REGISTERED NUMBER. 2701780 (England and Wales)

ABBREVIATED ACCOUNTS

FOR THE YEAR ENDED 31ST JULY 2010

FOR

DAVID AUSTIN ROSES LIMITED

*APLRYT

08/04/2011 COMPANIES HOUSE 224

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<u>COMPANY INFORMATION</u> FOR THE YEAR ENDED 31ST JULY 2010

DIRECTORS:

D C H Austin

D J C Austin

SECRETARY:

D J C Austin

REGISTERED OFFICE:

Bowling Green Lane

Albrighton Wolverhampton WV7 3HB

REGISTERED NUMBER:

2701780 (England and Wales)

SENIOR STATUTORY

AUDITOR:

A C Ralph

AUDITORS:

Stanton Ralph & Co Registered Auditors Chartered Accountants The Old Grammar School

St Leonards Close

Bridgnorth Shropshire WV16 4EJ

REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31ST JULY 2010

The directors present their report with the accounts of the company for the year ended 31st July 2010

PRINCIPAL ACTIVITY

The principal activity of the company in the year under review was that of rose breeding and wholesaling and plant centre operation

REVIEW OF BUSINESS

The company has been able to continue growth in certain areas of the business despite tough economic conditions. Overall turnover increased to £8,057k from £7,051k with a gross margin of 43.6% (2009.47.3%). The company's markets continue to be extremely competitive but the directors anticipate that strong branding together with targeted promotional strategies will facilitate further growth in 2011 and beyond

The company continues to commit substantial funds to research and development activities where its extensive breeding programme facilitates the development of new varieties and is viewed by the directors as a foundation for future success Total research and development costs were £821k (2009 £790k)

Total labour costs, excluding directors remuneration, including social security, increased to £2,322k in 2010 compared to £2,048k in the previous year

Total profit before tax was £564k compared to £1,071K in 2009 after taking into account foreign exchange losses/(gains)

DIVIDENDS

An interim dividend of £25 per share was paid on 29th July 2010. The directors recommend that no final dividend be paid.

The total distribution of dividends for the year ended 31st July 2010 will be £133,000

RESEARCH AND DEVELOPMENT

The company continues to undertake substantial levels of research and development

DIRECTORS

The directors shown below have held office during the whole of the period from 1st August 2009 to the date of this report

D C H Austin D J C Austin

PURCHASE OF OWN SHARES

On 18 February 2009 the company passed a special resolution to purchase 2280 of its own shares for £2,000,000 from C R Austin and J L Austin, directors of the company until their resignation on 18 February 2009, comprising 30% of its issued share capital

STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITORS

So far as the directors are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the company's auditors are unaware, and each director has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that the company's auditors are aware of that information

REPORT OF THE DIRECTORS FOR THE YEAR ENDED 31ST JULY 2010

AUDITORS

The auditors, Stanton Ralph & Co, will be proposed for re-appointment at the forthcoming Annual General Meeting

ON BEHALF OF THE BOARD:

D J C Austin - Secretary

7th January 2011

REPORT OF THE INDEPENDENT AUDITORS TO DAVID AUSTIN ROSES LIMITED UNDER SECTION 449 OF THE COMPANIES ACT 2006

We have examined the abbreviated accounts set out on pages five to sixteen, together with the full financial statements of David Austin Roses Limited for the year ended 31st July 2010 prepared under Section 396 of the Companies Act 2006

This report is made solely to the company, in accordance with Section 449 of the Companies Act 2006. Our work has been undertaken so that we might state to the company those matters we are required to state to it in a special 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, for our work, for this report, or for the opinions we have formed

Respective responsibilities of directors and auditors

The directors are responsible for preparing the abbreviated accounts in accordance with Section 445 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section and to report our opinion to you

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 445(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with the Regulations made under that Section

A C Ralph (Senior Statutory Auditor) for and on behalf of Stanton Ralph & Co Registered Auditors
Chartered Accountants
The Old Grammar School
St Leonards Close
Bridgnorth
Shropshire
WV16 4EJ

7th January 2011

ABBREVIATED PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31ST JULY 2010

31 7 09 £		Notes	31 7 10 £
7,050,572	TURNOVER	2	8,057,522
(3,714,269)	Cost of sales		(4,546,942)
3,336,303			3,510,580
2,267,742	Administrative expenses		2,947,836
1,068,561	OPERATING PROFIT	4	562,744
2,810	Interest receivable and similar income		1,060
1,071,371	PROFIT ON ORDINARY ACTIVIT BEFORE TAXATION	TIES	563,804
121,447	Tax on profit on ordinary activities	5	19,843
949,924	PROFIT FOR THE FINANCIAL Y	EAR	543,961

CONTINUING OPERATIONS

None of the company's activities were acquired or discontinued during the current year or previous year

TOTAL RECOGNISED GAINS AND LOSSES

The company has no recognised gains or losses other than the profits for the current year or previous year

ABBREVIATED BALANCE SHEET 31ST JULY 2010

31 7 09	9			31 7	10
£	£		Notes	£	£
	2,857,265	FIXED ASSETS	7		3,030,657
	6,331	Tangible assets Investments	8		33,583
	0,551	Investment property	9		135,953
	2,863,596				3,200,193
		CURRENT ASSETS			
409,801		Stocks	10	455,626	
1,800,560		Debtors amounts falling due within one	11	1,451,583	
		year			
		Debtors amounts falling due after more th		240.042	
1 142 254		one year Cash at bank	11	349,942	
1,142,354		Casil at balik		1,835,751	
3,352,715				4,092,902	
		CREDITORS			
3,169,672		Amounts falling due within one year	12	2,815,652	
	183,043	NET CURRENT ASSETS			1,277,250
	3,046,639	TOTAL ASSETS LESS CURRENT LIABILITIES			4,477,443
		CREDITORS			
		Amounts falling due after more than one			
	-	year	13		(1,000,000)
	(58,264)	PROVISIONS FOR LIABILITIES	14		(78,107)
	2,988,375	NET ASSETS			3,399,336
		CAPITAL AND RESERVES			
	5,320	Called up share capital	15		5,320
	5,576	Share premium	16		5,576 4,680
	4,680 2,972,799	Capital redemption reserve Profit and loss account	16 16		4,680 3,383,760
	2,712,199	rioni and ioss account	10		3,363,700
	2,988,375	SHAREHOLDERS' FUNDS	19		3,399,336

The abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to medium-sized companies

The financial statements were approved by the Board of Directors on 7th January 2011 and were signed on its behalf

C Ausan - Director

<u>CASH FLOW STATEMENT</u> FOR THE YEAR ENDED 31ST JULY 2010

31 7 09 £		Notes	31 7 10 £
1,463,768	Net cash inflow from operating activities	1	555,116
2,810	Returns on investments and servicing of finance	2	1,060
(22,854)	Taxation		(115,103)
(494,119)	Capital expenditure and financial investment	2	(541,426)
(133,000)	Equity dividends paid		(133,000)
816,605			(233,353)
(579,052)	Financing	2	926,750
237,553	Increase in cash in the period		693,397
	Reconciliation of net cash flow to movement in net funds	3	
237,553	Increase in cash in the period		693,397
237,553	Change in net funds resulting from cash flows		693,397
237,553 904,801	Movement in net funds in the period Net funds at 1st August	d	693,397 1,142,354
1,142,354	Net funds at 31st July		1,835,751

NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST JULY 2010

RECONCILIATION OF OPERATING PROFIT TO NET CASH INFLOW FROM OPERATING ACTIVITIES

			31 7 10 £	31 7 09 £
	Operating profit		562,744	1,068,561
	Depreciation charges		204,635	180,005
	Loss/(Profit) on disposal of fixed assets Increase in stocks		194 (45,825)	(4,650) (103,557)
	Increase in debtors		(71,923)	(177,313)
	(Decrease)/Increase in creditors		(94,709)	500,722
	Net cash inflow from operating activities		555,116	1,463,768
2	ANALYSIS OF CASH FLOWS FOR HEADINGS NETTE STATEMENT	D IN THE CASI	i flow	
			31 7 10 £	31 7 09 £
	Returns on investments and servicing of finance			
	Interest received		1,060	2,810
	Net cash inflow for returns on investments and servicing of	finance	1,060	2,810
	Capital expenditure and financial investment			
	Purchase of tangible fixed assets		(378,871)	(498,769)
	Purchase of fixed asset investments		(27,252)	-
	Purchase of investment property		(135,953)	4 650
	Sale of tangible fixed assets		650	4,650
	Net cash outflow for capital expenditure and financial inves	stment	(541,426)	<u>(494,119)</u>
	Financing			
	Amount int'd/(withdrawn) by directors		(94,896)	148,221
	Share buyback		-	(2,000,000)
	Loans from group undertakings Expenses paid re share buyback		1,021,646	1,284,384 (10,000)
	Exchange loss on investment		-	(1,657)
	Shendings 1000 on investment			
	Net cash inflow/(outflow) from financing		926,750	<u>(579,052)</u>
3	ANALYSIS OF CHANGES IN NET FUNDS			
		At 1 8 09 £	Cash flow £	At 31 7 10 £
	Net cash		600 00 0	
	Cash at bank	1,142,354	<u>693,397</u>	1,835,751
		1,142,354	693,397	1,835,751
	Total	1,142,354	693,397	1,835,751

The notes form part of these abbreviated accounts

NOTES TO THE ABBREVIATED ACCOUNTS FOR THE YEAR ENDED 31ST JULY 2010

ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention

Turnover

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Turnover represents the net amount invoiced by the company for goods and services excluding value added tax

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life

Freehold property

- 1% on cost

Plant and machinery

25% on cost, 20% on cost and 10% on cost

Motor vehicles

- 25% on cost

Assets are depreciated from the date that they are brought into use

Freehold land is not depreciated

Investment property

Investment property is carried at market value and do depreciation is charged in line with Statement of Standard accounting Practice 19. This policy is not in accordance with the Companies Act 2006 but, in the opinion of the directors, is necessary in order that the accounts give a true and fair view.

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items

Deferred tax

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date

Research and development

The company undertakes research and development so as to pursue its fundamental aim of developing rose varieties free of disease. The company's policy is not to capitalise and carry forward costs incurred due to the highly speculative nature of the work.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the period of the lease

Pension costs and other post-retirement benefits

The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate

Foreign currencies

Transactions in foreign currencies and the results of overseas branch operations are translated at the average rates of exchange of ruling during the year and the balance sheet translated into sterling at the rate of exchange ruling on the balance sheet date. Exchange differences arising from the translation of branch opening net assets are taken to the profit and loss account.

Group accounts

The company is the parent of a medium sized group and is therefore exempt from the requirement to prepare group accounts. The financial statements include information on transactions of the parent undertaking only and not about its group.

The benefit of group relief is accounted for within the tax charge of the profit making undertaking. No payment is made for group relief between group undertakings

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

2 TURNOVER

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Turnover arises from a single class of business. The directors consider that it would be prejudicial to the interests of the company if it disclosed its different geographical markets.

3	STAFF COSTS		
		31 7 10	31 7 09
		£	£
	Wages and salaries	2,329,335	2,194,869 201,773
	Social security costs Other pension costs	220,626 15,907	15,150
	Other pension costs	13,907	15,150
		2,565,868	2,411,792
	The average monthly number of employees during the year was as follows		
		31 7 10	31 7 09
	Selling and administration	41	37
	Production and breeding	<u>79</u>	82
		120	119
4	OPERATING PROFIT		
	The operating profit is stated after charging/(crediting)		
		31 7 10	31709
		£	£
	Hire of equipment	10,034	11,304
	Other operating leases	2,233	-
	Depreciation - owned assets	204,635	180,004
	Loss/(Profit) on disposal of fixed assets	194	(4,650)
	Auditors' remuneration	11,616	14,705
	Foreign exchange differences	38,074	(760,440)
	Research and development costs	820,988	790,273
	Directors' remuneration	202,717	311,015
	Information regarding the highest paid director for 2009 is as follows		31 7 09
			51 7 09 £
	Emoluments etc		<u>216,587</u>

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

5 TAXATION

6

Analysis of the tax charge The tax charge on the profit on ordinary activities for the year was as follows	31 7 10 £	31 7 09 £
Current tax UK corporation tax	-	113,864
Deferred tax	19,843	7,583
Tax on profit on ordinary activities	19,843	121,447
Factors affecting the tax charge The tax assessed for the year is lower than the standard rate of corporation tax explained below	in the UK T	he difference is
	31 7 10 £	31 7 09 £
Profit on ordinary activities before tax	563,804	1,071,371
Profit on ordinary activities multiplied by the standard rate of corporation tax in the UK of 28% (2009 - 28%)	157,865	299,984
Effects of Expenses not deductible for tax purposes Capital allowances in excess of depreciation Group relief Research and development uplift Marginal relief	8,606 (23,234) 29,170 (172,407)	5,160 (23,785) - (165,957) (1,538)
Current tax charge		113,864
DIVIDENDS	31 7 10 £	31 7 09 £
Ordinary shares of £1 each Interim	133,000	133,000

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

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TANGIBLE FIXED ASSETS

	Totals £	Freehold property £	Plant and machinery £	Motor vehicles £
COST				
At 1st August 2009	5,793,254	2,045,344	3,684,533	63,377
Additions	378,871	97,745	262,841	18,285
Disposals	(17,175)			(17,175)
At 31st July 2010	6,154,950	2,143,089	3,947,374	64,487
DEPRECIATION				
At 1st August 2009	2,935,989	41,038	2,846,053	48,898
Charge for year	204,635	17,189	176,685	10,761
Eliminated on disposal	(16,331)			(16,331)
At 31st July 2010	3,124,293	58,227	3,022,738	43,328
NET BOOK VALUE				
At 31st July 2010	3,030,657	2,084,862	924,636	21,159
At 31st July 2009	2,857,265	2,004,306	838,480	14,479

FIXED ASSET INVESTMENTS	Unlisted investments
COST At 1st August 2009 Additions	6,331 27,252
At 31st July 2010	33,583
NET BOOK VALUE At 31st July 2010	33,583
At 31st July 2009	6.331

The company's investments at the balance sheet date in the share capital of companies include the following

David Austin Rose Nursery Limited			
Nature of business Rose grower and retailer			
	%		
Class of shares	holding		
Ordinary	100 00		
•		31 7 10	31 7 09
		£	£
Aggregate capital and reserves		3,304,106	2,441,848
Profit for the year		862,258	331,413

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

8 FIXED ASSET INVESTMENTS - continued

	David Austin Roses Japan KK Country of incorporation Japan Nature of business Rose retailer			
		%		
	Class of shares	holding		
	Ordinary	100 00		
			31 7 10	31 7 09
			£	£
	Aggregate capital and reserves		(208,725)	(164,044)
	(Loss)/Profit for the year		<u>(98,347)</u>	13,109
9	INVESTMENT PROPERTY			
				Total £
	COST			
	Additions			135,953
	At 31st July 2010			135,953
	NET BOOK VALUE			
	At 31st July 2010			135,953
	•			

The investment property was purchased during the year. The carrying valuation has been reviewed by the directors as at 31 July 2010, they consider that the purchase cost represents a reasonable assessment of open market value.

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11

	31 7 10	31 7 09
	£	£
Growing plants	303,572	263,539
Plants and goods for resale	152,054	146,262
	455,626	409,801
DEBTORS	31 7 10	31 7 09
Amounto follogo duo suthem and super	£	£
Amounts falling due within one year Trade debtors	1 173 574	1 112 212
	1,173,574	1,113,213 425,234
Amounts owed by group undertakings Other debtors	54,615	45,699
	•	43,033
Tax	4,334	216 414
Prepayments	219,060	216,414
	1,451,583	1,800,560

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

11	DEBTORS - c	ontinued			
				31 7 10	31709
	A manuta fallen	- do A do		£	£
	Amounts owed	g due after more than one year			
	undertakıngs	of Group		349,942	
				240.042	
				349,942	-
	Aggregate amo	punts		1,801,525	1,800,560
12	CDEDITORS	AMOUNTS FALLING DUE WITHIN O	NE VEAD		
	CKEDITORS	AMOUNTS FALLING DOE WITHIN C	TE TEAK	31 7 10	31 7 09
				£	£
	Trade creditors			743,374	916,853
	Tax	to group undertakings		1,674,679	1,728,325 110,769
		and other taxes		259,090	232,379
	Customer depo	osits		52,562	5,035
	Directors' curre			53,593	148,489
	Accrued expen	ses		32,354	27,822
				2,815,652	3,169,672
13	YEAR	: AMOUNTS FALLING DUE AFTER MO	ORE THAN ONE	31 7 10 £	31 7 09 £
	Amounts owed	to group undertakings		1,000,000	•
		of the company's subsidiary undertaking have e demanded within twelve months of the bala		ayment of debts	owing of at least
14	PROVISIONS	S FOR LIABILITIES			
				31 7 10	31 7 09
	Deferred tax			£ 78,107	£ 58,264
					Deferred tax £
	Balance at 1st Movement in y				58,264 19,843
	Balance at 31s	t July 2010			78,107
15	CALLED UP	SHARE CAPITAL			
	Allotted, issue	d and fully paid			
	Number	Class	Nominal	31 7 10	31 7 09
	5 220		value	£	£
	5,320	Ordinary	£1	5,320	5,320

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

16 RESERVES

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10	RESERVES	Totals £	Profit and loss account £	Share premium £	Capital redemption reserve
	At 1st August 2009 Profit for the year Dividends	2,983,055 543,961 (133,000)	2,972,799 543,961 (133,000)	5,576	4,680
	At 31st July 2010	3,394,016	3,383,760	5,576	4,680
17	CAPITAL COMMITMENTS			31 7 10 £	31 7 09 £
	Contracted but not provided for in the financial statements			61,000	28,927

18 TRANSACTIONS WITH DIRECTORS

The company occupies land at Bowling Green Lane of which 30% is owned by Mr D C H. Austin, director. No rent is charged

19 RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

	31 7 10	31 7 09
	£	£
Profit for the financial year	543,961	949,924
Dividends	(133,000)	(133,000)
	410,961	816,924
Purchase of own shares	-	(2,010,000)
Net addition/(reduction) to shareholders' funds	410,961	(1,193,076)
Opening shareholders' funds	2,988,375	4,181,451
Closing shareholders' funds	3,399,336	2,988,375

20 RELATED PARTY TRANSACTIONS AND CONTROLLING PARTY

David Austin Roses Limited is controlled by its director shareholders

During the period the company recharged certain overhead costs totalling £148,143 plus VAT (2009 £82,040 plus VAT) to David Austin Nursery Limited, subsidiary undertaking. The company also made net loans of £1,127,330 (2009 £1,517,973) to this subsidiary undertaking. At the 31st July 2010 £2,674,679 (2009 £1,728,325) was owed to David Austin Rose Nursery Limited shown as amounts owed to group undertakings in notes 12 and 13

The company also recharged overheads totalling £86,618 (2009 £264,264) to David Austin Roses Japan KK, subsidiary undertaking The company received net loans of £75,292 (2009 made net loans £235,588) to this subsidiary undertaking At 31st July 2010 £349,942 (2009 £425,234) was owed by David Austin Roses Japan KK shown as amounts owed by group undertakings in note 11

NOTES TO THE ABBREVIATED ACCOUNTS - continued FOR THE YEAR ENDED 31ST JULY 2010

21 CONTINGENT ASSETS AND LIABILITIES

During the year the company has entered into derivative contracts in order to partially hedge its foreign exchange risks arising from anticipated future trading activities in foreign currencies

The company holds two US dollar forward contract over \$300,000 each expiring on 29 April 2011 and 28 June 2011 respectively. Both contracts allow the company to benefit from an improved spot conversion rate of dollars to sterling at expiry provided that a trigger of \$1 425 to £1 is not reached within seven days of expiry. Where the trigger rate is reached then the dollars must be sold at a protected rate of \$1 485 £1

The company holds two Japanese yen forward contracts over 50m yen each expiring on 31 January 2011 and 28 April 2011 respectively Both contracts allow the company to benefit from an improved lower spot conversion rate of yen to sterling at expiry provided that a trigger of 119 90 yen to £1 is not reached within one month of expiry Where the trigger is reached then the yen must be sold at a protected rate of 134 75 yen to £1

The company also holds two Euro forward contracts over 500,000 euro each expiring on 1 March 2011 and 27 May 2011 respectively Both contracts allow the company to benefit from an improved lower spot conversion rate of euros to sterling at expiry provided that trigger of 1 039 euro to £1 is not reached within one month of expiry Where a trigger is reached then the euros must be sold at a protected rates of 1 12 euro to £1

The company holds two further contracts over 250,000 euro each expiring on 14 January 2011 and 31 May 2011 respectively. The first entitles the company to sell euros at 1 1503 euro. £1 and the second at 1 1166 euro. £1

The impact of revaluing these obligations to market value at the year end is immaterial to the financial statements

The company has entered into bank cross guarantees with its subsidiary undertaking, David Austin Rose Nursery Limited There was no obligation under these guarantees at 31st July 2010