fair value, recognising the movement in the accrual in the financial statements where the conditions and the plan extend beyond a year.

2. Other operating income

	2011	2010
	£000	£000
Recharges to group undertakings	1,175,531	1,180,744
Release of impairment provision against amounts due from group undertakings (see note 3)	25,214	81,470
Other operating income	10,586	–
	<u>1,211,331</u>	<u>1,262,214</u>

Other operating income represents an allocation of a VAT rebate received by the group during the year.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

3. Operating profit

Operating profit is stated after charging/(crediting)

	2011 £000	2010 £000
Depreciation of owned tangible fixed assets	266,892	270,320
Depreciation of tangible fixed assets held under finance lease agreements	53,042	35,404
Loss/(profit) on disposal of fixed assets	246	(345)
Operating lease costs		
- Plant and equipment	28,025	30,698
- Other	17,964	19,437
Net profit on foreign currency translation	(11,520)	(6,890)

Exceptional items:

	2011 £000	2010 £000
Release of impairment provision against amounts due from group undertakings	(25,214)	(81,470)

The group's inter-company funding arrangements are managed centrally. Recoverability of inter-company receivables is assessed annually. The provision for non-recoverability may increase or decrease as a result of that review. The impairment review of inter-company indebtedness as at 31 December 2011 concluded that a release of the provision against amounts due from group undertakings of £25,214,000 should be made (2010 - £81,470,000).

Auditor's remuneration of £43,000 (2010 - £32,000) represents costs allocated to the company in respect of auditor's remuneration on behalf of the Virgin Media group.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

4. Staff costs

The average number of staff employed by the company during the financial year amounted to

	2011 No	2010 No
Consumer	4,592	4,939
Business	811	977
Access and Networks	5,501	4,828
Technology	862	1,122
Corporate	1,321	1,427
	<u>13,087</u>	<u>13,293</u>

The aggregate payroll costs of the above were

	2011 £000	2010 £000
Wages and salaries	478,055	436,356
Social security costs	48,462	55,721
Other pension costs	12,084	15,580
Equity-settled share-based payments	19,986	25,938
	<u>558,587</u>	<u>533,595</u>

The analysis of other pension costs charged to operating profit is

	2011 £000	2010 £000
Defined contribution scheme	13,464	14,005
Defined benefit scheme - total operating (credit)/charge	(1,380)	1,575
	<u>12,084</u>	<u>15,580</u>

Other pension costs are amounts charged to operating profit and do not include amounts credited to finance income or charged to finance costs and amounts recognised in the Statement of Total Recognised Gains and Losses

The company is one of the principal employers of the group

5. Directors' remuneration

The directors' aggregate remuneration was

	2011 £000	2010 £000
Remuneration receivable	493	579
Value of company pension contributions to money purchase schemes	38	45
	<u>531</u>	<u>624</u>

£49,657 (2010 - £50,665) of the aggregate amount was in relation to qualifying services as directors of this company

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

5 Directors' remuneration (continued)

Remuneration of highest paid director:

	2011	2010
	£000	£000
Total remuneration (excluding pension contributions)	313	309
Value of company pension contributions to money purchase schemes	31	29
	<u>344</u>	<u>338</u>

	2011	2010
	No	No
Number of directors who exercised share options under schemes operated by ultimate parent company	2	2
Number of directors accruing benefits under money purchase schemes	<u>2</u>	<u>2</u>

6 Interest receivable

	2011	2010
	£000	£000
Bank interest receivable	4,885	3,211
Interest on amounts owed by group undertakings	169,360	182,909
Net finance income in respect of defined benefit pension schemes	716	–
Other finance income	–	4,410
	<u>174,961</u>	<u>190,530</u>

7. Interest payable and similar charges

	2011	2010
	£000	£000
Finance charges	14,892	13,964
Unwinding of discounts on provisions	3,969	4,128
Other finance charges	4,962	4,410
Net finance costs in respect of defined benefit pension schemes	–	1,847
Interest on amounts owed to group undertakings	90,510	90,025
	<u>114,333</u>	<u>114,374</u>

Interest payable and other charges include amounts relating to the unwinding of the discount on provisions for liabilities. The 2010 balance of £4,128,000 has been reclassified so as to include the unwinding of the discount, which was historically expensed to administrative expenses in the profit and loss account.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

8. Taxation

(a) Analysis of charge in the year

The tax charge is made up as follows

	2011 £000	2010 £000
Current tax charge:		
Current tax on profit for the year	-	-
Deferred tax:		
Origination and reversal of timing differences	-	-
	<u>-</u>	<u>-</u>
Total tax charge on profit on ordinary activities	<u>-</u>	<u>-</u>

(b) Factors affecting current tax charge

The tax assessed on the profit on ordinary activities for the year is higher than (2010 - lower) the standard rate of corporation tax in the UK of 26.50% (2010 - 28%)

The difference between the effective statutory rate and the actual current tax charge is reconciled as follows

	2011 £000	2010 £000
Profit on ordinary activities before taxation	<u>198,759</u>	<u>172,112</u>
Profit on ordinary activities multiplied by rate of tax	52,671	48,191
Effects of		
(Accelerated capital allowances) / Depreciation in excess of capital allowances	(9,877)	75,627
Utilisation of tax losses	-	(3,775)
Group relief claimed without payment	-	(94,904)
Income not taxable	(24,493)	(26,455)
Other short term timing differences	<u>(18,301)</u>	<u>1,316</u>
Total current tax (note 8(a))	<u>-</u>	<u>-</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

8. Taxation (continued)

(c) Factors that may affect future tax charges

Deferred tax assets in respect of the following amounts have not been recognised as there is currently no persuasive evidence that there will be suitable taxable profits against which these timing differences will reverse

	2011 £000	2010 £000
Depreciation in excess of capital allowances	603,658	732,913
Other timing differences	23,041	44,856
	<u>626,699</u>	<u>777,769</u>

(d) Change in tax rate

As at 31 December 2011 the enacted UK corporation tax rate was 25%. A rate reduction to 24% was substantively enacted under the Provisional Collection of Taxes Act in March 2012 with effect from 1 April 2012, and further rate reductions were announced to be introduced in annual decrements to reduce the rate to 22%. In addition, changes to the capital allowances regime were enacted in the Finance Act 2011, including a reduction in the rate of capital allowances on plant and machinery additions from 20% to 18% with effect from 1 April 2012. These rate changes will affect the amount of future tax payments to be made by the company. The unprovided deferred tax assets have been calculated using the enacted rates as at 31 December 2011.

9. Tangible fixed assets

	Network £000	Construction in progress £000	Other £000	Total £000
Cost				
At 1 January 2011	3,024,239	53,786	495,656	3,573,681
Additions	16,330	302,924	151,597	470,851
Disposals	(201,855)	–	(65,524)	(267,379)
Transfers	319,200	(319,200)	–	–
At 31 December 2011	<u>3,157,914</u>	<u>37,510</u>	<u>581,729</u>	<u>3,777,153</u>
Depreciation				
At 1 January 2011	1,787,568	–	192,032	1,979,600
Charge for the year	212,486	–	107,448	319,934
On disposals	(190,788)	–	(64,425)	(255,213)
At 31 December 2011	<u>1,809,266</u>	<u>–</u>	<u>235,055</u>	<u>2,044,321</u>
Net book value				
At 31 December 2011	<u>1,348,648</u>	<u>37,510</u>	<u>346,674</u>	<u>1,732,832</u>
At 31 December 2010	<u>1,236,671</u>	<u>53,786</u>	<u>303,624</u>	<u>1,594,081</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

9. Tangible fixed assets *(continued)*

Included in "Other" are the following net book values of land and buildings

	2011 £000	2010 £000
Freehold	12,396	11,822
Short leasehold	<u>80,503</u>	<u>90,580</u>

Hire purchase and finance lease agreements

Included within the net book value of £1,732,832,000 is £236,881,000 (2010 - £206,314,000) relating to assets held under finance lease agreements. The depreciation charged to the financial statements in the year in respect of such assets amounted to £53,042,000 (2010 - £35,404,000)

10. Investments

	£000
Cost	
At 1 January 2011	10,216,484
Additions	<u>10,000</u>
At 31 December 2011	<u>10,226,484</u>
Amounts written off	
At 1 January 2011 and 31 December 2011	<u>10,205,712</u>
Net book value	
At 31 December 2011	<u>20,772</u>
At 31 December 2010	<u>10,772</u>

On 24 March 2011, the company purchased an additional 10,000 £1 ordinary shares in its wholly owned subsidiary, Virgin Media Secretaries Limited, for a purchase price of £1,000 per share

In the opinion of the directors the aggregate value of the investments in subsidiary undertakings is not less than the amount at which they are stated in the financial statements

The company has taken advantage of the exemption under Section 400 of the Companies Act 2006 not to disclose the aggregate amount of capital and reserves and the result for the year for each of the subsidiary undertakings on the basis that their results are included in the group accounts of Virgin Media Finance PLC (see note 25)

The company has taken advantage of Section 409 of the Companies Act 2006 and only disclosed only those investments whose results or financial position materially affected the figures shown in the company's annual financial statements

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

10. Investments (continued)

The material investments in which the company holds at least 20% of the nominal value of any class of share capital, all of which are unlisted, are as follows. All are registered in England and Wales unless otherwise noted

<i>Name of Company</i>	<i>Holdings</i>	<i>Proportion Held</i>	<i>Nature of Business</i>
Direct subsidiaries			
<i>Limited companies</i>			
ntl Rectangle Limited	Ordinary	100%	Holding
Virgin Media Payments Limited	Ordinary	100%	Collections
X-Tant Limited	Ordinary	100%	Telecoms
Virgin Media Secretaries Limited	Ordinary	100%	Finance
<i>Limited liability corporation incorporated in the USA</i>			
NTL (Triangle) LLC	Common Stock	100%	Holding
Indirect subsidiaries			
<i>Limited companies</i>			
ntl Cambridge Limited	Ordinary	100%	Telecoms
ntl Irish Holdings Limited	Ordinary	100%	Telecoms
ntl (CWC) Limited	Ordinary	100%	Holding
ntl (B) Limited	Ordinary	100%	Holding
ntl Communications Services Limited	Ordinary	100%	Telecoms
ntl CableComms Limited	Ordinary	100%	Telecoms
ntl (South Hertfordshire) Limited	Ordinary	100%	Telecoms
BCMV Limited	Ordinary	100%	Telecoms
<i>Unlimited companies</i>			
ntl (V)	Ordinary	100%	Holding
ntl CableComms Bolton	Ordinary	100%	Telecoms
ntl CableComms Bromley	Ordinary	100%	Telecoms
ntl CableComms Bury and Rochdale	Ordinary	100%	Telecoms
ntl CableComms Cheshire	Ordinary	100%	Telecoms
ntl CableComms Derby	Ordinary	100%	Telecoms
ntl CableComms Greater Manchester	Ordinary	100%	Telecoms
ntl CableComms Macclesfield	Ordinary	100%	Telecoms
ntl CableComms Oldham and Tameside	Ordinary	100%	Telecoms
ntl CableComms Solent	Ordinary	100%	Telecoms
ntl CableComms Staffordshire	Ordinary	100%	Telecoms
ntl CableComms Stockport	Ordinary	100%	Telecoms
ntl CableComms Surrey	Ordinary	100%	Telecoms
ntl CableComms Sussex	Ordinary	100%	Telecoms
ntl CableComms Wessex	Ordinary	100%	Telecoms
ntl CableComms Wirral	Ordinary	100%	Telecoms
ntl Wirral Telephone and Cable TV Company	Ordinary	100%	Telecoms

The company has an indirect shareholding in ntl (South Hertfordshire) Limited through ntl (B) Limited. On 9 May 2011, ntl (B) Limited completed the purchase of the 66.7% minority interest in ntl (South Hertfordshire) Limited for £14,293,000, thereby increasing the company's indirect ownership to 100%.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

11. Stocks

	2011	2010
	£000	£000
Goods for resale	<u>915</u>	<u>840</u>

12 Debtors

	2011	2010
	£000	£000
Trade debtors	323,068	341,895
Amounts owed by group undertakings	5,348,931	4,602,021
Other debtors	37,535	31,565
Prepayments and accrued income	80,595	92,515
	<u>5,790,129</u>	<u>5,067,996</u>

The debtors above include the following amounts falling due after more than one year

	2011	2010
	£000	£000
Other debtors	<u>37,535</u>	<u>31,565</u>

The analysis of amounts owed by group undertakings is

	2011	2010
	£000	£000
Loans advanced to group undertakings	1,581,306	1,727,185
Other amounts owed by group undertakings	3,767,625	2,874,836
	<u>5,348,931</u>	<u>4,602,021</u>

Loans advanced to group undertakings are stated after deducting an impairment provision of £781,075,000 (2010 - £820,991,000) Other amounts owed by group undertakings are stated after deducting an impairment provision of £489,946,000 (2010 - £475,244,000)

Included within loans advanced to group undertakings are US dollar denominated balances totalling \$553,650,000 (2010 - \$553,650,000) which had a carrying value of £356,137,000 (2010 - £354,927,000)

Amounts owed by group undertakings are unsecured and repayable on demand

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

13. Creditors: Amounts falling due within one year

	2011 £000	2010 £000
Trade creditors	296,446	280,315
Amounts owed to group undertakings	4,843,215	4,274,848
Other taxation and social security	86,447	86,032
Finance lease agreements	75,647	53,901
Accruals and deferred income	518,353	542,725
	<u>5,820,108</u>	<u>5,237,821</u>

The analysis of amounts owed to group undertakings is

	2011 £000	2010 £000
Loan advanced by group undertakings	1,286,236	1,114,111
Other amounts owed to group undertakings	3,556,979	3,160,737
	<u>4,843,215</u>	<u>4,274,848</u>

Included within loans advanced by group undertakings are US dollar denominated balances totalling \$525,000,000 (2010 - \$525,000,000) which had a carrying value of £337,707,000 (2010 - £336,560,000) and euro denominated balances totalling €417,553,000 (2010 - €405,785,000) which had a carrying value of £348,280,000 (2010 - £347,801,000)

Amounts owed to group undertakings are unsecured and repayable on demand

14. Creditors: Amounts falling due after more than one year

	2011 £000	2010 £000
Finance lease agreements	181,683	173,461
Other creditors	20,843	16,736
	<u>202,526</u>	<u>190,197</u>

15. Commitments under hire purchase and finance lease agreements

Future commitments under hire purchase and finance lease agreements are as follows

	2011 £000	2010 £000
Amounts payable within 1 year	91,091	69,453
Amounts payable between 2 to 5 years	147,519	140,293
Amounts payable after more than 5 years	240,836	204,579
	<u>479,446</u>	<u>414,325</u>
Less interest and finance charges relating to future periods	(222,116)	(186,963)
	<u>257,330</u>	<u>227,362</u>
Hire purchase and finance lease agreements are analysed as follows		
Current obligations	75,647	53,901
Non-current obligations	181,683	173,461
	<u>257,330</u>	<u>227,362</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

16. Provisions for liabilities

	Redundancy costs £000	Property and contract exit costs £000	Waste Electrical and Electronic Equipment £000	National Insurance £000	Total £000
At 1 January 2011	(1,102)	(106,032)	(48,183)	(14,029)	(169,346)
Provided during the year	(10,200)	(10,498)	(12,241)	129	(32,810)
Utilised during the year	7,100	28,297	-	4,477	39,874
Revisions in cashflow estimates	2,200	11,759	14,924	-	28,883
Amortisation of discount	-	(27,991)	(4,090)	-	(32,081)
At 31 December 2011	(2,002)	(104,465)	(49,590)	(9,423)	(165,480)

Redundancy costs

During 2008 the Virgin Media group commenced the implementation of a restructuring plan aimed at driving further improvements in operational performance and eliminating inefficiencies in order to create a fully-integrated, customer focused organisation

Property and contract exit costs

Property and contract exit costs relate primarily to the restructuring plan described above. There are a large number of properties to which the provision relates, with a wide range of remaining lease terms. The majority of the costs are expected to be incurred over the next 25 years.

Waste Electrical & Electronic Equipment (WEEE)

The provision for the asset retirement obligation in respect of WEEE is calculated based on the total equipment purchased, its expected useful economic life and the anticipated cost of disposal. Costs in relation to disposal of WEEE are expected to be incurred over the next 5 years.

National Insurance

Provision has been made for National Insurance contributions on share options and restricted stock unit grants, which are expected to be exercised. The provision has been calculated based on Virgin Media Inc's closing share price at 31 December 2011 and the exercise price of the options and is being allocated over the period from the date of the award to the date that the employee will become unconditionally entitled to the options, which is expected to be the next 5 years.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

17. Share-based payments

The company is an indirect, wholly-owned subsidiary of Virgin Media Inc. Accordingly, the company has no share-based compensation plans. The company's directors and certain of its employees participate in the share-based compensation plan of Virgin Media Inc., as summarised below.

Virgin Media stock incentive plans

The Virgin Media Stock Incentive Plans are intended to encourage Virgin Media Inc. share ownership by employees and directors so that they may acquire or increase their proprietary interest in the group, and to encourage such employees and directors to remain in the group's employ or service and to put forth maximum efforts for the success of the business. To accomplish such purposes, the plans provide that Virgin Media Inc. may grant incentive share options, non-qualified share options, shares of restricted stock, restricted stock units, performance shares and share awards.

Virgin Media Sharesave Plan

The Virgin Media Sharesave Plan is a broad based share option arrangement which enables eligible employees to receive options to purchase shares of Virgin Media Inc.'s common stock at a discount. Employees are invited to take out savings contracts that last for three years. At the end of the contract employees use the proceeds of these savings to exercise options granted under the plan.

Stock option grants

All options have a 10 year term and vest and become fully exercisable within 5 years of continued employment. The company accounts for the plan under Financial Reporting Standard 20 'Share-based Payment' (FRS 20).

The fair value for these options was estimated at the date of grant using the Black-Scholes option-pricing model with the following weighted average assumptions:

Year ended 31 December	2011	2010
Risk-free Interest Rate	1.81%	1.89%
Expected Dividend Yield	0.63%	0.90%
Expected Volatility	58.10%	61.81%
Expected Lives	5.3 years	4.7 years

The expected life of the options is based on historical data and is not necessarily indicative of exercise patterns that may occur. The expected volatility reflects the assumption that the historical realised volatility of the ultimate parent company's shares, matched to the expected life of the option, is indicative of future trends, which may not necessarily be the actual outcome.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

17. Share-based payments (continued)

Share options

A summary of the activity and related information of the Virgin Media Inc Stock Option Plans (which include the share incentive plans and Virgin Media Sharesave Plan), pertaining to the employees of the company for the year ended 31 December 2011 is as follows

	2011 Options	2011 Weighted average exercise price	2010 Options	2010 Weighted average exercise price
As at 1 January	16,630,395	\$14.67	15,909,781	\$14.01
Transferred in	-	-	1,196,542	\$14.08
Granted	2,835,578	\$23.04	2,855,927	\$17.41
Exercised	(4,824,414)	\$14.51	(2,004,184)	\$12.07
Expired	(286,850)	\$21.44	(278,483)	\$22.49
Forfeited	(1,622,729)	\$14.72	(1,049,188)	\$14.33
Outstanding at end of year	12,731,980	\$16.43	16,630,395	\$14.67
Exercisable at end of year	3,735,200	\$18.70	5,004,230	\$19.80

Transfers in relate to the transfer of employees from fellow group undertakings

The options exercisable at the year end had a weighted average remaining contractual term of 5.68 years (2010 - 6.33 years) and the options outstanding at the year end had a weighted average remaining term of 5.07 years (2010 - 6.35 years)

The weighted average share price at the date of exercise for the options exercised in 2011 was \$28.17 (2010 - \$19.98)

The weighted average fair value of options granted during the year was \$10.39 (2010 - \$9.14). The range of exercise prices for options outstanding at the year end was \$0.02 to \$30.64 (2010 - \$0.02 to \$28.59)

Restricted stock grants

	2011 Shares	2011 Weighted average grant-date fair value	2010 Shares	2010 Weighted average grant-date fair value
Non vested - as at 1 January	437,500	\$11.57	755,000	\$11.27
Vested	(114,596)	\$13.66	(313,750)	\$10.87
Forfeited	(10,404)	\$14.28	(3,750)	\$9.28
Non vested - as at 31 December	312,500	\$10.71	437,500	\$11.57

Restricted stock grants are issued with certain restrictions attached, which can be either service-based or performance related. For performance based restricted stock grants the performance objectives are set by the Compensation Committee of the Board of Directors of Virgin Media Inc based upon quantitative and qualitative objectives, including earnings and stock price performance, amongst others. These objectives may be absolute or relative to prior performance or to the performance of other entities, indices, benchmarks and may be expressed in terms of progression within a specific range. The fair value for restricted stock grants is determined using the share price at the date of grant.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

17. Share-based payments (continued)

Restricted stock unit grants

	2011 Performance based	2011 Weighted average grant-date fair value	2010 Performance based	2010 Weighted average grant-date fair value
Non vested - as at 1 January	5,179,451	\$12.29	3,795,223	\$12.77
Transferred in	-	-	470,449	\$13.01
Granted	1,570,471	\$20.27	2,032,828	\$14.93
Vested	(974,239)	\$12.16	(162,012)	\$24.52
Forfeited	(1,697,008)	\$13.34	(957,087)	\$17.93
Non vested - as at 31 December	4,078,675	\$14.96	5,179,401	\$12.29

Participants in the Virgin Media group's long term incentive plans are awarded restricted stock units which vest after a three year period dependent on the achievement of certain long term performance targets and continued employment. The final number of restricted stock units vesting will be settled, at the Compensation Committee's discretion, in either shares in the ultimate parent company or an amount of cash equivalent to the fair market value at the date of vesting.

In 2010, the Compensation Committee introduced a relative stock performance measure to the stock incentive plan. The vesting of a proportion of restricted stock units under the 2010-2012 and 2011-2013 long term incentive plans are subject to a relative Total Shareholder Value ("TSV") performance measure. The measure is based on a comparison of Virgin Media Inc's stock price growth with that of a comparator group of organisations selected by the Compensation Committee.

The fair value of the restricted stock units containing a market condition, granted under the 2010-2012 and 2011-2013 long term incentive plans were estimated at the date of grant using the Monte Carlo simulation model with the following assumptions:

Year ended 31 December	2011	2010
Risk-free Interest Rate	0.93% - 2.54%	1.60% - 2.08%
Expected Dividend Yield	0.64%	0.94%
Expected Volatility of Virgin Media Inc shares	69.58%	70.11%
Expected Volatility of Selected Comparator Group shares	25.85% - 59.67%	26.97% - 58.42%
Expected Lives	2.93 years	2.98 years

The expected life of the restricted stock units is based on the stated performance period. Actual historical changes in the market values of the ultimate parent company's shares and those of selected comparator group stocks are used to calculate the expected volatility assumption.

The restricted stock units that vested during the year had a total fair value of £16.3m (2010 - £1.8m).

Total expense

The expense included in the financial statements of the company relating to the payment of stock-based compensation of certain of its employees is £19,986,000 (2010 - £25,938,000).

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

18. Commitments under operating leases

At 31 December 2011 the company had annual commitments under non-cancellable operating lease as set out below

	2011		2010	
	Land and buildings £000	Other Items £000	Land and buildings £000	Other Items £000
Operating leases which expire				
Within 1 year	3,474	7,666	2,079	4,927
Within 2 to 5 years	19,089	9,714	17,045	14,772
After more than 5 years	7,443	4,647	14,389	5,031
	<u>30,006</u>	<u>22,027</u>	<u>33,513</u>	<u>24,730</u>

19. Pensions and other post retirement benefits

Defined Contribution Plans

The company contributes to the Virgin Media sponsored group personal pension plans for eligible employees. Contributions are charged to the Profit and Loss Account as they become payable, in accordance with the rules of each of the plans.

Contributions to the defined contribution plans during the year were £13,464,000 (2010 - £14,005,000). The amount of outstanding contributions at 31 December 2011 included within Creditors' amounts falling due within one year were £2,269,000 (2010 - £2,185,000).

Defined Benefit Plans

The company recognises any actuarial gains and losses in each period in the Statement of Total Recognised Gains and Losses.

The group operates two funded defined benefit pension plans that pay out pensions at retirement based on services and final pay, and details are given below in accordance with Financial Reporting Standard 17 "Retirement Benefits" (FRS 17).

Contributions to the company's defined benefit plans during the year were £17,481,000 (2010 - £16,914,000).

The company expects to pay £6.0m to the ntl 1999 Pension Plan and £11.7m to the ntl Pension Plan in 2012.

• ntl 1999 Pension Plan

The company operates a funded pension plan providing defined benefits ("ntl 1999 Pension Plan"). The plan has never been opened to new entrants except when the plan began and subsequently on 31 May 2007, on both occasions new members were transferred from other existing plans. The assets of the plan are held separately from those of the company, being invested in units of exempt unit trusts. The plan is funded by the payment of contributions to separately administered trust funds. The pension costs are determined with the advice of independent qualified actuaries on the basis of triennial valuations using the projected unit credit method.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

Full actuarial valuations of the ntl 1999 Pension Plan have been carried out and updated to 31 December 2011 by a qualified actuary, using a set of assumptions consistent with those required under FRS17. The major assumptions used by the actuary were

ntl 1999 Pension Plan	2011	2010
	%	%
Rate of increase in salaries	3.50	4.00
Rate of increase in pensions in payment	3.20	3.75
Discount rate	4.80	5.75
Inflation assumption	3.20	3.75
Life expectancy for	2011	2010
Male aged 45	87.9	87.9
Male aged 65	86.0	86.0
Female aged 45	90.5	90.5
Female aged 65	88.6	88.6

The fair value of the scheme assets and the expected rate of return, the present value of the scheme liabilities and the resulting surplus/(deficit) are

ntl 1999 Pension Plan	Long-term rate of return expected	2011 Value	Long-term rate of return expected	2010 Value
	%	£000	%	£000
Equities	6.80	39,076	8.00	46,976
Property	6.30	1,947	7.50	731
Corporate bonds	4.80	28,367	5.50	20,216
Hedge funds	6.50	5,035	7.75	5,311
Cash and others	3.00	2,858	4.25	417
Total market value of assets		77,283		73,651
Present value of scheme liabilities		(85,434)		(79,756)
Deficit in plan and net pension liability		(8,151)		(6,105)

• ntl Pension Plan

The company operates a funded pension plan providing defined benefits ("ntl Pension Plan"). The pension plan was closed to new entrants as of 6 April 1998. The assets of the plan are held separately from those of the company, in an independently administered trust. The plan is funded by the payment of contributions to this separately administered trust. The pension costs are determined with the advice of independent qualified actuaries on the basis of triennial valuations using the projected unit credit method.

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

Full actuarial valuations of the ntl Pension Plan have been carried out and updated to 31 December 2011 by a qualified actuary, using a set of assumptions consistent with those required under FRS17. The major assumptions used by the actuary were:

ntl Pension Plan	2011	2010
	%	%
Rate of increase in salaries	3.50	4.00
Rate of increase in pensions in payment	3.60	3.75
Discount rate	4.80	5.50
Inflation assumption	3.20	3.75
Life expectancy for	2010	2010
Male aged 45	88.5	88.5
Male aged 65	86.5	86.5
Female aged 45	91.1	91.1
Female aged 65	89.2	89.2

The fair value of the scheme assets and the expected rate of return, the present value of the scheme liabilities and the resulting surplus/(deficit) are:

ntl Pension Plan	Long-term rate of return expected	2011 Value	Long-term rate of return expected	2010 Value
	%	£000	%	£000
Equities	6.80	86,333	8.00	94,349
Property	6.30	4,619	7.50	4,484
Government bonds	3.00	142,721	4.25	111,891
Corporate bonds	4.80	46,619	5.50	40,716
Hedge funds	6.50	22,013	7.75	23,233
Cash and others	3.00	1,418	4.25	2,761
Total market value of assets		303,723		277,434
Present value of scheme liabilities		(339,187)		(310,321)
Deficit in plan and net pension liability		(35,464)		(32,887)

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

An analysis of the defined benefit cost follows

Analysis of the amount charged to operating profit

2011	ntl 1999	ntl	Total
	£000	£000	£000
Current service cost	1,274	354	1,628
Past service credit	(277)	(2,731)	(3,008)
Total operating charge/(credit) (note 4)	997	(2,377)	(1,380)
2010	ntl 1999	ntl	Total
	£000	£000	£000
Current service cost	1,262	313	1,575
Past service cost	-	-	-
Total operating charge (note 4)	1,262	313	1,575

Analysis of the amount credited to net finance expense

2011	ntl 1999	ntl	Total
	£000	£000	£000
Expected return on pension plan assets	5,605	16,268	21,873
Interest on pension plan liabilities	(4,427)	(16,730)	(21,157)
Other finance income/(expense)	1,178	(462)	716
2010	ntl 1999	ntl	Total
	£000	£000	£000
Expected return on pension plan assets	4,543	15,031	19,574
Interest on pension plan liabilities	(4,396)	(17,025)	(21,421)
Other finance income/(expense)	147	(1,994)	(1,847)

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

Analysis of the amount recognised in the Statement of Total Recognised Gains and Losses (STRGL)

2011	ntl 1999 £000	ntl £000	Total £000
Actual return less expected return on pension plan assets	(6,739)	9,889	3,150
Experience losses arising on pension plan liabilities	(1,000)	(3,061)	(4,061)
Changes in assumptions underlying the present value of the plan liabilities	(214)	(23,075)	(23,289)
Actuarial loss recognised in STRGL	<u>(7,953)</u>	<u>(16,247)</u>	<u>(24,200)</u>
 2010	 ntl 1999 £000	 ntl £000	 Total £000
Actual return less expected return on pension plan assets	6,803	14,538	21,341
Experience gain arising on pension plan liabilities	2,319	3,462	5,781
Changes in assumptions underlying the present value of the plan liabilities	(1,115)	(6,921)	(8,036)
Actuarial gain recognised in STRGL	<u>8,007</u>	<u>11,079</u>	<u>19,086</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

Changes in present value of Plan liabilities

2011	ntl 1999 £000	ntl £000	Total £000
Opening value of plan liabilities	79,756	310,321	390,077
Current service cost	1,274	354	1,628
Past service cost	(277)	(2,731)	(3,008)
Interest cost	4,427	16,730	21,157
Experience losses	1,000	3,061	4,061
Impact of changes in assumptions	214	23,075	23,289
Employee contributions	211	109	320
Benefits paid	(1,171)	(11,732)	(12,903)
Closing value of plan liabilities	<u>85,434</u>	<u>339,187</u>	<u>424,621</u>
2010	ntl 1999 £000	ntl £000	Total £000
Opening value of plan liabilities	76,282	301,488	377,770
Current service cost	1,262	313	1,575
Interest cost	4,396	17,025	21,421
Experience gains	(2,319)	(3,462)	(5,781)
Impact of changes in assumptions	1,115	6,921	8,036
Employee contributions	219	106	325
Benefits paid	(1,199)	(12,070)	(13,269)
Closing value of plan liabilities	<u>79,756</u>	<u>310,321</u>	<u>390,077</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

Changes in present value of Plan assets

2011	ntl 1999 £000	ntl £000	Total £000
Opening value of plan assets	73,651	277,434	351,085
Expected return on assets	5,605	16,268	21,873
Actual less expected return on assets	(6,739)	9,889	3,150
Employer contributions	5,726	11,755	17,481
Employee contributions	211	109	320
Benefits paid	(1,171)	(11,732)	(12,903)
Closing value of plan assets	<u>77,283</u>	<u>303,723</u>	<u>381,006</u>
2010	ntl 1999 £000	ntl £000	Total £000
Opening value of plan assets	57,839	248,361	306,200
Expected return on assets	4,543	15,031	19,574
Actual less expected return on assets	6,803	14,538	21,341
Employer contributions	5,446	11,468	16,914
Employee contributions	219	106	325
Benefits paid	(1,199)	(12,070)	(13,269)
Closing value of plan assets	<u>73,651</u>	<u>277,434</u>	<u>351,085</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

19. Pensions and other post retirement benefits *(continued)*

History of experience gains and losses

2011	ntl 1999 £000	ntl £000	Total £000
Plan liabilities	(85,434)	(339,187)	(424,621)
Plan assets	77,283	303,723	381,006
Surplus/(deficit)	(8,151)	(35,464)	(43,615)
Experience losses on plan liabilities	(1,000)	(3,061)	(4,061)
Experience gains/(losses) on plan assets	(6,739)	9,889	3,150
2010	ntl 1999 £000	ntl £000	Total £000
Plan liabilities	(79,756)	(310,321)	(390,077)
Plan assets	73,651	277,434	351,085
Surplus/(deficit)	(6,105)	(32,887)	(38,992)
Experience gains on plan liabilities	2,319	3,462	5,781
Experience gains on plan assets	6,803	14,538	21,341
2009	ntl 1999 £000	ntl £000	Total £000
Plan liabilities	(76,282)	(301,488)	(377,770)
Plan assets	57,839	248,361	306,200
Surplus/(deficit)	(18,443)	(53,127)	(71,570)
Experience losses on plan liabilities	(2,472)	(3,155)	(5,627)
Experience gains on plan assets	9,270	8,936	18,206
2008	ntl 1999 £000	ntl £000	Total £000
Plan liabilities	(53,226)	(254,552)	(307,778)
Plan assets	42,410	231,488	273,898
Surplus/(deficit)	(10,816)	(23,064)	(33,880)
Experience gains on plan liabilities	2,135	10,201	12,336
Experience losses on plan assets	(18,507)	(49,159)	(67,666)
2007	ntl 1999 £000	ntl £000	Total £000
Plan liabilities	(58,495)	(265,387)	(323,882)
Plan assets	53,516	265,037	318,553
Surplus/(deficit)	(4,979)	(350)	(5,329)
Experience losses on plan liabilities	(5)	(145)	(150)
Experience losses on plan assets	(1,118)	(4,916)	(6,034)

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

20. Contingent liabilities

The company, along with fellow group undertakings, is party to a senior secured credit facility with a syndicate of banks. As at 31 December 2011 this comprised a term facility of £750 million and a revolving facility of £450 million. Borrowings under the facility are secured against the assets of certain members of the group including those of the company.

In addition, a fellow group undertaking has issued senior secured notes which, subject to certain exceptions, share the same guarantees and security which have been granted in favour of the senior credit facility. The amount outstanding under the senior secured notes at 31 December 2011 amounted to approximately £2,575 million (2010 - £1,495 million). Borrowings under the notes are secured against the assets of certain members of the group including those of the company.

The company has joint and several liabilities under a group VAT registration.

21. Related party transactions

In accordance with the exemptions offered by FRS 8 "Related Party disclosures" there is no disclosure in these financial statements of transactions with entities that are part of Virgin Media Inc., and its subsidiaries (see note 25).

22. Share capital

Authorised share capital:

	2011	2010
	£000	£000
5,378,375 Ordinary shares of £0.01 each	54	54
5,243,153 Ordinary shares of \$0.20 each	682	682
	<u>736</u>	<u>736</u>

Allotted and called up:

	2011		2010	
	No	£000	No	£000
Ordinary shares fully paid of £0.01 each	5,179,802	52	5,179,802	52
Ordinary shares fully paid of \$0.20 each (converted at exchange rate in place at date of issue of shares)	5,179,680	674	5,179,680	674
	<u>10,359,482</u>	<u>726</u>	<u>10,359,482</u>	<u>726</u>

Virgin Media Limited

Notes to the Financial Statements

Year ended 31 December 2011

23. Reconciliation of shareholder's funds and movement on reserves

	Share capital £000	Share premium account £000	Share options reserve £000	Other reserves £000	Profit and loss account £000	Total share- holder's funds £000
At 1 January 2010	726	12,214,200	15,115	11	(11,065,260)	1,164,792
Profit for the year	—	—	—	—	172,112	172,112
Actuarial gains on pension plans	—	—	—	—	19,086	19,086
At 31 December 2010 and 1 January 2011	726	12,214,200	15,115	11	(10,874,062)	1,355,990
Profit for the year	—	—	—	—	198,759	198,759
Actuarial losses on pension plans	—	—	—	—	(24,200)	(24,200)
At 31 December 2011	726	12,214,200	15,115	11	(10,699,503)	1,530,549

24. Capital commitments

Amounts contracted for but not provided in the financial statements amounted to £162,507,000 (2010 - £117,707,000)

In the ordinary course of its business, the company contracts on behalf of fellow group undertakings and subsidiaries, therefore the above amounts include commitments entered into on behalf of these companies

25. Parent undertaking and controlling party

The company's immediate parent undertaking is Virgin Media Investments Limited

The smallest and largest groups of which the company is a member and in to which the company's accounts are consolidated are Virgin Media Finance PLC and Virgin Media Inc , respectively

The company's ultimate parent undertaking and controlling party at 31 December 2011 was Virgin Media Inc , a company incorporated in the state of Delaware, United States of America

Copies of all sets of group accounts which include the results of the company are available from the company secretary, Virgin Media, Bartley Wood Business Park, Hook, Hampshire, RG27 9UP