

Stoke City Football Club Limited

REPORT AND FINANCIAL STATEMENTS

31 May 2020



Company Registration No. 00099885

Stoke City Football Club Limited

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Stoke City Football Club Limited

DIRECTORS AND ADVISOR

DIRECTORS

JF Coates – Joint Chairman
P Coates – Joint Chairman
RK Smith – Vice Chairman
AJ Scholes

CHIEF EXECUTIVE

AJ Scholes

SECRETARY

JD Pelling

REGISTERED OFFICE

bet365 Stadium
Stanley Matthews Way
Stoke-on-Trent
Staffordshire
ST4 4EG

AUDITOR

RSM UK Audit LLP
Chartered Accountants
Festival Way
Stoke-on-Trent
Staffordshire
ST1 5BB

Stoke City Football Club Limited

STRATEGIC REPORT

The Directors have pleasure in submitting their Strategic Report for Stoke City Football Club Limited ("the Club") for the year ended 31 May 2020.

BUSINESS/FINANCIAL REVIEW

The Club, once again, competed in the English Football League ("EFL") Championship in season 2019/20.

The Club's Key Performance Indicators are summarised in the table below:-

	Championship 2020	Championship 2019
Average league attendance	22,824	25,200
Final league position (2020 – as at 22 July 20)	15th	16 th
	£000's	£000's
Turnover	49,848	70,589
Operating expenses	(141,438)	(104,285)
Operating loss before player trading/fixed asset disposals	(91,590)	(33,696)
Profit on player trading/disposal of fixed assets	3,165	18,269
Loss before interest and tax	(88,425)	(15,427)

On 13 March 2020 the English football authorities suspended professional football leagues in response to the Covid-19 disease that had hit a number of participants. On 23 March 2020, the UK Prime Minister announced a national lockdown in response to the global pandemic.

Professional sports were permitted to re-commence training for participants on 25 May 2020.

As a result, the EFL's 19-20 season was suspended until 20 June 2020. EFL Championship fixtures were eventually concluded on 22 July 2020.

The results in the attached financial statements reflect the completion of 37 out of 46 fixtures scheduled for season 19-20 including 19 out of 23 home fixtures.

This has had a significant impact on the Club's income and costs including but not limited to:

- Matchday and season ticket income for 4 home games was lost - central distributions and any associated revenue for the final matches of the season will now be disclosed in the Club's 20-21 financial statements.
- The Club temporarily ceased the vast majority of its operations for the entirety of the national lockdown and incurred considerable costs for no economic return.
- The global pandemic had a catastrophic impact on the market for players' registrations.

The Club's turnover shown above is derived principally from central distributions from the Premier League (parachute payments) and the EFL as further demonstrated within Television and Media revenue in note 2 of the accounts.

The staff costs: turnover ratio has increased from 79% in 2018/19 to 106% in 2019/20 as the Club has invested significantly in its playing squad as well as suffering a reduction in overall turnover.

Investment in the playing squad during the year continued and was £11.0m (2019: £67.4m), which included the purchases of Tommy Smith and Liam Lindsay.

Stoke City Football Club Limited

STRATEGIC REPORT

BUSINESS/FINANCIAL REVIEW (Continued)

During the year ended 31 May 2020, there was an amortisation charge on player registrations of £30.3m. The resulting net book value of player registrations of £63.5m was assessed by the Directors for impairment in accordance with the Club's accounting policy. This resulted in an additional charge to the comprehensive income statement of £42.5m, of which £30.1m was directly attributed to the Covid-19 pandemic in accordance with the guidance issued by the EFL as further detailed in note 20 of these financial statements.

Net liabilities have increased to £152.4m (2019: £66.1m). The principal indebtedness, £187.3m (2019: £141.3m), is to the parent Company, Stoke City Holdings Limited, which charged no interest and has confirmed to the Directors that it will continue to support the Company. The Company is deemed to be a going concern due to the ongoing support of Stoke City Holdings Limited and its ultimate parent company, bet365 Group Limited.

RISKS AND UNCERTAINTIES

The Club's main risks and uncertainties centre around the ability to acquire, train and develop players to a sufficient standard so that the Club can return to the Premier League, together with any rise or fall in the valuation of these players.

Risks are periodically reviewed by the Directors and appropriate processes and procedures are in place to monitor and mitigate them.

These areas include compliance with football financial regulations and the recruitment and retention of key employees.

FOOTBALL FINANCIAL REGULATIONS

In common with all Football Clubs, the Club is annually assessed by the EFL for its compliance with financial regulations such as Profitability and Sustainability and Future Financial Information. The Directors acknowledge these regulations and accordingly make prudent budget assumptions with regards to football performance that can impact on revenue generation such as matchday gate revenues and Cup runs.

The Directors review the Club's compliance with these financial regulations at the time of setting budgets and regularly throughout the football season.

EMPLOYEES

Variations in the Club's financial results significantly depend on the performance of the Club's first team. The Club has well resourced recruitment and analysis departments to enable it to mitigate this risk and to be successful in this area. The Club operates a system of performance related pay for key personnel to support this strategy and mitigate this risk.

FINANCIAL INSTRUMENTS

The significant financial risks and exposures to the Company are in respect of liquidity and pricing and their effect on cashflow.

The board manages these risks in order to minimise any adverse effects on the Company.

Price

Through its contractual obligations under the bet365 sponsorships, the Company is required to maintain its season and matchday pricing structures at their current levels. All other key decisions with regard to significant corporate sponsorships are also considered by the board.

Stoke City Football Club Limited

STRATEGIC REPORT

FINANCIAL INSTRUMENTS (Continued)

Liquidity

The Company's policy is to have facilities available from its parent Company to satisfy working capital requirements in the near to medium term.

Cash flow

Cash flow levels are continually monitored and reviewed to cover any foreseeable funding requirements with an allowance for unforeseen events.

Credit

Minimal credit is given by the Club, with the majority of sales being on a cash or cash equivalent basis. Season ticket sales with payment terms have been allowed and are outsourced by the Company to a third party. Any risk of bad debts for player transfers is mitigated through credit control procedures and close monitoring of cash receipts each month. Payment terms are given to other clubs based on contracts and these are closely monitored and managed appropriately by the Club.

STREAMLINED ENERGY AND CARBON REPORT

The Club is part of the bet365 Group Limited group which includes all relevant carbon reporting disclosures in the consolidated accounts, which includes the reporting relevant for the Company, and as such the Company has applied the exemption given under the Companies Act 2006 Sch 7.20A (2) not to present the disclosure in its individual accounts.

SECTION 172 (1) STATEMENT

The Directors recognise that effective engagement with stakeholders and consideration of their interests is fundamental to the success of the Club. The Directors discharge their duties in accordance with Section 172 of the Companies Act 2006, which requires a Director of a company to act in the way he or she considers, in good faith, would most likely promote the success of the Club for the benefit of its members as a whole. In doing this, section 172 requires a Director to have regard, amongst other matters, to:

A. The likely consequences of any decisions in the long-term

Central to the bet365 Corporate Governance Code, which the Club is committed to follow, is taking decisions to protect the long term interests of the Club. Further details on the bet365 Corporate Governance Code can be found in the bet365 Group Limited Financial Statements.

The Club works within this code whilst fulfilling its ambition of playing at the highest level.

B. The interests of the Company's employees

We refer to our Employee Engagement Statement in the Directors Report which demonstrate that valuing its employees is again central to the success of the Club.

C. The need to foster the Company's business relationships with suppliers, customers and others

We refer to our Stakeholder Engagement Statement which sets out our "partnership approach" to our stakeholders, where an emphasis is placed on the benefit to the business of long term relationships.

D. The impact of the Company's operations on the community and environment

We refer to our Stakeholder Engagement Statement. The Club has at all times and will continue to do so, put the local community and environment at the heart of its business. A priority is placed on recruiting employees locally wherever possible, with a similar approach employed to suppliers. This is reinforced through the work of the Stoke City Community Trust ("SCCT"). Further details are provided in the Stakeholder Engagement Statement.

Stoke City Football Club Limited

STRATEGIC REPORT

SECTION 172 (1) STATEMENT (Continued)

We refer to the Streamlined Energy and Carbon Reporting ("SECR") included within the bet365 Group Limited Financial Statements for further detail of how the Club is working to reduce its carbon footprint.

E. The desirability of the Company maintaining a reputation for high standards of business conduct

The bet365 Corporate Governance Code value statement and code of conduct, which the Club is committed to follow, ensures that the business conduct is of a high value standard.

F. The need to act fairly as between members of the Company

There is regular dialogue with the main shareholder bet365 Group Limited to ensure the Club is aligned to the group purpose. This includes regular discussions and communication on its group support commitment and other matters.

KEY DECISIONS

By understanding our stakeholders and their interests, the Club has been able to factor their interests into decision making throughout the year to promote the long term success of the Club. During the year the key principal decisions taken were in relation to the evolving Covid-19 pandemic which resulted in the suspension of the Football League. A summary of the stakeholder considerations that were taken into account in relation to the Covid-19 pandemic were:

Covid-19 pandemic

The Directors are mindful of the significant impact to all of the Company's stakeholders, as detailed in this statement, arising from the ongoing Covid-19 pandemic. As set out in this report the Club operates a robust and meaningful engagement strategy with all key stakeholders including employees and its supply chain.

The Directors have been in active dialogue throughout this period with the Company's key stakeholders which has informed the way the Directors have undertaken critical decisions in order to allow the business to be able to navigate through the crisis. This dialogue will remain active and continue to inform the way the Company operates and emerges from the crisis.

The Directors, at the onset of the pandemic, followed the bet365 Group Policy of guaranteeing that until the end of August 2020, there would be no pay reductions and no redundancies within the Club. The Directors also set a policy of not making use of any government support, such as the Furlough Scheme, throughout the pandemic, together with paying all of its taxes and other liabilities on time and ensuring that all of its workplaces were Covid secure, with home working policies in place as appropriate.

In addition to following the bet365 Group Policy, the Directors decided that all casual employees were paid in full throughout the period of lockdown either at their normal rate or an amount equivalent to their average pay received over the time leading up to the first lockdown.

Seasonal and matchday supporters alike were fully refunded for lost games due to the Covid-19 pandemic. Supporters were kept informed via several communication channels of the options available to them as the 19-20 season was firstly suspended in March and then restarted in June with games played behind closed doors. First Team matches were available to supporters to watch via internet streaming when the 19-20 season recommenced behind closed doors.

Stoke City Football Club Limited

STRATEGIC REPORT

STAKEHOLDER ENGAGEMENT STATEMENT

The following are considered to be the key stakeholders of the Club:

Stakeholder	Important areas for our key stakeholders and measures taken to demonstrate their value to the business and engagement are set out below:
Employees	Please see the Employee Engagement Statement in the Directors Report.
Suppliers	Business relationships are recognised by the Directors as being essential to the continued success and positive reputation of the Club. The Club's staff are in regular contact with key commercial supporters and suppliers in order to ensure that the Club continues to promote strong and mutually beneficial relationships with its commercial partners.
Local Communities	Where possible and appropriate, use of local suppliers and local employees is encouraged to support the local economy in which we are located. The Club provides substantial support to SCCT which continues to use the power and passion of the Club to transform lives in and around the Stoke on Trent and North Staffordshire areas by delivering a wide range of programmes to benefit local residents of all ages through physical and other activities supported by the Stoke City name. SCCT's influence and reach allows it to make a positive difference to the health, wellbeing and life outcomes to those participants who engage in its programmes.
Supporters	<p>Supporter Engagement continues via regular meetings between the Club's senior executive management and elected representatives of the Stoke City Supporters Council. The Club targets growing its supporter base via a combination of affordable prices and programmes with local schools to encourage youngster attendance at first team games. Furthermore, the Club:</p> <ul style="list-style-type: none">• Provides subsidised away travel• Has frozen the cost of season tickets for the past 12 seasons
Football League	The Club's senior executive management meet regularly with the Football League and fellow member clubs to discuss matters common across all clubs.
Shareholders	The success of the business ensures that shareholders are rewarded and that the value of the Company is enhanced.

By order of the board



John Coates
Director

bet365 Stadium
Stanley Matthews Way
Stoke-on-Trent
Staffordshire
ST4 4EG

29 March 2021

Stoke City Football Club Limited

DIRECTORS' REPORT

The Directors submit their report and the financial statements of Stoke City Football Club Limited for the year ended 31 May 2020.

The Directors have now disclosed the Financial Instruments section of the Directors' Report within the Strategic Report on pages 2 to 6.

PRINCIPAL ACTIVITIES

The principal activity is that of a professional football club.

RESULTS AND DIVIDENDS

The loss for the year amounted to £86.3m (2019: £15.4m). The Directors do not recommend the payment of preference or ordinary share dividends (2019: £nil).

DIRECTORS

The following Directors have held office since 1 June 2019:

JF Coates – Joint Chairman

P Coates – Joint Chairman

RK Smith – Vice Chairman

AJ Scholes

EMPLOYEE ENGAGEMENT STATEMENT

Employees of the Club are key assets of the business. As a Club our policy is to demonstrate that all employees, regardless of role, or seniority feel an integral and valued part of our business. Employee satisfaction and involvement underpins the success of the business.

We set high standards and our employees are expected to work to the best of their ability. This is reciprocated and reflected in the competitive salaries and extensive benefits packages we aim to offer our staff. The Club also places particular emphasis on equal pay for equal jobs and strictly adheres to modern slavery standards. One of our core objectives is to be the 'employer of choice' within the local community within which we operate.

Salaries and benefits are only part of the broader staff engagement factors. We also have a number of employee health and welfare programmes which target both physical and mental wellbeing. In November 2019 the Employee Assistance Program was launched. This provides a complete support network offering confidential expert advice and guidance 24 hours a day, 365 days a year covering a wide range of issues including mental health support. In addition, we have a trained and dedicated internal team of Mental Health First Aiders providing a safe and secure means by which employees can raise their issues and concerns, and who can then be pointed in the right direction for professional help and support. Our workplaces are, of course, designed to be safe and secure and our facilities and health and safety teams ensure the removal of any risk, albeit our operations are inherently low risk environments.

Feedback from employees is obtained on an ongoing real-time basis through normal reporting channels, including up to the Group Board where appropriate.

The Club is an equal opportunities employer and operates a zero tolerance non-discrimination policy. This is reflected in our recruitment and selection processes, and continues throughout the employee's career in providing opportunities for training, further development and progression based entirely on individuals' skills and abilities, with adjustments made to accommodate disabilities. A major part of the Club's success has been based on its ability to identify, develop and promote talent from within the organisation.

The Club places considerable value on the involvement of its employees and has continued to keep them informed on matters affecting them as employees and on the various factors affecting the performance of the Club.

Stoke City Football Club Limited

DIRECTORS' REPORT

STRATEGIC REPORT

In accordance with section 414C(11) of the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 the Company has chosen to set out in the Company's strategic report information required by schedule 7 of the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008.

STATEMENT AS TO DISCLOSURE OF INFORMATION TO THE AUDITOR

The Directors have confirmed that, as far as they are aware, there is no relevant audit information of which the auditor is unaware. Each of the Directors have confirmed that they have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

AUDITOR

RSM UK Audit LLP have indicated their willingness to be reappointed for another term and appropriate arrangements have been put in place for them to be deemed reappointed as auditors in the absence of an Annual General Meeting.

By order of the board



John Coates
Director

bet365 Stadium
Stanley Matthews Way
Stoke-on-Trent
Staffordshire
ST4 4EG

29 March 2021

Stoke City Football Club Limited

DIRECTORS' RESPONSIBILITIES IN THE PREPARATION OF FINANCIAL STATEMENTS

The Directors are responsible for preparing the Strategic Report and 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:

- a. select suitable accounting policies and then apply them consistently;
- b. make judgements and accounting estimates that are reasonable and prudent;
- c. state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- d. 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 STOKE CITY FOOTBALL CLUB LIMITED

Opinion

We have audited the financial statements of Stoke City Football Club Limited (the 'company') for the year ended 31 May 2020 which comprise the statement of total income and retained earnings, the statement of financial position, and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 May 2020 and of its loss for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- 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; and
- the strategic report and the directors' report have been prepared in accordance with applicable legal requirements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF STOKE CITY FOOTBALL CLUB LIMITED (continued)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report and the directors' report.

We have nothing to report in respect of the following matters in relation to which 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.

Responsibilities of directors

As explained more fully in the directors' responsibilities statement set out on page 9, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

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.

RSM UK Audit LLP

ANNE LAKIN (Senior Statutory Auditor)
For and on behalf of RSM UK AUDIT LLP, Statutory Auditor
Chartered Accountants
Festival Way
Stoke-on-Trent
Staffordshire
ST1 5BB

30 March 2021

Stoke City Football Club Limited

STATEMENT OF TOTAL INCOME AND RETAINED EARNINGS

For the year ended 31 May 2020

	Notes	Operations excluding player trading £000	2020 Player trading (note 6) £000	Total £000	2019 £000
TURNOVER	2	49,848	-	49,848	70,589
Operating expenses		(68,648)	(72,790)	(141,438)	(104,285)
		(18,800)	(72,790)	(91,590)	(33,696)
Profit on disposal of players' registrations	6	-	3,139	3,139	18,193
Profit on disposal of fixed assets		26	-	26	76
		(18,774)	(69,651)	(88,425)	(15,427)
OPERATING LOSS	4	(18,774)	(69,651)	(88,425)	(15,427)
Interest receivable and similar income	3	89	-	89	159
		(18,685)	(69,651)	(88,336)	(15,268)
LOSS BEFORE TAXATION	2-6	(18,685)	(69,651)	(88,336)	(15,268)
Taxation	7	2,032	-	2,032	(117)
		(16,653)	(69,651)	(86,304)	(15,385)
LOSS AFTER TAX AND LOSS FOR THE FINANCIAL YEAR		(16,653)	(69,651)	(86,304)	(15,385)
RETAINED EARNINGS AT 1 JUNE				(102,514)	(87,129)
RETAINED EARNINGS AT 31 MAY				(188,818)	(102,514)


Stoke City Football Club Limited

STATEMENT OF FINANCIAL POSITION

At 31 May 2020

	Notes	2020 £000	2019 £000
FIXED ASSETS			
Intangible assets	8	21,027	83,084
Tangible assets	9	604	689
		21,631	83,773
CURRENT ASSETS			
Stocks	10	280	592
Debtors	11	35,236	51,293
Cash at bank and in hand		8,127	5,546
		43,643	57,431
CREDITORS: Amounts falling due within one year	12	(217,276)	(201,841)
NET CURRENT LIABILITIES		(173,633)	(144,410)
TOTAL ASSETS LESS CURRENT LIABILITIES		(152,002)	(60,637)
CREDITORS: Amounts falling due after more than one year	13	(1)	(3,001)
PROVISIONS FOR LIABILITIES	14	(394)	(2,455)
NET LIABILITIES		(152,397)	(66,093)
CAPITAL AND RESERVES			
Called up share capital	15	35,842	35,842
Share premium account		579	579
Profit and loss reserve		(188,818)	(102,514)
TOTAL EQUITY		(152,397)	(66,093)

The financial statements on pages 12 to 29 were approved by the board of Directors and authorised for issue on *29 March* 2021 and are signed on its behalf by:


John Coates
 Director

Company Registration No.00099885

Stoke City Football Club Limited

ACCOUNTING POLICIES

GENERAL INFORMATION

Stoke City Football Club Limited (“the Company” or “the Club”) is a private company limited by shares and is registered and domiciled and incorporated in England.

The address of the Company’s registered office and principal place of business is bet365 Stadium, Stanley Matthews Way, Stoke-on-Trent, Staffordshire, ST4 4EG.

The Company’s principal activity and nature of its operations is that of a professional football club.

BASIS OF ACCOUNTING

These financial statements are prepared in accordance with Financial Reporting Standard 102 ‘The Financial Reporting Standard applicable in the UK and Republic of Ireland’ (FRS 102) and the requirements of the Companies Act 2006, including the provisions of the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008, and under the historical cost convention unless otherwise identified.

Monetary amounts in these financial statements are rounded to the nearest whole £1,000.

REDUCED DISCLOSURES

In accordance with FRS 102, the Company has taken advantage of the exemptions from the following disclosure requirements:

- Section 7 ‘Cash Flow Statements’
- Section 33 ‘Related Party Disclosures’ – Compensation for key management personnel.

The financial statements of the Company are consolidated in the financial statements of bet365 Group Limited. Details of where these accounts are available have been disclosed in note 20.

GOING CONCERN

The Company prepares detailed forecasts each financial year taking into account the risks and uncertainties as detailed in the Strategic Report. These forecast a requirement for the need of Group support.

The financial statements therefore have been prepared on a going concern basis as bet365 Group Limited and Stoke City Holdings Limited have agreed to continue to support the Company’s funding requirements to enable the Company to meet its obligations as they fall due for 12 months from the date of signing these financial statements. As a result of this undertaking, and consideration of the group’s ability to provide appropriate support, the Directors consider it appropriate to prepare the financial statements on a going concern basis.

FUNCTIONAL AND PRESENTATIONAL CURRENCIES

The financial statements are presented in sterling which is also the functional currency of the Company.

FOREIGN CURRENCIES

Transactions in currencies other than the functional currency are initially recorded at the exchange rate prevailing on the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the reporting date. Non-monetary assets and liabilities denominated in foreign currencies are translated at the rate ruling at the date of the transaction or, if the asset or liability is measured at fair value, the rate when that fair value was determined.

All translation differences are taken to the income statement.

Stoke City Football Club Limited

ACCOUNTING POLICIES

TURNOVER

Turnover, exclusive of value added tax, comprises net match receipts and League receipts and other income arising from the Club's activities. Revenue is recognised when substantially all of the obligations under a sales contract have been fulfilled. Revenue received from the League is recognised in the financial statements based on games played in the season. This is in accordance with the League's guidelines on income recognition. Performance related rewards are not recognised until achieved by the Club, as the income cannot be assumed with certainty. Due to the suspension of the league and extension of the season post 31 May 2020 the income has been deferred as necessary to allocate certain income streams over the matches played.

OTHER INCOME

Interest income is accrued on a time-apportioned basis, by reference to the principal outstanding at the effective interest rate.

INTANGIBLE FIXED ASSETS

The third party costs associated with the acquisition of the players' registrations and coaching staff are capitalised and amortised on a straight line basis over the period of their respective contracts. Any transfer fees payable as a result of the occurrence of one or more uncertain future events are capitalised when it is probable such event will occur. Provision for the impairment of registrations is made if, after assessing all relevant factors, it becomes clear that a diminution in value is required. No amounts are included for players developed within the Club.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at cost, net of depreciation and any provision for impairment.

Depreciation is provided on all tangible fixed assets at rates calculated to write each asset down to its estimated residual value evenly over its expected useful life, as follows:

Short leasehold land and buildings	-	6.7 – 20% per annum straight line
Plant and equipment	-	8 – 33% per annum straight line
Motor vehicles	-	25% per annum straight line

Residual value is calculated on prices prevailing at the reporting date, after estimated costs of disposal for the asset as if it were at the age and in the condition expected at the end of its useful life.

DEFERRED INCOME

Deferred income consists of season tickets, sponsorship and other elements of income which have been received prior to the year end in respect of future football seasons. Deferred income is released to the income statement over the period to which the income relates. £8.7m was deferred by exception due to delays in completing the 2019/20 football season caused by the Covid-19 pandemic.

STOCKS

Stocks are valued at the lower of cost and estimated selling price less costs to sell. Cost is determined using the first in, first out cost basis.

At each reporting date, the Company assesses whether stocks are impaired or if an impairment loss recognised in prior periods has reversed. Any excess of the carrying amount of stock over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

SIGNING ON FEES AND LOYALTY BONUSES

The board consider that signing on fees represent a normal part of the employment cost of players and the manager and as such should be charged to the income statement evenly over the period of the players' and managers' contract. At the time of a player disposal any excess signing on fees accrued or paid but not recognised are allocated in full against the profit on disposal of players' registrations in the year in which the player disposal is made.

Loyalty bonuses are recognised as an expense when all the conditions relating to the loyalty bonus are met.

Stoke City Football Club Limited

ACCOUNTING POLICIES

TAXATION

The tax expense represents the sum of the current tax expense and deferred tax expense. Current tax assets are recognised when tax paid exceeds the tax payable.

Current tax is based on taxable profit for the year. Taxable profit differs from total comprehensive income because it excludes items of income or expense that are taxable or deductible in other periods. Current tax assets and liabilities are measured using tax rates that have been enacted or substantively enacted by the reporting date.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or the liability is settled based on tax rates that have been enacted or substantively enacted by the reporting date. Deferred tax is not discounted.

Deferred tax liabilities are recognised in respect of all timing differences that exist at the reporting date. Timing differences are differences between taxable profits and total comprehensive income that arise from the inclusion of income and expenses in tax assessments in different periods from their recognition in the financial statements. Deferred tax assets are recognised only to the extent that it is probable that they will be recovered by the reversal of deferred tax liabilities or other future taxable profits.

Current and deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited to other comprehensive income or equity, when the tax follows the transaction or event it relates to and is also charged or credited to other comprehensive income, or equity.

Current tax assets and current tax liabilities and deferred tax assets and deferred tax liabilities are offset, if and only if, there is a legally enforceable right to set off the amounts and the entity intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

LEASES

All leases are operating leases and the annual rentals are charged to the profit and loss account on a straight line basis over the lease term.

EMPLOYEE BENEFITS AND COSTS

Accumulated compensated absences accrual arises when employees render services that give rise to their entitlement to future compensated absences that have not been taken at the period end. The cost accrued is the amount that would be expected to be paid as a result of the unused entitlement.

RESERVES

Share Premium

Consideration for shares issued above their nominal value net of transaction costs.

Profit and loss account

Cumulative profit and loss net of distribution to owners

RETIREMENT BENEFITS

Certain employees of the Club participate in the Football League Limited Pension and Life Assurance Scheme and the Football League Limited Players' Benefit Scheme. Both schemes are defined benefit schemes co-sponsored by the FA Premier League and the Football League. The Club makes contributions to the schemes in accordance with the recommendations of the actuaries to the schemes.

The Club is one of a number of participating employers in the schemes and it is not possible to allocate part of any actuarial rights or deficit owing to the Club's employees only their share of contributions payable to the scheme. Consequently, contributions paid in the period and any movement in the Club's share of contributions, net of payments made are charged to the income statement. The differences between contributions payable in the period and contributions actually paid are shown as either accruals or prepayments in the statement of financial position. The Club's share of future contributions to be paid to the scheme, as advised by the actuary, is recognised as a provision in the financial statements.

Stoke City Football Club Limited

ACCOUNTING POLICIES

RETIREMENT BENEFITS (continued)

Contributions are also paid to individuals' money purchase pension schemes. The contributions are charged to the income statement in the period in which they become payable. The assets of all the pension schemes are held separately from those of the Club in independently administered funds.

FINANCIAL INSTRUMENTS

The Company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102, in full, to all of its financial instruments.

Financial assets and financial liabilities are recognised when the Company becomes a party to the contractual provisions of the instrument, and are offset only when the Company currently has a legally enforceable right to set off the recognised amounts and intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets

Trade debtors, group balances and other debtors

Trade debtors, group and other debtors which are receivable within one year are initially measured at the transaction price. The debtors are subsequently measured at amortised cost, being the transaction price less any amounts settled and any impairment losses.

A provision for impairment of trade debtor, group and other debtors is established when there is objective evidence that the amounts due will not be collected according to the original terms of the contract. Impairment losses are recognised in the profit and loss account for the excess of the carrying value of the debtor over the present value of the future cash flows discounted using the original effective interest rate. Subsequent reversals of an impairment loss that objectively relate to an event occurring after the impairment loss was recognised, are recognised immediately in the income statement.

Debtors are stated net of a provision of £290,000 (2019: £251,000).

Financial liabilities or equity instruments

Financial instruments are classified as liabilities and equity instruments according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the Company after deducting all of its liabilities.

Equity instruments

Financial instruments classified as equity instruments are recorded at the fair value of the cash or other resources received or receivable, net of direct costs of issuing the equity instruments.

Preference shares

Dividends on preference shares classified as liabilities are presented within interest payable and similar charges.

Trade creditors, group balances and other creditors

Trade, group and other creditors payable within one year are initially measured at the transaction price and subsequently measured at amortised cost, being the transaction price less any amounts settled.

Derecognition of financial assets and liabilities

A financial asset is derecognised only when the contractual rights to cash flows expire or are settled, or substantially all the risks and rewards of ownership are transferred to another party, or if some significant risks and rewards of ownership are retained but control of the asset has transferred to another party that is able to sell the asset in its entirety to an unrelated third party. A financial liability (or part thereof) is derecognised when the obligation specified in the contract is discharged, cancelled or expires.

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

1 CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT

Estimates, judgements and assumptions

The Company makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The Directors consider there are estimates, judgements and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year and these have been considered below:

Player registrations

In accordance with the accounting policy, the Directors have continued to amortise the cost of player registrations on a straight line basis over the period of their respective contracts.

Player impairment is considered annually by the Directors. The Directors have considered the market value less costs to sell for each individual player taking account of factors such as the player's age, injury record and individual performance as well as considering the Club's performance, the Club's league status and market conditions for the transfer of player registrations. The Directors then considered the first team squad players as a whole, to give their collective market value. This data has then been utilised to assess the total impairment of the squad value incurred in the year.

Where an individual player is not part of the first team squad and therefore highly unlikely to contribute to future cashflows, the registration and carrying value of that player is assessed individually rather than as part of the squad, taking account of the factors noted above.

During this year the Directors also observed overall a substantial deterioration in the general market value for player registrations at 31 May 2020. Accordingly, the Directors engaged a professional independent expert to assist them in assessing the deterioration in the Club's player registration values. The professional independent expert quantified a series of factors contributing to the deterioration in value of individual player registrations and a further deterioration in the value of all player values as a result of the Covid-19 pandemic. They assessed that in the market in which the Club operates and the markets to which its players are most likely to be sold there was a 70% - 85% reduction in the market value of players as a result of Covid-19. The Directors have accepted and used these ratios in their assessment in these financial statements.

The collective impairment attributed to individual players in this review prior to Covid-19 considerations totalled £12.4m. A further directly attributable impact which was due to the Covid-19 pandemic was applied to the cash generating unit and individual players which amounted to £30.1m.

Contingent liabilities and assets

As at the year end the Directors review the existing and former player contracts to determine if contingent liabilities or contingent assets exist from transfer fees payable and receivable. A degree of estimation is required in this assessment to establish the level of disclosure to make. Provisions are made once certainty of outcome has been achieved. Contingent liabilities and assets are assessed based on outcomes being achievable rather than actually achieved. One of the key judgements made by the Directors in respect of these fees (during the period of the respective players' contracts) is with respect to the future performance of the Club. Fees that could arise from the Club achieving promotion to the Premier League are included in this assessment whilst fees that could arise on the Club retaining Premier League status are excluded.

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

1 CRITICAL ACCOUNTING ESTIMATES AND AREAS OF JUDGEMENT (Continued)

Covid-19

The Directors have included disclosure in Note 19 on the directly attributable matters in respect of Covid-19 on the profitability of the Club. In preparing this disclosure the Directors have used estimates based on their assessments of: -

- the additional cost of retaining staff on full pay rather than furloughing those that could have been furloughed during the months of March to May 2020. In making this assessment the Directors have identified which staff did no work during this period despite being paid in full.
- the impairment of the value of players' registrations due to the pandemic as detailed above.
- the loss of income (and associated costs) resulting from the Club being unable to sell matchday tickets to fans for the final 4 home games of the season. This assessment was based on average gates achieved in the preceding 19 home League games.
- the refunds due to seasonal supporters based on the Club's inability to fulfil the last 4 home fixtures of the 19/20 season.
- the loss of incomes centrally distributed by the Premier League and EFL as a result of the pandemic and as confirmed by those organisations, further to their re-negotiations with their broadcasters and commercial partners.

The disclosure in respect of Covid-19 matters has been produced in accordance with the guidance provided by the English Football League on applicable Covid-19 costs and loss of income. This disclosure has been provided by the Directors as additional information as it is not specifically required under the requirements of FRS102 or the Companies Act and the values contained within it are not prepared in accordance with the recognition or measurement requirements of FRS 102.

2 TURNOVER

Turnover, all of which arises from the Company's principal activity and derived solely from the United Kingdom, can be analysed into its main components as follows:

	2020 £000	2019 £000
Gate receipts	4,785	6,398
Sponsorship and advertising	7,985	5,133
Television and media	31,218	51,250
Conferencing and hospitality	1,849	2,724
Other operating income	4,011	5,084
	49,848	70,589

3 INTEREST RECEIVABLE AND SIMILAR INCOME

	2020 £000	2019 £000
Bank interest	89	159

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

4 LOSS BEFORE TAXATION

	2020 £000	2019 £000
Loss before taxation is stated after charging/(crediting):		
Depreciation and amounts written off tangible fixed assets:		
Charge for the year:		
Owned assets	296	311
Amortisation of intangible fixed assets	30,274	28,992
Impairment of player registrations	42,516	1,824
Operating lease rentals:		
Land and buildings	1,972	1,997
Exchange losses/(profits)	157	(9)
Profit on disposal of fixed assets	(26)	(76)
	<hr/>	<hr/>
Audit services:		
Statutory audit	21	20
Audit-related assurance services	11	8
Other services:		
Taxation compliance services	19	15
	<hr/>	<hr/>
	51	43
	<hr/>	<hr/>

5 EMPLOYEES

	2020 Number	2019 Number
The average monthly number of persons (including Directors) employed by the Company during the year was:		
Full time playing staff and scholars	68	68
Other	224	234
	<hr/>	<hr/>
	292	302
	<hr/>	<hr/>

In addition to the above the Company employed an average of 48 (2019: 65) match-day staff during the year.

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

5 EMPLOYEES (Continued)

	2020 £000	2019 £000
Staff costs for the above persons:		
Wages and salaries	45,981	48,864
Social security costs	6,461	6,929
Other pension costs	221	235
	<u>52,663</u>	<u>56,028</u>

DIRECTORS' REMUNERATION AND HIGHEST PAID DIRECTOR

	2020 £000	2019 £000
Emoluments	824	856
Pension fund contributions	10	2
	<u>834</u>	<u>858</u>

The number of Directors to whom relevant benefits are accruing under money purchase pension schemes was 1 (2019: 1).

The remuneration of the other Directors is paid by Hillside (Shared Services 2018) Limited and bet365 Group Limited and is disclosed in the financial statements of those Companies. The value of these services cannot be quantified.

6 PLAYER TRADING

	2020 £000	2019 £000
Amortisation of intangible fixed assets	(30,274)	(28,992)
Impairment of intangible fixed assets	(42,516)	(1,824)
Profit on disposal of players' registrations	3,139	18,193
	<u>(69,651)</u>	<u>(12,623)</u>

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

7 TAXATION

	2020 £000	2019 £000
Current tax:		
Adjustments in respect of previous periods	-	-
	-	-
Deferred taxation:		
Origination and reversal of timing differences	(2,281)	82
Adjustments in respect of previous periods	(11)	35
Adjustments in respect of deferred tax rate changes	260	-
	(2,032)	117
Tax on loss	(2,032)	117
Factors affecting tax charge for the year:	2020 £000	2019 £000
The tax assessed for the year is higher (2019: higher) than the standard rate of corporation tax in the UK 19% (2019: 19%). The differences are explained below:		
Loss before taxation	(88,336)	(15,268)
Loss multiplied by the standard rate of corporation tax in the UK 19% (2019: 19%)	(16,784)	(2,901)
<i>Effects of:</i>		
Expenses not deductible for tax purposes	8	8
Non-taxable income	(30)	(37)
Rate differences on deferred tax	260	(10)
Group relief	14,525	3,022
Adjustments in respect of prior periods	(11)	35
Total tax charge for the year	(2,032)	117

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

8 INTANGIBLE FIXED ASSETS

	Players' registrations £000
<i>Cost</i>	
At beginning of year	196,402
Additions	11,040
Disposals	(32,929)
	<hr/>
At end of year	174,513
	<hr/>
<i>Amortisation</i>	
At beginning of year	113,318
Charge for year	30,274
Impairment	42,516
Disposals	(32,622)
	<hr/>
At end of year	153,486
	<hr/>
<i>Carrying amount</i>	
At 31 May 2020	21,027
	<hr/>
At 31 May 2019	83,084
	<hr/>

The amortisation charge for the year and impairment of player registrations are recognised within operating expenses.

The carrying amount of £21,027,000 (2019: £83,084,000) has a remaining amortisation period of up to 4 years (2019: up to 4 years).

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

9 TANGIBLE FIXED ASSETS

	Short leasehold land and buildings £000	Plant, equipment and motor vehicles £000	Total £000
<i>Cost</i>			
At beginning of year	918	1,853	2,771
Additions	-	299	299
Disposals	-	(256)	(256)
At end of year	918	1,896	2,814
<i>Depreciation</i>			
At beginning of year	742	1,340	2,082
Charge for year	30	266	296
On disposals	-	(168)	(168)
At end of year	772	1,438	2,210
<i>Carrying amount</i>			
At 31 May 2020	146	458	604
At 31 May 2019	176	513	689

10 STOCKS

	2020 £000	2019 £000
Goods for resale	280	592

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

11 DEBTORS

	2020 £000	2019 £000
<i>Amounts falling due within one year:</i>		
Trade debtors	1,090	12,863
Corporation tax recoverable	-	495
Other debtors	2,409	2,624
Prepayments and accrued income	2,354	8,845
Amounts owed by Group undertakings	29,383	26,466
	<u>35,236</u>	<u>51,293</u>

Although repayable on demand the Company has confirmed it will only request repayment of the amounts owed by group undertakings when the undertaking has resources to repay the debt.

12 CREDITORS: Amounts falling due within one year

	2020 £000	2019 £000
Trade creditors	6,519	40,068
Amounts owed to Group undertakings	187,258	141,258
Other taxation and social security costs	1,479	1,906
Other creditors	3,492	23
Accruals and deferred income	18,528	18,586
	<u>217,276</u>	<u>201,841</u>

Although repayable on demand, the Group has confirmed it will only request repayment of the amounts owed by Group undertakings when the undertaking has resources to repay the debt.

13 CREDITORS: Amounts falling due after more than one year

	2020 £000	2019 £000
Trade creditors	-	3,000
Preference shares of £1 each (see note 15)	1	1
	<u>1</u>	<u>3,001</u>

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

14 PROVISIONS FOR LIABILITIES

	Deferred taxation £000	Pension obligations £000	Total £000
Balance at beginning of year	2,214	241	2,455
Paid in the year	-	(29)	(29)
Credit to income statement	(2,032)	-	(2,032)
Balance at end of year	182	212	394

Pension obligations

Certain staff of the Company are members of either the Football League Limited Retirement Income Scheme, a defined benefit scheme, or the Football League Limited Pension and Life Assurance Scheme ("FLLPLAS"), a defined benefit scheme.

There is insufficient information to account for the scheme as a defined benefit plan, so it is accounted for as a defined contribution plan.

At 1 September 2017, a Minimum Funding Requirement ("MFR") deficit was identified in the scheme, of which a proportion was allocated to Stoke City Football Club Limited. Contributions have continued to be paid during the year, as advised by the actuary, resulting in a provision relating to the Club's share of the MFR deficit of £212,000 at the year end (2019: £241,000). The Company expects to make contributions of £29,000 in the next accounting period.

In addition to the above the Company also contributes to a defined contribution scheme and makes contributions to employees' personal pension plans.

Contributions to all pension schemes totalling £221,000 (2019: £235,000) were paid to the various schemes in the year. At the year end £nil (2019: £nil) relating to unpaid contributions were included in accruals and deferred income.

Deferred taxation

The elements of deferred liability and amounts not provided are as follows:

	2020		2019	
	Provided £000	Unprovided £000	Provided £000	Unprovided £000
Fixed asset timing differences	222	-	2,255	-
Other timing differences	(40)	-	(41)	-
	182	-	2,214	-

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

15 SHARE CAPITAL

	2020 £000	2019 £000
<i>Allotted and called up:</i>		
35,690,321 Ordinary shares of £1 each	35,690	35,690
64,000 Ordinary I shares of £1 each	64	64
88,023 Ordinary Y shares of £1 each	88	88
1 Ordinary W shares of £1 each	-	-
	<hr/>	<hr/>
Equity shareholders	35,842	35,842
	<hr/>	<hr/>
Non-Equity: preference shares of £1 each	1	1
Cumulative preference A Shares of £1 each	-	-
Cumulative preference B shares of £1 each	-	-
	<hr/>	<hr/>
	1	1
	<hr/>	<hr/>

The I, Y and W ordinary shares attach various voting rights, in all other respects the shares rank *pari passu*.

The preference shares are non-redeemable and carry no interest coupon.

16 COMMITMENTS UNDER OPERATING LEASES

The total future minimum lease payments under non-cancellable operating leases is as follows:

	2020 £000	2019 £000
Amounts due:		
In less than one year	93	95
In two to five years	186	261
	<hr/>	<hr/>

17 CONTINGENT LIABILITIES AND ASSETS

As at the year end the Directors review the existing and former player contracts to determine if contingent liabilities or contingent assets exist from transfer fees payable and receivable. A degree of estimation is required in this assessment to establish the level of disclosure to make. Provisions are made once certainty of outcome has been achieved. Contingent liabilities and assets are assessed based on outcomes being achievable rather than actually achieved.

Additional fees under these contracts that may therefore be payable or receivable if certain conditions are met in the future, such as promotion to the Premier League and activities of other football clubs, have been estimated by the Directors at the year end date as a net liability of £5,038,000 (2019: £3,000,000).

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

18 RELATED PARTY TRANSACTIONS

During the financial year the Company had the following transactions with related parties:

Description of relationship	Description of transactions	2020		2019	
		Aggregate value for financial year	Net amount owed to / (by) the company	Aggregate value for financial year	Net amount owed to / (by) the company
		£000	£000	£000	£000
Fellow subsidiaries	Purchases and other charges	(8,155)	26,079	(7,943)	26,466
	Loans provided	6,655		6,260	
	Sales and other income	7,304	3,304	4,000	-
Holding company	Loans received	46,000	(187,258)	18,600	(141,258)
Common ownership	Sales and other income	391	(6)	561	(147)
	Purchases and other charges	(832)		(886)	

19 COVID-19

The English Football League has amended its profitability and sustainability rules to reflect the change in the environment. In accordance with those amended rules, the Directors directly attribute the following effects (that have impacted the Club and its reporting under the EFL's regulations for the year ended 31 May 2020) to the Covid-19 pandemic:

	£000
Lost revenues including central distributions, match and non-matchday stadium revenues	3,983
Costs including the additional costs of the Club not utilising the furlough credit scheme available, net of cost savings from the lost revenue streams	4,109
Impairment of value (the element of player impairment directly attributed to Covid-19)	30,131
	<u>38,223</u>

The Directors are able to demonstrate that each of the amounts stated above are: (a) in the circumstances non-speculative and may be quantified by reference to historical precedence and/or firm expectations; and (b) also reflects savings achieved by the Club that are directly attributable to Covid-19.

This disclosure has been produced in accordance with the guidance provided by the English Football League on applicable Covid-19 costs and loss of income. This disclosure has been provided by the Directors as additional information as it is not specifically required under the requirements of FRS102 or the Companies Act and the values contained within it are not prepared in accordance with the recognition or measurement requirements of FRS 102.

Stoke City Football Club Limited

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 May 2020

20 ULTIMATE PARENT COMPANY AND CONTROLLING INTEREST

The ultimate parent company of Stoke City Football Club Limited is bet365 Group Limited, a Company incorporated and registered in the UK. Stoke City Holdings Limited is the immediate parent company.

The largest group in which the results of the Company are consolidated in is that headed by bet365 Group Limited. bet365 Group Limited is under the control of Denise Coates CBE and her family. The consolidated financial statements of this Group are available to the public and may be obtained from:

Registrar of Companies
Crown Way
CARDIFF
CF14 3UZ