DIRECTORS' REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

WEDNESDAY



17 25/06/2014 COMPANIES HOUSE

COMPANY INFORMATION

DIRECTORS

R M Birley

5 Hertford Street Limited

COMPANY SECRETARY

B R Ally

REGISTERED NUMBER

07201948

REGISTERED OFFICE

10 Norwich Street

London EC4A 1BD

INDEPENDENT AUDITORS

James Cowper LLP

Chartered Accountants and Statutory Auditor

3 Wesley Gate Queen's Road Reading Berkshire RG1 4AP

CONTENTS

	Page
Directors' report	1 - 2
Strategic report	3 - 4
Independent auditors' report	5 - 6
Profit and loss account	7
Balance sheet	8
Cash flow statement	9
Notes to the financial statements	10 - 17

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

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

PRINCIPAL ACTIVITIES

The principal activity of the company is the operation of LouLous nightclub that forms part of the private members club at 5 Hertford Street. The nightclub opened June 2012. The nightclub is operated by 5 Hertford Street Limited under the terms of a management contract and 5 Hertford Street Limited is responsible for the day to day operations of the bar, including service standards, staffing and procurement of goods and services.

RESULTS

The loss for the year, after taxation, amounted to £171,977 (2012 - loss £1,399,286).

DIRECTORS

The directors who served during the year were:

R M Birley 5 Hertford Street Limited

DIRECTORS' RESPONSIBILITIES STATEMENT

The directors are responsible for preparing the Strategic report, the Directors' report and the financial statements in accordance with applicable law and regulations.

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

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting 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.

DISCLOSURE OF INFORMATION TO AUDITORS

Each of the persons who are directors at the time when this Directors' report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the company's auditors
 are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the company's auditors are aware of that information.

DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

AUDITORS

The auditors, James Cowper LLP, will be proposed for reappointment in accordance with section 489 of the Companies Act 2006.

This report was approved by the board and signed on its behalf.

R M Birley Director

Date: 19 June 2014

STRATEGIC REPORT FOR THE YEAR ENDED 31 DECEMBER 2013

BUSINESS REVIEW

This year to 31st December 2013 represents the first full year of operations for the nightclub and the directors are very pleased with the sales performance of the bar and the level of membership income achieved. A key performance indicator for the company is the gross profit margin which is 71% in the year and the directors are satisfied with the result.

The nightclub is an integral part of the Club serving members from the early evening in the restaurant areas and at the bar with DJs playing late into the night.

PRINCIPAL RISKS AND UNCERTAINTIES

In the normal course of business, the Company continually assesses significant risks faced and takes action to mitigate the potential impact.

The following risks, while not intended to be a comprehensive analysis, constitute (in the opinion of the board) the principal risks and uncertainties currently facing the Company.

Strategic Risks

Economic Risk

The Company aims to improve the member offering continually so that it remains competitive and an attractive place for member to visit. Adverse economic conditions can theoretically have an effect on the Company's performance although this is considered unlikely.

Commercial Risks

Cost Increases

Inflationary pressures on the Company's costs pose a risk to margins, although the Company has been able to achieve satisfactory arrangements with the suppliers, up until now, in what are considered difficult economic times. Further benefits are expected from the economies provided by the Central Preparation Kitchen and a review of contracted suppliers.

Operational Risks

Health and Safety

The company endeavours to ensure that all reasonable standards for health and safety are met, including a process by which risks are identified in a timely manner and remedied accordingly.

Licencing and Planning

The sale of alcohol and cigars is a highly regulated operation and being located in the jurisdiction of Westminster County Council requires the company to adhere to many rules and regulations. The loss of a licence or contravening terms of a licence could have a very detrimental effect on sales and profit.

The company operate a series on internal controls to ensure that licence and planning conditions are adhered to and also retains professional advisors that regularly review procedures and monitor their performance.

Supply Chain Risks

The regular supply of fresh food, beverage products and service are fundamental to the successful operation of the Club.

The company works closely with our suppliers in order to maintain availability of products at all times and in many cases has a substitute supplier, should the preferred supplier be unable to supply the product required.

Financial Risks

STRATEGIC REPORT (continued)

Liquidity Risk

The company has net cash balances of £3,564 at the balance sheet date. The company is managed and has access to the cash facilities of 5 Hertford Street Limited, at the year end the net cash balances of 5 Hertford Street Limited were over £882k.

The company monitors cash flow forecasts on a weekly basis and endeavours to ensure that there are sufficient funds, including committed bank and finance lease facilities to meet its future business requirements.

The risks in this area relate to miscalculating cash flow requirements or a substantial drop in sales or membership renewals and the resultant drop in profits.

The company's financial instruments at the balance sheet date comprised cash and access to bank facilities from 5 Hertford Street Limited. 5 Hertford Street Limited has a loan facility of £4m and £1m overdraft facility. At the year end the overdraft was not utilised and £3.3m was outstanding under the loan facility.

The purpose of these financial instruments is to assist with the company's operation. The company's other financial instruments like trade debtors and creditors arising from trading operations managed by 5 Hertford Street Limited. The company does not trade in financial instruments.

Reputational Risk

The company is aware that as it operates an exclusive members club and that it is crucial that the business reputation and service levels are never compromised. The Company, therefore, in its daily business monitors press coverage and continually reviews and improves operational controls.

This report was approved by the board on 19 June 2014 and signed on its behalf.

R M Birley

Director

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF LATE NIGHT DINING AT 5 HERTFORD STREET PLC

We have audited the financial statements of Late Night Dining at 5 Hertford Street PLC for the year ended 31 December 2013, set out on pages 7 to 17. 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 Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS

As explained more fully in the Directors' responsibilities statement, 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

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at www.frc.org.uk/auditscopeukprivate.

UNQUALIFIED 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 2013 and of its loss 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 Strategic report and the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF LATE NIGHT DINING AT 5 HERTFORD STREET PLC

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.

Jans Coupi US

Alexander Peal BSc (Hons) FCA DChA (Senior Statutory Auditor)

for and on behalf of James Cowper LLP

Chartered Accountants and Statutory Auditor

3 Wesley Gate Queen's Road Reading Berkshire RG1 4AP

24 June 2014

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2013

	Note	2013 £	2012 £
TURNOVER		5,866,986	3,049,565
Cost of sales		(1,316,471)	(727,005)
GROSS PROFIT		4,550,515	2,322,560
Administrative expenses		(4,628,543)	(4,051,416)
Other operating income	2	11,821	
OPERATING LOSS	3	(66,207)	(1,728,856)
Interest receivable and similar income		-	1
Interest payable and similar charges	5	(42,787)	(41,897)
LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION		(108,994)	(1,770,752)
Tax on loss on ordinary activities	6	(62,983)	371,466
LOSS FOR THE FINANCIAL YEAR	14	(171,977)	(1,399,286)

All amounts relate to continuing operations.

There were no recognised gains and losses for 2013 or 2012 other than those included in the profit and loss account.

The notes on pages 10 to 17 form part of these financial statements.

LATE NIGHT DINING AT 5 HERTFORD STREET PLC REGISTERED NUMBER: 07201948

BALANCE SHEET AS AT 31 DECEMBER 2013

		20	13	20	12
	Note	£	£	£	£
FIXED ASSETS					
Tangible assets	7		5,904,132		5,858,129
CURRENT ASSETS					
Stocks	8	480,434		329,121	
Debtors	9	341,353		404,336	
Cash at bank		3,564		3,564	
		825,351		737,021	
CREDITORS: amounts falling due within one year	10	(4,566,654)		(4,260,344)	
NET CURRENT LIABILITIES			(3,741,303)		(3,523,323)
TOTAL ASSETS LESS CURRENT LIABILITY	TIES		2,162,829		2,334,806
CREDITORS: amounts falling due after more than one year	11		(2,012,750)		(2,012,750)
NET ASSETS		·	150,079		322,056
CAPITAL AND RESERVES					
Called up share capital	13		66,753		66,753
Share premium account	14		1,658,466		1,658,466
Profit and loss account	14		(1,575,140)		(1,403,163)
SHAREHOLDERS' FUNDS	15		150,079		322,056

The financial statements were approved and authorised for issue by the board and were signed on its behalf by:

R M Birley
Director

Date: 19 June 2014

The notes on pages 10 to 17 form part of these financial statements.

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2013

	Note	2013 £	2012 £
Net cash flow from operating activities	16	628,500	4,109,976
Returns on investments and servicing of finance	17	(42,787)	(41,896)
Taxation		-	(231)
Capital expenditure and financial investment	17	(585,713)	(6,189,341)
CASH OUTFLOW BEFORE FINANCING		•	(2,121,492)
Financing	17	-	2,121,490
DECREASE IN CASH IN THE YEAR		•	(2)

RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS/DEBT FOR THE YEAR ENDED 31 DECEMBER 2013

	2013 £	2012 £
Decrease in cash in the year	-	(2)
Cash inflow from increase in debt and lease financing		(2,012,750)
MOVEMENT IN NET DEBT IN THE YEAR	•	(2,012,752)
Net (debt)/funds at 1 January 2013	(2,009,186)	3,566
NET DEBT AT 31 DECEMBER 2013	(2,009,186)	(2,009,186)

The notes on pages 10 to 17 form part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards.

1.2 Turnover

Turnover represents amounts chargeable in respect of membership income and of the sale of goods and services to customers.

Turnover is accounted for within the Plc Company to which it relates based on the area of the club in which the sale has arisen.

Turnover is allocated between the 6 Plc companies automatically by the club's EPOS system.

1.3 Management charges

A management charge at cost plus a mark-up is levied by 5 Heltford Street Limited to cover operational costs for the company as noted in note 19.

1.4 Fixed assets

5 Hertford Street Limited has retained the lease in the club and flats 1 and 2 in the building along with some pictures, art and some soft furnishings. Any development costs for the residential elements of the building (i.e. not related to the trading areas of the company) were retained in 5 Hertford Street Limited.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Leasehold Improvements

Over the term of the lease

Plant & machinery
Fixtures & fittings
Other fixed assets

15% straight line15% straight line

15% straight line

1.6 Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow-moving stocks. Cost includes all direct costs and an appropriate proportion of fixed and variable overheads.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

1. ACCOUNTING POLICIES (continued)

1.7 Deferred taxation

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation.

A net deferred tax asset is recognised only if it can be regarded as 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 assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse.

Deferred tax assets and liabilities are not discounted.

2. OTHER OPERATING INCOME

	Other operating income	2013 £ 11,821	2012 £
3.	OPERATING LOSS		
	The operating loss is stated after charging:		
		2013 £	2012 £
	Depreciation of tangible fixed assets:	500 540	004.750
	- owned by the company Profit/loss on sale of tangible assets	539,710 7,623	291,750 39,462
	During the year, no director received any emoluments (2012 - £NIL).		
4.	AUDITORS' REMUNERATION		
		2013 £	2012 £
	Fees payable to the company's auditor and its associates for the audit of the company's annual accounts Fees payable to the company's auditor and its associates in respect of:	1,400	1,400
	Taxation compliance services All other non-audit services not included above	900 700	-

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

5. INTEREST PAYABLE

•			
		2013 £	2012 £
	On other loans	<u>42,787</u>	41,897
6.	TAXATION		
		2013 £	2012 £
	Analysis of tax charge in the year/period		
	Current tax (see note below)		
	UK corporation tax charge on loss for the year/period Adjustments in respect of prior periods	- -	- 231
	Total current tax	-	231
	Deferred tax		
	Origination and reversal of timing differences Effect of decreased tax rate on opening asset	30,662 32,321	(371,697) -
	Total deferred tax (see note 12)	62,983	(371,697)
	Tax on loss on ordinary activities	62,983	(371,466)

Factors affecting tax charge for the year/period

The tax assessed for the year/period is higher than (2012 - higher than) the standard rate of corporation tax in the UK of 23.25% (2012 - 24%). The differences are explained below:

	2013 £	2012 £
Loss on ordinary activities before tax	(108,994) ————	(1,770,752)
Loss on ordinary activities multiplied by standard rate of corporation tax in the UK of 23.25% (2012 - 24%)	(25,341)	(424,980)
Effects of:		
Depreciation in excess of capital allowances Adjustments to tax charge in respect of prior periods Other short term timing differences	(64,112) - 9.947	14,393 231 8,855
Unrelieved tax losses carried forward Fixed asset differences	20,226 59,280	363,410 38,322
Current tax charge for the year/period (see note above)	•	231

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

7. TANGIBLE FIXED ASSETS

		L/Term Leasehold Property	Plant & machinery	Fixtures & fittings	Other fixed assets	Total
	Cost	rioperty	macimicity	nungs	ussets	Total
	At 1 January 2013 Additions	4,174,378 491,977	166,675 45,110	1,787,462 48,412	19,826 214	6,148,341 585,713
	At 31 December 2013	4,666,355	211,785	1,835,874	20,040	6,734,054
	Depreciation					
	At 1 January 2013 Charge for the year	120,215 255,007	14,584 28,384	153,678 253,329	1,735 2,990	290,212 539,710
	At 31 December 2013	375,222	42,968	407,007	4,725	829,922
	Net book value					
	At 31 December 2013	4,291,133	168,817	1,428,867	15,315	5,904,132
	At 31 December 2012	4,054,163	152,091	1,633,784	18,091	5,858,129
8.	STOCKS Stocks				013 £ 80,434 ===================================	2012 £ 329,121
9.	DEBTORS					
				2	013	2012
					£	£
	Other debtors				32,639	32,639
	Deferred tax asset (see note 12)			3	08,714	371,697
				3	41,353 ———	404,336
10.	CREDITORS: Amounts falling due within one year	ar				
				2	013 £	2012
	Amounta awad to related companies			4.4	_	£
	Amounts owed to related companies Accruals and deferred income				78,970 87,684	4,215,447 44,897
				4,5	66,654	4,260,344
				4,5 ————	66,654 ==========	4,26

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

11. CREDITORS:

Amounts falling due after more than one year

	2013	2012
	£	£
Other loans	2,012,750	2,012,750

Other loans represent loan notes which are due for repayment at any time at the option of the company or on the occurrence of a sale or listing. It is the opinion of the directors that there is no intention to redeem these loan notes in the foreseeable future and the loan notes have therefore been disclosed as due within more than one year. The loan notes attract interest at LIBOR plus 1.5% and the interest rate is limited to a maximum of 3%.

12. DEFERRED TAX ASSET

		2013 £	2012 £
	At beginning of year/period	371,697	_
	(Charge for)/released during year/period (P&L)	(62,983)	371,697
	At end of year/period	308,714	371,697
	The deferred tax asset is made up as follows:		
		2013	2012
		£	£
	Accelerated capital allowances	(91,272)	13,793
	Tax losses available	382,202	348,268
	Other timing differences	17,784	9,636
		308,714	371,697
13.	SHARE CAPITAL		
		2013	2012
		£	£
	Allotted, called up and fully paid		
	43,750 A Ordinary shares of £1 each	43,750	43,750
	1,656,500 B Ordinary shares of £0.01 each	16,565	16,565
	18,800 C Ordinary shares of £0.01 each	188	188
	625,000 Deferred shares of £0.01 each	6,250	6,250
		66,753	66,753

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

14. RESERVES

1-7.	NEGENTES		•
	·	Share premium account £	Profit and loss account
	At 1 January 2013 Loss for the financial year	1,658,466	(1,403,163) (171,977)
	At 31 December 2013	1,658,466	(1,575,140)
15.	RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS		
		2013 £	2012 £
	Opening shareholders' funds Loss for the financial year/period Shares issued during the year/period Share premium on shares issued (net of expenses)	322,056 (171,977) - -	1,612,602 (1,399,286) 1,088 107,652
	Closing shareholders' funds	150,079	322,056
16.	NET CASH FLOW FROM OPERATING ACTIVITIES	2013	2012
	Operating loss Depreciation of tangible fixed assets Loss on disposal of tangible fixed assets Increase in stocks Decrease in debtors Increase in creditors	£ (66,207) 539,710 - (151,312) - 306,309	£ (1,728,856) 291,750 39,462 (329,121) 1,577,197 4,259,544
	Net cash inflow from operating activities	628,500	4,109,976
17.	ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FL	OW STATEMENT	
		2013 £	2012 £
	Returns on investments and servicing of finance		
	Interest received Interest paid	(42,787)	1 (41,897)
	Net cash outflow from returns on investments and servicing of finance	(42,787)	(41,896)

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

17. ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN CASH FLOW STATEMENT (continued)

			2013 £	2012 £
Capital expenditure and financial	l investment			
Purchase of tangible fixed assets Sale of tangible fixed assets			(585,713) -	(6,195,223) 5,882
Net cash outflow from capital exp	penditure		(585,713)	(6,189,341)
			2013 £	2012 £
Financing				
Issue of ordinary shares Other new loans			-	108,740 2,012,750
Net cash inflow from financing			•	2,121,490
ANALYSIS OF CHANGES IN NET	DEBT		,	
			Other non-cash	
	1 January 2013	Cash flow	changes	31 December 2013
	£	£	£	£
Cash at bank and in hand	3,564	-	-	3,564
Debt:				
Debts falling due after more than one year	(2,012,750)	-	-	(2,012,750)

19. RELATED PARTY TRANSACTIONS

Net debt

18.

At the year end the company owed R M Birley £782,000 (2012: £782,000) by way of a loan note. The interest charged during the year was £16,624 (2012: £17,583) and the loan note has no fixed repayment date. Including interest the amount owed to R M Birley at the year end is £816,207 (2012: £799,583.)

(2,009,186)

(2,009,186)

At the year end the company owed the Mark Birley Will Trust, a trust in which R M Birley is a beneficiary, £410,250 (2012: £410,250) by way of a loan note. The interest charged during the year was £8,721 (2012: £9,224) and the loan note has no fixed repayment date. Including interest the amount owed to the Mark Birley Will Trust at the year end is £425,195 (2012: £419,474.)

At the balance sheet date, the amount owed by Late Night Dining at 5 Hertford Street PLC to 5 Hertford Street Limited, a company under common control was £4,478,970 (2012: £4,215,447). The balance represent interest free loans that are repayable on demand.

A management charge of £4,081,210 (2012: £3,711,420) was charged by 5 Hertford Street Limited during the year in respect of administration services provided to the company.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2013

20. CONTROLLING PARTY

The company was under the control of R M Birley, the majority shareholder, throughout the current and previous year.