

REGISTRAR

# financial statements

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## **Pauley Interactive Limited**

For the year ended 31 July 2011

Company registration number 05946061



# **Pauley Interactive Limited**

## **Financial Statements**

**Year ended 31 July 2011**

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# **Pauley Interactive Limited**

## **The Directors' Report**

**Year ended 31 July 2011**

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

### **Principal activities**

The company's principal activities are the provision of gardening and maintenance services and the provision of 3D visualisation and digital content

### **Directors**

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

P Pauley  
H A Pauley

### **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 those financial statements, the directors are required to

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

The directors are responsible for keeping 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.

In so far as the directors are aware

- there is no relevant audit information of which the company's auditor is unaware, and
- the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

# Pauley Interactive Limited

## The Directors' Report *(continued)*

Year ended 31 July 2011

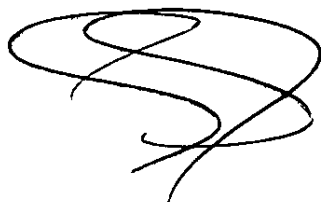
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### Small company provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

Registered office  
The Farm  
Whaddon Road  
Milton Keynes  
Buckinghamshire  
MK17 0EG

Signed by order of the directors

A handwritten signature in black ink, appearing to be 'P Pauley', written in a cursive style.

P Pauley  
Company Secretary

Approved by the directors on 30 March 2012

# **Pauley Interactive Limited**

## **Independent Auditor's Report to the Shareholders of Pauley Interactive Limited**

**Year ended 31 July 2011**

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We have audited the financial statements of Pauley Interactive Limited for the year ended 31 July 2011 which comprise the Profit and Loss Account, Balance Sheet, Accounting Policies and the related notes. 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 shareholders, 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 shareholders 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 shareholders as a body, 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 Directors' Responsibilities Statement set out on page 1, 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 (APB'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 directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the annual report 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 July 2011 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.

## Pauley Interactive Limited

### Independent Auditor's Report to the Shareholders of Pauley Interactive Limited *(continued)*

Year ended 31 July 2011

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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 in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report

*MHA MacIntyre Hudson LLP*

Gary Ives FCA (Senior Statutory Auditor)  
For and on behalf of  
MHA MACINTYRE HUDSON  
Chartered Accountants  
& Statutory Auditor

Moorgate House  
201 Silbury Boulevard  
Central Milton Keynes  
Buckinghamshire  
MK9 1LZ

*30 March 2012*

# Pauley Interactive Limited

## Profit and Loss Account

Year ended 31 July 2011

	Note	2011 £	2010 £
Turnover		81,550	66,444
Cost of sales		38,093	52,521
Gross profit		43,457	13,923
Administrative expenses		40,684	40,012
Operating profit/(loss)	1	2,773	(26,089)
Interest payable and similar charges		308	445
Profit/(loss) on ordinary activities before taxation		2,465	(26,534)
Tax on profit/(loss) on ordinary activities		—	—
Profit/(loss) for the financial year		<u>£2,465</u>	<u>£(26,534)</u>

The accounting policies and notes on pages 7 to 11 form part of these financial statements

# Pauley Interactive Limited

## Balance Sheet

31 July 2011

	Note	2011 £	£	2010 £
<b>Fixed assets</b>				
Tangible assets	2		<u>2,508</u>	<u>1,379</u>
<b>Current assets</b>				
Debtors	3	79,320		63,635
Cash at bank		<u>—</u>		<u>711</u>
		79,320		64,346
<b>Creditors' amounts falling due within one year</b>	4	<u>131,125</u>		<u>117,487</u>
<b>Net current liabilities</b>			<u>(51,805)</u>	<u>(53,141)</u>
<b>Total assets less current liabilities</b>			<u>£(49,297)</u>	<u>£(51,762)</u>
<b>Capital and reserves</b>				
Called-up equity share capital	7		1	1
Profit and loss account	8		<u>(49,298)</u>	<u>(51,763)</u>
<b>Deficit</b>			<u>£(49,297)</u>	<u>£(51,762)</u>

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

These financial statements were approved by the directors and authorised for issue on 30 March 2012, and are signed on their behalf by

  
P Pauley  
Director

Company Registration Number 05946061

The accounting policies and notes on pages 7 to 11 form part of these financial statements



# Pauley Interactive Limited

## Accounting Policies

Year ended 31 July 2011

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### Basis of accounting

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements have been prepared on a going concern basis, which is dependent on the continued support of the ultimate parent company, Pauley Group Limited, and its subsidiaries. The directors of Pauley Group Limited have confirmed that the company will continue to provide such support for the foreseeable future.

The company is a member of the Pauley Group of companies, which has considerable financial resources. As a consequence, the directors believe that the group is well placed to manage its business risks successfully.

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

### Turnover

The turnover shown in the profit and loss account represents amounts invoiced during the year, exclusive of Value Added Tax.

### Fixed assets

All fixed assets are initially recorded at cost.

### Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

Computer equipment	-	50% on cost
Motor vehicles	-	25% on cost
Equipment	-	20% on cost

### Deferred taxation

Deferred tax is recognised 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 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 where the replacement assets are sold.

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.

## **Pauley Interactive Limited**

### **Accounting Policies** *(continued)*

**Year ended 31 July 2011**

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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

#### **Financial instruments**

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

# Pauley Interactive Limited

## Notes to the Financial Statements

Year ended 31 July 2011

### 1. Operating profit/(loss)

Operating profit/(loss) is stated after charging

	2011 £	2010 £
Depreciation of owned fixed assets	1,668	1,557
Loss on disposal of fixed assets	–	1,292
Auditor's fees	<u>1,600</u>	<u>1,600</u>

### 2. Tangible fixed assets

	Computer equipment £	Motor Vehicles £	Equipment £	Total £
<b>Cost</b>				
At 1 August 2010	–	5,000	1,554	6,554
Additions	<u>885</u>	–	<u>1,912</u>	<u>2,797</u>
<b>At 31 July 2011</b>	<u><b>£885</b></u>	<u><b>£5,000</b></u>	<u><b>£3,466</b></u>	<u><b>£9,351</b></u>
<b>Depreciation</b>				
At 1 August 2010	–	3,750	1,425	5,175
Charge for the year	<u>163</u>	<u>1,250</u>	<u>255</u>	<u>1,668</u>
<b>At 31 July 2011</b>	<u><b>£163</b></u>	<u><b>£5,000</b></u>	<u><b>£1,680</b></u>	<u><b>£6,843</b></u>
<b>Net book value</b>				
<b>At 31 July 2011</b>	<u><b>£722</b></u>	<u><b>–</b></u>	<u><b>£1,786</b></u>	<u><b>£2,508</b></u>
At 31 July 2010	<u>–</u>	<u>£1,250</u>	<u>£129</u>	<u>£1,379</u>

### 3. Debtors

	2011 £	2010 £
Trade debtors	8,523	881
Amounts owed by group undertakings	69,402	57,281
CIS debtor	–	3,386
Prepayments and accrued income	<u>1,395</u>	<u>2,087</u>
	<u><b>£79,320</b></u>	<u><b>£63,635</b></u>

# Pauley Interactive Limited

## Notes to the Financial Statements

Year ended 31 July 2011

### 4. Creditors: amounts falling due within one year

	2011	2010
	£	£
Overdrafts		–
Trade creditors	11,179	8,890
Amounts owed to group undertakings	8,066	93,141
Other creditors including taxation and social security	93,972	
Taxation and social security	1,374	2,747
Director's current account	12,462	8,854
Accruals and deferred income	4,072	3,855
	<u>£17,908</u>	<u>£15,456</u>
	<u>£131,125</u>	<u>£117,487</u>

### 5. Deferred taxation

Due to uncertainties surrounding the company's ability to generate future taxable profits, no deferred tax asset has been included within the financial statements

If a deferred tax asset had been included it would have amounted to £12,252, being £11,559 calculated at 20% of the taxable losses carried forward, and £693 calculated at 20% of the timing difference between depreciation charged in the financial statements and the capital allowances claimed in calculating the taxable profits

### 6 Related party transactions

Included within creditors is £12,462 (2010 £8,854) owed to P Pauley, a director. No interest is being charged on this loan balance. The maximum outstanding during the year was £12,462 (2010 £13,034)

The company has taken advantage of the exemption conferred by Financial Reporting Standard for Small Entities (effective April 2008) not to disclose transactions with members of the group headed by Pauley Group Limited on the grounds that 100% of the voting rights in the company are controlled within that group and the company is included in consolidated financial statements

H A Pauley, a company director, has provided a personal guarantee of £2,150,000 in respect of the group bank loan facility, supported by a legal charge over part of the group's land and buildings, including Broughton Manor Preparatory School

A composite bank agreement is in force as at 31 July 2011, under which Pauley Interactive Limited is jointly liable for any bank liabilities incurred within Pauley Group Limited along with all other group companies named within this agreement. The total liability outstanding as at 31 July 2011 was £5,266,234 (2010 £4,901,761)

# Pauley Interactive Limited

## Notes to the Financial Statements

Year ended 31 July 2011

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**7. Share capital**  
**Allotted, called up and fully paid\***

	<b>2011</b>		<b>2010</b>	
	<b>No</b>	<b>£</b>	<b>No</b>	<b>£</b>
1 Ordinary shares of £1 each	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>

**8. Profit and loss account**

	<b>2011</b>	<b>2010</b>
	<b>£</b>	<b>£</b>
Balance brought forward	<b>(51,763)</b>	(25,229)
Profit/(loss) for the financial year	<b>2,465</b>	(26,534)
Balance carried forward	<u><b>£(49,298)</b></u>	<u>£(51,763)</u>

**9. Ultimate parent company**

The ultimate parent undertaking is Pauley Group Limited. In the opinion of the director there is no single controlling party of the parent company.

The consolidated accounts of the group are available to the public from the Registrar of Companies, Companies House, Cardiff, CF4 3UZ.