Directors' Report and Financial Statements

for the Year Ended 31 January 2013

29/10/2013 COMPANIES HOUSE

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Keelham Farm Shop Limited Contents

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Keelham Farm Shop Limited Company Information

Directors

V J Robertshaw

J A Robertshaw

Company secretary

V J Robertshaw

Registered office

Keelham Hall Farm

Thornton Bradford West Yorkshire BD13 3SS

Solicitors

Baxter Caulfield 13 Station Street Huddersfield West Yorkshire HDI 1LY

Bankers

NatWest plc 7 Hustlergate Bradford West Yorkshire BDI 1PP

Auditors

Watson Buckle LLP

Statutory Auditor & Chartered Accountants

York House

Cottingley Business Park

Bradford West Yorkshire BD16 1PE

Keelham Farm Shop Limited Directors' Report for the Year Ended 31 January 2013

The directors present their report and the financial statements for the year ended 31 January 2013

Directors of the company

The directors who held office during the year were as follows

V J Robertshaw

J A Robertshaw

Principal activity

The principal activity of the company is the operation of a retail store selling predominantly food and beverages

Business review

Fair review of the business

The company changed its name on 28 June 2012 from Keelham Hall Farm Shop Limited as part of its re-branding project

The company continued to experience strong growth with an increase in like for like sales of 14 5%. There was a small decrease of 1 4% in operating margin predominantly due to increased depreciation charges following the refresh of the retail store.

The company has successfully differentiated itself from competitors in the local grocery market providing fresh locally sourced produce at affordable prices and has been recognised both nationally and regionally for this. The company continues to invest in securing the future of the business and improving the shopping experience for its loyal and increasing customers.

Principal risks and uncertainties

The grocery market is a challenging sector for operators who do not differentiate their proposition and just compete on price. Keelham Farm Shop does not operate with this business model and the directors believe that Keelham with its fresh local proposition and unique shopping experience will continue to attract new customers and retain its existing ones.

The company has borrowings from the bank and is exposed to interest rate risk which it manages through a mixture of variable and fixed interest rate arrangements

Future developments

The company has successfully obtained planning permission for a new site at Skipton and will open a second farm shop. The proposed farm shop will include a butchers, bakery, delicatessen and areas for cookery demonstrations, alongside a free outdoor animal croft, cafe and warehouse facilities. The design of the new farm shop includes many eco-friendly elements including a 'living' wall running through the centre of the building, photovoltaic solar panels, sun pipes, wind catchers and a sedum roof. The farm shop and activity barn will be open for business in 2014.

Disclosure of information to the auditors

Each director has taken steps that they ought to have taken as a director in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information. The directors confirm that there is no relevant information that they know of and which they know the auditors are unaware of

Keelham Farm Shop Limited Directors' Report for the Year Ended 31 January 2013

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Reappointment of auditors

The auditors Watson Buckle LLP are deemed to be reappointed under section 487(2) of the Companies Act 2006

Approved by the Board on 16 October 2013 and signed on its behalf by

J A Robertshaw

Director

Keelham Farm Shop Limited Statement of Directors' Responsibilities

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

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

- select suitable accounting policies and apply them consistently,
- · make judgements and accounting estimates that are reasonable and prudent, and
- 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

Independent Auditor's Report to the Members of Keelham Farm Shop Limited

We have audited the financial statements of Keelham Farm Shop Limited for the year ended 31 January 2013, set out on pages 7 to 21 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 members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an 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 members 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 Statement of Directors' Responsibilities (set out on page 4), 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 the directors, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' 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 the 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 January 2013 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 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

Independent Auditor's Report to the Members of Keelham Farm Shop Limited

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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

Christopher Padgett FCA (Senior Statutory Auditor)

For and on behalf of Watson Buckle LLP Statutory Auditor & Chartered Accountants

Bradford

16 October 2013

Keelham Farm Shop Limited Profit and Loss Account for the Year Ended 31 January 2013

	Note	2013 £	2012 £
Turnover		9,386,543	8,200,629
Cost of sales		(7,897,469)	(6,952,278)
Gross profit		1,489,074	1,248,351
Administrative expenses		(1,107,057)	(798,994)
Operating profit	2	382,017	449,357
Other interest receivable and similar income		-	233
Interest payable and similar charges	5	(23,862)	(24,897)
Profit on ordinary activities before taxation		358,155	424,693
Tax on profit on ordinary activities	6	(84,800)	(97,670)
Profit for the financial year	16	273,355	327,023

Turnover and operating profit derive wholly from continuing operations

The company has no recognised gains or losses for the year other than the results above

Keelham Farm Shop Limited Balance Sheet at 31 January 2013

		201	13	201	2
	Note	£	£	£	£
Fixed assets					
Intangible fixed assets	7		233,333		273,333
Tangible fixed assets	8		2,212,675		1,673,459
			2,446,008		1,946,792
Current assets					
Stocks	9	293,007		235,382	
Debtors	10	108,207		76,238	
Asset held for sale	11	294,811		•	
Cash at bank and in hand		32,385		94,380	
		728,410		406,000	
Creditors Amounts falling due within one year	12	(1,703,386)		(1,117,393)	
Net current liabilities			(974,976)		(711,393)
Total assets less current liabilities Creditors Amounts falling due after			1,471,032		1,235,399
more than one year	13		(768,640)		(808,162)
Provisions for liabilities	14		(34,000)		(32,200)
Net assets			668,392		395,037
Capital and reserves					
Called up share capital	15	600		600	
Profit and loss account	16	667,792		394,437	
Shareholders' funds	17		668,392		395,037

Approved by the Board on 16 October 2013 and signed on its behalf by

V J Robertshaw Director

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Keelham Farm Shop Limited Cash Flow Statement for the Year Ended 31 January 2013

Reconciliation of operating profit to net cash flow from operating activities

	2013		2012	
	£	£	£	£
Operating profit		382,017		449,357
Depreciation, amortisation and impairment				
charges		260,849		152,918
Profit on disposal of fixed assets Increase in stocks		(11,500)		(52.057)
Increase in debtors		(57,625) (31,969)		(52,057) (4,499)
Increase in creditors		489,271		486,317
Net cash inflow from operating activities		1,031,043		1,032,036
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Cash flow statement				
	201	3	201	2
	£	£	£	£
Net cash inflow from operating activities		1,031,043		1,032,036
Returns on investments and servicing of finance				
Interest received	-		233	
HP and finance lease interest	(11,206)		(6,705)	
Interest paid	(12,656)		(18,192)	
		(23,862)		(24,664)
Taxation paid		(94,524)		(4,444)
Capital expenditure and financial investment				
Purchase of tangible fixed assets	(557,856)		(1,480,035)	
Purchase of tangible current asset	(294,811)		-	
Sale of tangible fixed assets	43,320			
		(809,347)		(1,480,035)
Net cash inflow/(outflow) before management		100.010		
of liquid resources and financing		103,310		(477,107)
Financing				
Value of new loans obtained during the period	-		635,000	
Repayment of loans and borrowings	(62,583)		(121,604)	
Repayment of capital element of finance leases and HP contracts	(102,722)		(58,927)	
		(165,305)		454,469
Decrease in cash		(61,995)		(22,638)

The notes on pages 11 to 21 form an integral part of these financial statements Page 9

Keelham Farm Shop Limited Cash Flow Statement for the Year Ended 31 January 2013

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Reconciliation of net cash flow to movement in net debt

	Note	2013 £	2012 £
Decrease in cash		(61,995)	(22,638)
Cash inflow from increase in loans Cash outflow from repayment of loans		62,583	(635,000) 121,604
Cash outflow from repayment of capital element of finance leases and hire purchase contracts		102,722	58,927
Change in net debt resulting from cash flows	20	103,310	(477,107)
New finance leases		(234,029)	(54,547)
Movement in net debt	20	(130,719)	(531,654)
Net (debt)/funds at 1 February	20	(520,607)	11,047
Net debt at 31 January	20	(651,326)	(520,607)

Keelham Farm Shop Limited Notes to the Financial Statements for the Year Ended 31 January 2013

1 Accounting policies

Basis of preparation

The financial statements have been prepared under the historical cost convention

Going concern

The financial statements have been prepared on a going concern basis

Turnover

Turnover represents amounts chargeable, net of value added tax, in respect of the sale of goods and services to customers

Goodwill

Goodwill is the difference between the fair value of consideration paid for an acquired entity and the aggregate of the fair value of that entity's identifiable assets and liabilities

Positive goodwill is capitalised, classified as an asset on the balance sheet and amortised on a straight line basis over its useful economic life. It is reviewed for impairment at the end of the first full financial year following the acquisition and in other periods if events or changes in circumstances indicate that the carrying value may not be recoverable

Amortisation

Amortisation is provided on intangible fixed assets so at to write off the cost, less any estimated residual value, over its expected useful economic life as follows

Asset class

Goodwill

Amortisation method and rate

10% straight line basis

Depreciation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows

Asset class

Freehold buildings
Fixtures and fittings
Motor vehicles

Office equipment

No depreciation is charged on assets under development

Depreciation method and rate

2% straight line basis 25% straight line basis 25% straight line basis

25% and 33% straight line basis

-

Current asset investments

Current asset investments are included at the lower of cost and net realisable value

Stock

Stock is valued at the lower of cost and net realisable value, after due regard for slow moving or obsolete stocks. Net realisable value is based on selling price

Notes to the Financial Statements for the Year Ended 31 January 2013

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Deferred tax

Deferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed at the balance sheet date, except as required by FRS19

Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date

Hire purchase and leasing

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term

Assets held under finance leases, which are leases where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet as tangible fixed assets and are depreciated over the shorter of the lease term and their useful lives. The capital elements of future obligations under the leases are included as liabilities in the balance sheet. The interest element of the rental obligation is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding. Assets held under hire purchase agreements are capitalised as tangible fixed assets and are depreciated over the shorter of the lease term and their useful lives. The capital element of future finance payments is included within creditors. Finance charges are allocated to accounting periods over the length of the contract and represent a constant proportion of the balance of capital repayments outstanding.

Financial instruments

Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as 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. Where shares are issued, any component that creates a financial liability of the company is presented as a liability in the balance sheet. The corresponding dividends relating to the liability component are charged as interest expense in the profit and loss account.

Pensions

The company operates a defined contribution pension scheme Contributions are charged in the profit and loss account as they become payable in accordance with the rules of the scheme

2 Operating profit

Operating profit is stated after charging

	2013 £	2012 £	
	-		
Operating leases - other assets	6,100	(43,915)	
Auditor's remuneration - The audit of the company's annual accounts	8,850	8,600	
Profit on sale of tangible fixed assets	(11,500)	-	
Depreciation of owned assets	166,551	64,399	
Depreciation of assets held under finance lease and hire purchase contracts	54,298	48,519	
Amortisation	40,000	40,000	

Notes to the Financial Statements for the Year Ended 31 January 2013

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3 Particulars of employees

The average number of persons employed by the company (including directors) during the year, analysed by category was as follows

	2013 No.	2012 No.
Administration and support Sales	13 111	13 100
	124	113
The aggregate payroll costs were as follows		
	2013 £	2012 £
Wages and salaries Social security costs Staff pensions	1,512,807 101,298 12,033	1,254,774 83,225
	1,626,138	1,337,999
Directors' remuneration		
The directors' remuneration for the year was as follows		
	2013 £	2012 £
Remuneration (including benefits in kind)	39,684	36,402
During the year the number of directors who were receiving benefits and share inc	entives was as follows	ł
	2013 No.	2012 No.
Accruing benefits under money purchase pension scheme	2	2

Notes to the Financial Statements for the Year Ended 31 January 2013

..... continued

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5 Interest payable and similar charges

	2013 £	2012 £
Interest on bank borrowings	10,091	-
Other interest payable	2,565	18,192
Finance charges	11,206	6,705
	23,862	24,897
5 Taxation		
Tax on profit on ordinary activities	2013 £	2012 £
Current tax		
Corporation tax charge	83,000	95,000
Adjustments in respect of previous years		370
UK Corporation tax	83,000	95,370
Deferred tax		
Origination and reversal of timing differences	1,500	3,700
Deferred tax adjustment relating to previous years	100	-
Effect of changes in tax rates	200	(1,400)
Total deferred tax	1,800	2,300
Total tax on profit on ordinary activities	84,800	97,670

Notes to the Financial Statements for the Year Ended 31 January 2013

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Factors affecting current tax charge for the year

Tax on profit on ordinary activities for the year is lower than (2012 - lower than) the standard rate of corporation tax in the UK of 24% (2012 - 26%)

The differences are reconciled below

	2013 £	2012 £
Profit on ordinary activities before taxation	358,155	424,693
Corporation tax at standard rate	85,957	110,420
Accelerated capital allowances	(5,369)	(16,200)
Rounding	(408)	480
Changes in tax rates	1,286	1,400
Expenses not deductible for tax purposes	3,921	5,100
Amortisation of goodwill	9,600	10,400
Under/(over) provision in prior year	-	370
Marginal relief	(11,987)	(16,600)
Total current tax	83,000	95,370

7 Intangible fixed assets

	Goodwill £	Total £
Cost		
At 1 February 2012	400,000	400,000
At 31 January 2013	400,000	400,000
Amortisation		
At 1 February 2012	126,667	126,667
Charge for the year	40,000	40,000
At 31 January 2013	166,667	166,667
Net book value		
At 31 January 2013	233,333	233,333
At 31 January 2012	273,333	273,333

Notes to the Financial Statements for the Year Ended 31 January 2013

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8 Tangible fixed assets

	Freehold land and buildings £	Fixtures and fittings £	Motor vehicles £	Office equipment £	Assets under development £	Total £
Cost or valuation						
At 1 February 2012	1,369,557	139,050	80,810	290,504	-	1,879,921
Additions	21,271	464,942	22,882	179,918	102,872	791,885
Disposals			(21,698)	(36,500)	<u> </u>	(58,198)
At 31 January 2013	1,390,828	603,992	81,994	433,922	102,872	2,613,608
Depreciation						
At 1 February 2012	4,333	38,865	33,768	129,496	-	206,462
Charge for the year	26,000	90,600	20,827	83,422	-	220,849
Eliminated on						
disposals			(11,753)	(14,625)		(26,378)
At 31 January 2013	30,333	129,465	42,842	198,293	<u> </u>	400,933
Net book value						
At 31 January 2013	1,360,495	474,527	39,152	235,629	102,872	2,212,675
At 31 January 2012	1,365,224	100,185	47,042	161,008	•	1,673,459

Finance lease assets

Included within the net book value of tangible fixed assets is £286,728 (2012 - £119,119) in respect of assets held under finance lease agreements. Depreciation for the year on these assets was £54,298 (2012 - £48,519)

Freehold land and building

The gross book value of freehold land and building includes £950,000 (2012 £950,000) of none depreciable assets

9 Stocks

	2013 £	2012 £
Stocks	293,007	235,382

Notes to the Financial Statements for the Year Ended 31 January 2013

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10 Debtors		
	2013 £	2012 £
Trade debtors	30,254	26,571
Other debtors	42,160	40,720
Prepayments and accrued income	35,793	8,947
	108,207	76,238
11 Current asset investments		
	2013 £	2012 £
Asset held for sale	294,811	_
12 Creditors: Amounts falling due within one year		
	2013	2012
	£	£
Trade creditors	1,198,832	655,807
Bank loans and overdrafts	12,688	12,240
Other loans	43,333	43,333
Obligations under finance lease and hire purchase contracts	98,604	55,548
Corporation tax	83,476	95,000
Other taxes and social security	22,385	20,833
Other creditors	7,479	3,209
Directors' current accounts	88,504	59,589
Accruals and deferred income	148,085	171,834
	1,703,386	1,117,393
13 Creditors: Amounts falling due after more than one year		
	2013 £	2012 £
Bank loans and overdrafts	351,458	371,157
Other loans	43,334	86,666
Obligations under finance lease and hire purchase contracts	134,294	46,043
Directors' current accounts	239,554	304,296
- -	768,640	808,162

Notes to the Financial Statements for the Year Ended 31 January 2013

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Included in the creditors are the following	g amounts due after more than five years

	2013 £	2012 £
After more than five years by instalments	291,811	316,543
Obligations under finance leases and HP contracts		
Amounts repayable:		
	2013 £	2012 £
In one year or less on demand	98,604	55,548
Between one and two years	88,414	35,319
Between two and five years	45,880	10,724
	232,898	101,591

Security of borrowings

Bank loans and overdrafts are secured with a floating charge over all of the company's assets and a fixed charge over freehold land and buildings. Additionally, a personal guarantee of £100,000 has been provided by the directors, V J Robertshaw and J A Robertshaw, in respect of these borrowings

Obligations under finance leases and hire purchase contracts are secured on related assets

The interest rate applicable to borrowings repayable after more than five years by instalments is NatWest's base rate plus 2 75%

14 Provisions

	Deferred tax	Total £
At 1 February 2012	32,200	32,200
Charged to the profit and loss account	1,800	1,800
At 31 January 2013	34,000	34,000
Analysis of deferred tax		
	2013 £	2012 £
Difference between accumulated depreciation and amortisation and capital allowances	34,000	32,200

Notes to the Financial Statements for the Year Ended 31 January 2013

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15 Share capital

Allotted, called up and fully paid shares					
	2013		2012	2012	
	No.	£	No.	£	
Ordinary shares of £1 each	600	600	600	600	
16 Reserves					
			Profit and loss account	Total £	
At 1 February 2012			394,437	394,437	
Profit for the year			273,355	273,355	
At 31 January 2013			667,792	667,792	
17 Reconciliation of movement in shareholder	's' funds				
			2013 £	2012 £	
Profit attributable to the members of the comp	oany		273,355	327,023	
Net addition to shareholders' funds			273,355	327,023	
Shareholders' funds at 1 February			395,037	68,014	
Shareholders' funds at 31 January			668,392	395,037	

18 Pension schemes

Defined contribution pension scheme

The company operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the company to the scheme and amounted to £12,033 (2012 - £nil)

Contributions totalling £4,440 (2012 - £nil) were payable to the schemes at the end of the year and are included in creditors

Notes to the Financial Statements for the Year Ended 31 January 2013

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19 Commitments

Operating lease commitments

As at 31 January 2013 the company had annual commitments under non-cancellable operating leases as follows Operating leases which expire

	2013 £	2012 £
Land and buildings		
Within two and five years	5,500	

20 Analysis of net debt

	At 1 February 2012 £	Cash flow £	Other non-cash changes £	At 31 January 2013 £
Cash at bank and in hand	94,380	(61,995)		32,385
Debt due within one year	(55,573)	(448)	-	(56,021)
Debt due after more than one year	(457,823)	63,031	-	(394,792)
Finance leases and hire purchase contracts	(101,591)	102,722	(234,029)	(232,898)
Net debt	(520,607)	103,310	(234,029)	(651,326)

21 Related party transactions

Other related party transactions

During the year the company made the following related party transactions

The Farm Shop

(The two directors are partners of this separate business)

During the year the company purchased goods for resale from The Farm Shop to the value of £1,062,501 (2012 - £892,604) Additionally, land with a value of £nil (2012 - £650,000) was purchased from The Farm Shop At the balance sheet date the amount due to The Farm Shop was £198,898 (2012 - £87,130)

B R Wareing

(The husband of V Robertshaw)

During the year the company purchased goods and services from B R Wareing to the value of £33,275 (2012 - £23,450) At the balance sheet date the amount due to B R Wareing was £6,776 (2012 - £2,128)

J Robertshaw

(J Robertshaw is a director and shareholder in the company)

During the year dividends of £nil (2011 - £75,000) were paid to, and land with a value of £nil (2012-£600,000) was purchased from, J Robertshaw J Robertshaw, along with V Robertshaw, has provided a joint personal guarantee of £100,000 in respect of bank borrowings £191,635 of the amount due to J Robertshaw at the year end is repayable after 1 year At the balance sheet date the amount due to J Robertshaw was £250,887 (2012 - £231,544)

Notes to the Financial Statements for the Year Ended 31 January 2013

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V Robertshaw

(V Robertshaw is a director and shareholder in the company)

During the year dividends of £nil (2011 - £75,000) were paid to V Robertshaw. V Robertshaw, along with J Robertshaw, has provided a joint personal guarantee of £100,000 in respect of bank borrowings. £47,919 of the amount due to V Robertshaw at the year end is repayable after one year. At the balance sheet date the amount due to V Robertshaw was £77,171 (2012 - £132,341)

Keelham Hall Farm Shop Small Self Administered Scheme

(Directors' pension scheme)

During the year the company paid interest of £2,565 (2012 - £nil) to Keelham Hall Farm Shop Small Self Administered Scheme in respect of loan monies owed. The company also paid £5,500 rent to Keelham Hall Farm Shop Small Self Administered Scheme. At the balance sheet date the amount due to Keelham Hall Farm Shop Small Self Administered Scheme was £90,517 (2012 - £130,000).

22 Control

The company is controlled by the directors who own 100% of the called up share capital