

Registered number 2065517

VIKING RADIO LIMITED

Directors' Report and Financial Statements

For the Year Ended 31 December 2011

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VIKING RADIO LIMITED

Company Information

Directors	D Ford G White
Company secretary	Bauer Group Secretariat Limited
Company number	2065517
Registered office	1 Lincoln Court Lincoln Road Peterborough PE1 2RF
Auditor	Grant Thornton UK LLP Registered Auditor & Chartered Accountants Grant Thornton House Melton Street Euston Square London NW1 2EP

VIKING RADIO LIMITED

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VIKING RADIO LIMITED

Directors' Report For the Year Ended 31 December 2011

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

Principal activities and business review

The Company is engaged in the operation of independent radio stations in the Humberside area under licence from Ofcom. No change in the Company's operations is envisaged in the immediate future.

Viking FM is an iconic, heritage radio station with a unique personality and deep resonance in its market. Through its 'local first' strategy, it champions its local community and delivers highly relevant programming which unites listeners in the place they live.

While many in the industry are trending toward national networked programming, the Company intends to continue to invest in locally relevant programming for the communities it serves and in personalised interaction with its listeners. We believe this helps achieve standout in the marketplace and ultimately drives success.

Strong cost control across all areas of the business also contributed to our solid business performance.

Results and dividends

The profit for the year, after taxation, amounted to £361,000 (2010: £962,000).

No interim dividend was paid during the year (2010: £4,000,000). The directors do not recommend the payment of a final dividend (2010: £NIL).

Directors

The directors who served during the year were:

D Ford
G White

Employees

The directors attach great importance to keeping staff fully informed of the Company's financial progress to involve them as much as possible in the activities of the Company. Information is communicated through Bauer's Intranet - Planet Bauer - and periodic discussions take place to keep people informed and seek out their ideas and opinions.

Directors' responsibilities statement

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

VIKING RADIO LIMITED

Directors' Report For the Year Ended 31 December 2011

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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements and other information included in Directors' Reports may differ from legislation in other jurisdictions.

Provision of information to auditor

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 auditor is 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 information needed by the Company's auditor in connection with preparing its report and to establish that the Company's auditor is aware of that information.

Auditor

The auditor, Grant Thornton UK LLP, has indicated its willingness to continue in office. The Company has elected under section 487 of the Companies Act 2006 not to re-appoint the auditor annually. Therefore the auditor, Grant Thornton UK LLP, is deemed to be re-appointed for the next financial year.

Small company accounts

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

This report was approved by the board on 12 July 2012 and signed on its behalf


G White
Director

VIKING RADIO LIMITED

Independent Auditor's Report to the Members of Viking Radio Limited

We have audited the financial statements of Viking Radio Limited for the year ended 31 December 2011, which comprise the Profit and Loss Account, the Balance Sheet and the related notes. 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 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 Auditing Practices Board's website at www.frc.org.uk/apb/scope/private.cfm.

Opinion on financial statements

In our opinion the financial statements

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

Opinion on other 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies' regime.

Grant Thornton UK LLP

Richard Hagley (Senior Statutory Auditor)

for and on behalf of

Grant Thornton UK LLP

Statutory Auditor

Chartered Accountants

London

Date 12 July 2012.

VIKING RADIO LIMITED

**Profit and Loss Account
For the Year Ended 31 December 2011**

	Note	2011 £000	2010 £000
Turnover	1,2	3,052	3,819
Cost of sales		(463)	(407)
Gross profit		2,589	3,412
Administrative expenses		(2,100)	(2,097)
Operating profit	3	489	1,315
Interest receivable and similar income		14	27
Profit on ordinary activities before taxation		503	1,342
Tax on profit on ordinary activities	5	(142)	(380)
Profit for the financial year		361	962

All amounts relate to continuing operations

There were no recognised gains and losses for 2011 or 2010 other than those included in the Profit and Loss Account

The notes on pages 6 to 13 form part of these financial statements

VIKING RADIO LIMITED
Registered number 2065517

Balance Sheet
As at 31 December 2011

	Note	£000	2011 £000	£000	2010 £000
Fixed assets					
Tangible assets	6		116		150
Current assets					
Debtors	7	2,614		2,288	
Cash in hand		1		1	
		<u>2,615</u>		<u>2,289</u>	
Creditors amounts falling due within one year	8	<u>(265)</u>		<u>(334)</u>	
Net current assets			<u>2,350</u>		<u>1,955</u>
Net assets			<u>2,466</u>		<u>2,105</u>
Capital and reserves					
Called up share capital	10		668		668
Profit and loss account	11		<u>1,798</u>		<u>1,437</u>
Shareholders' funds	12		<u>2,466</u>		<u>2,105</u>

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

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

12 July 2012
G White

G White
Director

The notes on pages 6 to 13 form part of these financial statements

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

1. Accounting Policies

1.1 Basis of preparation of financial statements

These financial statements have been prepared on the going concern basis, under the historical cost convention and in accordance with the Companies Act 2006 and applicable accounting standards in the United Kingdom. The directors, in accordance with the Financial Reporting Standard 18, "Accounting Policies" ("FRS 18"), confirm that the accounting policies used by the Company are the most appropriate, consistently applied and adequately disclosed.

1.2 Cash flow

The Company, being a subsidiary undertaking where 90% or more of the voting rights are controlled within the group whose consolidated financial statements are publicly available, is exempt from the requirement to draw up a cash flow statement in accordance with FRS 1.

1.3 Turnover

Turnover comprises revenue recognised by the Company in respect of goods and services supplied during the year, exclusive of Value Added Tax and trade discounts.

Revenue is recognised when the significant risks and rewards of ownership have been transferred to a third party, or for services provided, at the point when it is probable that the economic benefits will flow to the Company and when the amount of revenue can be reliably measured. Revenue is measured at the fair value of the consideration.

Radio advertising revenue is recognised on the date of broadcast.

1.4 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:

Short Term Leasehold Property	-	over length of lease
Office equipment and vehicles	-	3 to 5 years

1.5 Operating leases

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term.

1.6 Dividends payable

Dividend distributions to the Company's shareholders are recognised as a liability either in the period in which the dividends are approved by the Company's shareholders or, in the case of interim dividends when the dividend is paid.

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

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

1.8 Pensions

The Bauer Group, of which the Company is a subsidiary, operates a defined contribution pension scheme provided by Scottish Widows known as Bauer Consumer Media Pension scheme for all eligible staff across the Group. The costs of this pension scheme are charged to the profit and loss account as they become payable

1.9 Provisions for liabilities

Provisions are recognised when the Company has a present legal or constructive obligation as a result of a past event, when it is probable that an outflow of resources will be required to settle the obligation and when a reliable estimate can be made of the amount of the obligation

Where the Company expects some or all of a provision to be released, the release is recognised only when it is virtually certain. The expense relating to any provision is presented in the income statement net of any reimbursement

If the time value of money has a material effect on quantifying the provision, the provision is determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognised as a finance charge

2. Turnover

The Company takes part in barter advertising deals the value of which are included in both turnover and cost of sales. The value of these transactions in the year amounted to £1,733 (2010: £10,118)

All turnover arose within the United Kingdom

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

3. Operating profit

The operating profit is stated after charging

	2011 £000	2010 £000
Depreciation of tangible fixed assets		
- owned by the company	37	37
Operating lease rentals		
- plant and machinery	64	54
- other operating leases	34	36
	<u>135</u>	<u>127</u>

During the year, no director received any emoluments (2010 - £NIL)

Fees for the audit of the Company were borne by a fellow group undertaking, Bauer Radio Limited, for both years and have not been recharged

There were no fees paid to the Company's auditor, Grant Thornton UK LLP, for any non audit services to the Company for both years

Some operating leases refer to car leases and there are no commitments at the year end for future rentals

4. Staff costs

Staff costs were as follows

	2011 £000	2010 £000
Wages and salaries	549	573
Social security costs	55	56
Other pension costs	9	8
	<u>613</u>	<u>637</u>

The average monthly number of employees, including the directors, during the year was as follows

	2011 No.	2010 No.
UK full-time employees	<u>22</u>	<u>21</u>

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

5. Taxation

	2011 £000	2010 £000
Analysis of tax charge in the year		
Current tax (see note below)		
UK corporation tax charge on profit for the year	144	381
Adjustments in respect of prior periods	(2)	6
Total current tax	142	387
Deferred tax		
Deferred tax - current year	-	1
Deferred tax - prior year	-	(8)
Total deferred tax (see note 9)	-	(7)
Tax on profit on ordinary activities	142	380

Factors affecting tax charge for the year

The tax assessed for the year is higher than (2010 - higher than) the standard rate of corporation tax in the UK of 26.5% (2010 - 28%). The differences are explained below

	2011 £000	2010 £000
Profit on ordinary activities before tax	503	1,342
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 26.5% (2010 - 28%)	133	376
Effects of:		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	10	6
Depreciation in excess of capital allowances	1	(1)
Adjustments to tax charge in respect of prior periods	(2)	6
Current tax charge for the year (see note above)	142	387

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

5. Taxation (continued)

Factors that may affect future tax charges

The standard rate of Corporation Tax in the UK reduced from 28% to 26% with effect from 1 April 2011. Accordingly the Company's profits for this accounting period are taxed at an effective rate of 26.5%.

The March 2011 Budget Announcement proposed that the main rate of corporation tax would be reduced to 26% from 1 April 2011 and 25% from 1 April 2012. As these changes were substantively enacted at the balance sheet date, the deferred tax asset has been restated to reflect the reduced tax rate of 25%. The effect of this in these financial statements is not material.

The March 2012 Budget announcement included a further proposal to reduce the main rate of corporation tax to 24% from 1 April 2012, with further reductions to reduce the rate to 22% by 1 April 2014. As these changes had not been substantively enacted at the balance sheet date no account has been taken of them in these financial statements.

The overall effect of the further changes from 25% to 22% if applied to the deferred tax balance at 31 December 2011 would not be material.

The rate of writing down allowances on the main pool of plant and machinery and on the special rate pool will fall to 18% and 8% respectively with effect from 1 April 2012.

6. Tangible fixed assets

	Short Term Leasehold Property £000	Office equipment and vehicles £000	Total £000
Cost			
At 1 January 2011	43	177	220
Additions	-	3	3
At 31 December 2011	43	180	223
Depreciation			
At 1 January 2011	24	46	70
Charge for the year	2	35	37
At 31 December 2011	26	81	107
Net book value			
At 31 December 2011	17	99	116
At 31 December 2010	19	131	150

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

7. Debtors

	2011 £000	2010 £000
Trade debtors	-	281
Amounts owed by group undertakings	2,527	1,922
Other debtors	12	31
Prepayments and accrued income	70	49
Deferred tax asset (see note 9)	5	5
	<u>2,614</u>	<u>2,288</u>

Amounts owed by other group undertakings are unsecured, have no fixed date of repayment and bear interest at the SONIA rate

The Company's trade debtors are now held centrally in the Company's parent undertaking, Bauer Radio Limited

8 Creditors

Amounts falling due within one year

	2011 £000	2010 £000
Trade creditors	4	6
Corporation tax	144	283
Social security and other taxes	6	5
Other creditors	38	9
Accruals and deferred income	73	31
	<u>265</u>	<u>334</u>

9. Deferred tax asset

	2011 £000	2010 £000
At beginning of year	5	(2)
Released during year	-	7
	<u>5</u>	<u>5</u>

The deferred tax asset is made up as follows

	2011 £000	2010 £000
Depreciation in advance of capital allowances	5	5

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Notes to the Financial Statements For the Year Ended 31 December 2011

10. Share capital

	2011 £000	2010 £000
Allotted, called up and fully paid		
668,042 ordinary shares of £1 each	<u>668</u>	<u>668</u>

11. Reserves

	Profit and loss account £000
At 1 January 2011	1,437
Profit for the year	361
At 31 December 2011	<u>1,798</u>

12. Reconciliation of movement in shareholders' funds

	2011 £000	2010 £000
Opening shareholders' funds	2,105	5,143
Profit for the year	361	962
Dividends (Note 13)	-	(4,000)
Closing shareholders' funds	<u>2,466</u>	<u>2,105</u>

13. Dividends

	2011 £000	2010 £000
Dividends paid on equity capital	<u>-</u>	<u>4,000</u>

14. Pension commitments

The Company has participated in a defined contribution pension scheme, the Bauer Consumer Media Pension Scheme operated by Scottish Widows. The pension charge represents contributions due from the employer and during the year it amounted to £9,224 (2010 £8,238).

VIKING RADIO LIMITED

Notes to the Financial Statements For the Year Ended 31 December 2011

15. Operating lease commitment

At 31 December 2011 the Company had annual commitments under non-cancellable operating leases as follows

	Land and buildings			Other
	2011	2010	2011	2010
	£000	£000	£000	£000
Expiry date.				
Within 1 year	-	-	2	-
Between 2 and 5 years	35	35	-	3
	<u>35</u>	<u>35</u>	<u>-</u>	<u>3</u>

16. Ultimate controlling parties and related party transactions

The immediate parent company is Bauer Radio Limited

The only parent undertaking for which Group accounts are drawn up is Heinrich Bauer Verlag Beteiligungs GmbH, registered in Germany. Copies of Heinrich Bauer Verlag Beteiligungs GmbH accounts are publicly available.

Heinrich Bauer Verlag KG, established in Germany, is regarded by the directors as the Company's ultimate controlling party as it is the controlling party of Heinrich Bauer Verlag Beteiligungs GmbH.

The Company has taken advantage of the exemption in Financial Reporting Standard No 8 "Related party disclosures" and has not disclosed transactions with wholly owned group undertakings.

Independent Radio News Limited

The Company's parent undertaking, Bauer Radio Limited, owns 22% of the share capital of Independent Radio News Limited. During the year the Company received a rebate of £58,277 (2010: £48,770).

At 31 December 2011 the Company was owed by Independent Radio News Limited £19,706 (2010: £10,720).