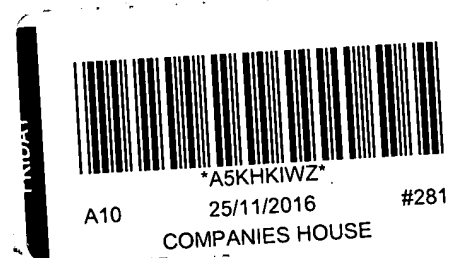


Registered number: 4854808

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2016**



**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**COMPANY INFORMATION**

**DIRECTORS**

Amanda Conquy (resigned 30 April 2015)  
Susan Higginson  
Luke Kelly  
Elaine McQuade  
Paul Mitchell  
Michael Neil  
Anthony (Tony) Salem (resigned 31 March 2016)  
Wes Salton

**COMPANY SECRETARY**

Eunice Wennberg

**REGISTERED NUMBER**

4854808

**REGISTERED OFFICE**

81-83 High Street  
Great Missenden  
Buckinghamshire  
HP16 0AL

**INDEPENDENT AUDITOR**

James Cowper Kreston  
Chartered Accountants and Statutory Auditor  
Reading Bridge House  
George Street  
Reading  
Berkshire  
RG1 8LS

# **THE ROALD DAHL CENTRE (TRADING) LIMITED**

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## **THE ROALD DAHL CENTRE (TRADING) LIMITED**

### **DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2016**

The directors present their report and the audited financial statements for the year ended 31 March 2016.

#### **DIRECTORS**

The directors who served during the year were:

Amanda Conquy (resigned 30 April 2015)  
Susan Higginson  
Luke Kelly  
Elaine McQuade  
Paul Mitchell  
Michael Neil  
Anthony (Tony) Salem (resigned 31 March 2016)  
Wes Salton

#### **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 accounting 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.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### **DISCLOSURE OF INFORMATION TO 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 relevant audit information and to establish that the company's auditor is aware of that information.

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 MARCH 2016**

**AUDITOR**

The auditor, James Cowper Kreston, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

This report was approved by the board on 19 OCTOBER 2016 and signed on its behalf.



**Paul Mitchell**  
Director

## **THE ROALD DAHL CENTRE (TRADING) LIMITED**

### **INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF THE ROALD DAHL CENTRE (TRADING) LIMITED**

We have audited the financial statements of The Roald Dahl Centre (Trading) Limited for the year ended 31 March 2016, set out on pages 5 to 10. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective January 2015) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

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**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **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 March 2016 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; 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.

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF THE ROALD DAHL CENTRE  
(TRADING) LIMITED**

**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 in accordance with the small companies regime and to take advantage of the small companies' exemption from the requirement to prepare a Strategic report or in preparing the Directors' report.

*James Cowper Kreston*

Alexander Peal BSc(Hons) FCA DChA (Senior statutory auditor)

for and on behalf of

**James Cowper Kreston**

Chartered Accountants and Statutory Auditor

Reading Bridge House

George Street

Reading

Berkshire

RG1 8LS

Date: 11 November 2016

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 MARCH 2016**

	<b>Note</b>	<b>2016 £</b>	<b>2015 £</b>
<b>TURNOVER</b>	<b>1,2</b>	<b>337,351</b>	<b>334,444</b>
Cost of sales		<b>(154,493)</b>	<b>(157,643)</b>
<b>GROSS PROFIT</b>		<b>182,858</b>	<b>176,801</b>
Administrative expenses		<b>(96,673)</b>	<b>(120,767)</b>
<b>OPERATING PROFIT</b>	<b>3</b>	<b>86,185</b>	<b>56,034</b>
Payment under giftaid		<b>(80,665)</b>	<b>(52,750)</b>
<b>TOTAL OPERATING PROFIT</b>		<b>5,520</b>	<b>3,284</b>
Interest receivable and similar income		<b>62</b>	<b>69</b>
Interest payable and similar charges		<b>(800)</b>	<b>(800)</b>
<b>PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		<b>4,782</b>	<b>2,553</b>
Tax on profit on ordinary activities	<b>4</b>	<b>-</b>	<b>-</b>
<b>PROFIT FOR THE FINANCIAL YEAR</b>	<b>10</b>	<b>4,782</b>	<b>2,553</b>

The notes on pages 7 to 10 form part of these financial statements.



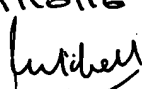
**THE ROALD DAHL CENTRE (TRADING) LIMITED**  
**REGISTERED NUMBER: 4854808**

**BALANCE SHEET**  
**AS AT 31 MARCH 2016**

	Note	£	2016 £	2015 £
<b>FIXED ASSETS</b>				
Tangible assets	5		8,610	3,827
<b>CURRENT ASSETS</b>				
Stocks	6	96,275		62,644
Debtors	7	9,231		3,737
Cash at bank and in hand		115,895		108,795
		<u>221,401</u>		<u>175,176</u>
<b>CREDITORS: amounts falling due within one year</b>	8	<u>(217,593)</u>		<u>(171,367)</u>
<b>NET CURRENT ASSETS</b>			<u>3,808</u>	<u>3,809</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u><u>12,418</u></u>	<u><u>7,636</u></u>
<b>CAPITAL AND RESERVES</b>				
Called up share capital	9		100	100
Profit and loss account	10		<u>12,318</u>	<u>7,536</u>
<b>SHAREHOLDERS' FUNDS</b>	11		<u><u>12,418</u></u>	<u><u>7,636</u></u>

The financial statements have been prepared in accordance with the special provisions applicable to small companies within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

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

19/10/16  


**Paul Mitchell**  
Director

**N.B. Complete 'ACCOUNTS COMPLETION' section**

The notes on pages 7 to 10 form part of these financial statements.

# THE ROALD DAHL CENTRE (TRADING) LIMITED

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2016

### 1. ACCOUNTING POLICIES

#### 1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

#### 1.2 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.

#### 1.3 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:

Computer equipment	-	33% Straight line
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#### 1.4 Stocks

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

### 2. TURNOVER

The total turnover of the company for the year has been derived from its principal activities wholly undertaken in the U.K.

### 3. OPERATING PROFIT

The operating profit is stated after charging:

	2016 £	2015 £
Depreciation of tangible fixed assets:		
- owned by the company	2,116	1,122
Auditor's remuneration	-	2,800
Auditor's remuneration - non-audit	-	1,100
	<hr/>	<hr/>

During the year, no director received any emoluments (2015 - £NIL).

### 4. TAXATION

	2016 £	2015 £
UK corporation tax charge on profit for the year	-	-
	<hr/>	<hr/>

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2016**

**4. TAXATION (continued)**

**Factors affecting tax charge for the year**

The tax assessed for the year is lower than (2015 - lower than) the standard rate of corporation tax in the UK of 20% (2015 - 20%). The differences are explained below:

	2016 £	2015 £
Profit on ordinary activities before tax	4,782	2,553
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 20% (2015 - 20%)	956	511
<b>Effects of:</b>		
Capital allowances for year in excess of depreciation	(956)	(511)
<b>Current tax charge for the year (see note above)</b>	-	-

**5. TANGIBLE FIXED ASSETS**

	Computer software £
<b>Cost</b>	
At 1 April 2015	14,202
Additions	6,899
At 31 March 2016	21,101
<b>Depreciation</b>	
At 1 April 2015	10,375
Charge for the year	2,116
At 31 March 2016	12,491
<b>Net book value</b>	
At 31 March 2016	8,610
At 31 March 2015	3,827

**6. STOCKS**

	2016 £	2015 £
Goods for sale	96,275	62,644

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2016**

**7. DEBTORS**

	2016 £	2015 £
Prepayments and accrued income	527	202
Other debtors	8,704	3,535
	<u>9,231</u>	<u>3,737</u>

**8. CREDITORS:  
Amounts falling due within one year**

	2016 £	2015 £
Trade creditors	33,896	14,381
Amounts owed to group undertakings	179,884	143,654
Other taxation and social security	912	5,725
Other creditors	2,901	7,607
	<u>217,593</u>	<u>171,367</u>

Amounts due to parent undertaking include an unsecured loan of £80,000 (2015: £80,000) on which interest is payable at 0.5% above the Bank of England base rate.

**9. SHARE CAPITAL**

	2016 £	2015 £
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	<u>100</u>	<u>100</u>

**10. RESERVES**

	Profit and loss account £
At 1 April 2015	7,536
Profit for the financial year	4,782
	<u>12,318</u>
At 31 March 2016	

**THE ROALD DAHL CENTRE (TRADING) LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2016**

**11. RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Opening shareholders' funds	<b>7,636</b>	<b>5,083</b>
Profit for the financial year	<b>4,782</b>	<b>2,553</b>
	<hr/>	<hr/>
Closing shareholders' funds	<b>12,418</b>	<b>7,636</b>
	<hr/>	<hr/>

**12. RELATED PARTY TRANSACTIONS**

The Company has taken advantage of the exemption in FRS8 from disclosing transactions with its parent company as consolidated financial statements for the group have been prepared and are available from the below address.

In the current year The Roald Dahl Literary Estate, of which Luke Kelly is a director, made purchases of £nil (2015: £93) in the shop, after trade discount of 30%.

**13. ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY**

The Company is a wholly owned subsidiary undertaking of The Roald Dahl Museum and Story Centre, a company limited by guarantee and a registered UK charity, whose registered office is at 81-83 High Street, Great Missenden, Buckinghamshire, HP16 0AL.