

Registered number 6689614

**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS  
ACADEMY FOR HOSPITALITY)**

**(A Company Limited by Guarantee without any share capital)**

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2012**



**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**  
**(A Company Limited by Guarantee without any share capital)**

**COMPANY INFORMATION**

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|                          |  |
|--------------------------|--|
| <b>Directors</b>         | Brian Wisdom<br>Simon Tarr<br>David Mchattie (resigned 6 May 2011)<br>David Fairhurst (resigned 1 May 2012)<br>Tony Hughes (resigned 6 May 2011)<br>James Berresford (resigned 6 May 2011)<br>Guy Parsons (resigned 6 May 2011)<br>Charles Prew (resigned 6 May 2011)<br>Andrew McKenzie (resigned 6 May 2011)<br>Roberty Cotton (resigned 6 May 2011)<br>Cyrus Todiwala (resigned 6 May 2011)<br>Jeremy Langhorn (resigned 6 May 2011)<br>Philip Addison (resigned 6 May 2011)<br>Suzanne Jackson (appointed 1 May 2012)<br>Edward Riches (appointed 1 May 2012)<br>Peter Thomas (appointed 1 May 2012)<br>Simon Vincent (appointed 1 May 2012) |
| <b>Company secretary</b> | Suzanne Jackson  |
| <b>Company number</b>    | 6689614  |
| <b>Registered office</b> | 2nd Floor Armstrong House<br>38 Market Square<br>Uxbridge<br>Middlesex<br>UB8 1L   |
| <b>Auditors</b>          | haysmacintyre<br>Fairfax House<br>15 Fulwood Place<br>London<br>WC1V 6AY   |

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**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)  
(A Company Limited by Guarantee without any share capital)**

**DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 MARCH 2012**

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The directors present their report and the financial statements for the year ended 31 March 2012

**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.

**Principal activities**

The company which is limited by guarantee and has no share capital, is a not for profit organisation, wholly owned by the charity, People 1st. On 12 April 2012, the company changed its name to Hospitality Guild.

The objects for which the Company is established are the promotion and advancement of education for the public benefit and in particular the promotion and advancement of education in the hospitality industry through the following

- (a) the development of skills through the provision of training and qualifications,
- (b) the development, promotion and maintenance of standards for good practice in the provision of education, training and skills department,
- (c) the strengthening of links between providers of further and higher education, private training providers and schools to develop networks of vocational specialisation, and
- (d) the provision of support to People 1st in particular acting in support of the overarching strategy for addressing the skills need of the sector.

The financial year 2011/12 was a year of transition as existing activities were wound down as the Company repositioned for the launch of the Guild.

In October 2011 People 1st successfully led a bid to the Government's Growth and Innovation Fund for the creation of the Hospitality Guild, in collaboration with nine other founding partners. The Guild was launched in November 2011 with the objective of creating 'one voice for professional development'.

Since the year end, on 1 May 2012, Simon Vincent, President, EMEA, at Hilton Worldwide, was appointed as

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**DIRECTORS' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2012**

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the chair of the board, and in May we announced the appointment of Suzanne Jackson as Executive Director of the Guild. Both Simon and Suzanne have extensive experience in the hospitality industry and their appointments illustrate the commitment we are making to ensure the success of both the Guild and its work going forwards.

**Directors**

The directors who served during the year were

Brian Wisdom  
Simon Tarr  
David Mchattie (resigned 6 May 2011)  
David Fairhurst (resigned 1 May 2012)  
Tony Hughes (resigned 6 May 2011)  
James Berresford (resigned 6 May 2011)  
Guy Parsons (resigned 6 May 2011)  
Charles Prew (resigned 6 May 2011)  
Andrew McKenzie (resigned 6 May 2011)  
Robert Cotton (resigned 6 May 2011)  
Cyrus Todiwala (resigned 6 May 2011)  
Jeremy Langhorn (resigned 6 May 2011)  
Philip Addison (resigned 6 May 2011)

**Provision of information to auditors**

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

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

**Auditors**

The auditors, haysmacintyre, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006

This report was approved by the board on 21 December 2012 and signed on its behalf



**Simon Tarr**  
Director

**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**  
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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**

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We have audited the financial statements of Hospitality Guild (formerly known as National Skills Academy for Hospitality) for the year ended 31 March 2012, set out on pages 5 to 9. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (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 Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

**Respective responsibilities of directors and auditors**

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

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. 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 2012 and of its loss 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.

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**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**

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**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 take advantage of the small companies' exemption in preparing the Directors' Report



Bernie Watson (Senior Statutory Auditor)

for and on behalf of  
**haysmacintyre**

Statutory Auditors

Fairfax House  
15 Fulwood Place  
London  
WC1V 6AY

21 December 2012

**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**  
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**PROFIT AND LOSS ACCOUNT**  
**FOR THE YEAR ENDED 31 MARCH 2012**

|   | Note | 2012<br>£ | 2011<br>£ |
|---|------|-----------|-----------|
| <b>TURNOVER</b>   | 1    | 109,195   | 1,339,754 |
| Cost of sales   |      | (41,848)  | (615,879) |
| <b>GROSS PROFIT</b>   |      | 67,347    | 723,875   |
| Administrative expenses                                     |      | (250,269) | (717,192) |
| <b>OPERATING (LOSS)/PROFIT</b>                              | 2    | (182,922) | 6,683     |
| Interest receivable and similar income                      |      | 97        | 1,357     |
| <b>(LOSS)/PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b> |      | (182,825) | 8,040     |
| Tax on (loss)/profit on ordinary activities                 |      | -         | -         |
| <b>(LOSS)/PROFIT FOR THE FINANCIAL YEAR</b>                 | 8    | (182,825) | 8,040     |

The notes on pages 7 to 9 form part of these financial statements

**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**  
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**REGISTERED NUMBER 6689614**

**BALANCE SHEET**  
**AS AT 31 MARCH 2012**

|  | Note | 2012           |                | 2011             |                |
|--|------|----------------|----------------|------------------|----------------|
|  |      | £              | £              | £                | £              |
| <b>FIXED ASSETS</b>                                  |      |                |                |                  |                |
| Tangible assets                                      | 4    |                | 25,029         |                  | 64,503         |
| <b>CURRENT ASSETS</b>                                |      |                |                |                  |                |
| Debtors  | 5    | 2,061          |                | 204,066          |                |
| Cash at bank   |      | 165,432        |                | 425,771          |                |
|  |      | <u>167,493</u> |                | <u>629,837</u>   |                |
| <b>CREDITORS</b> amounts falling due within one year | 6    | <u>(4,256)</u> |                | <u>(323,249)</u> |                |
| <b>NET CURRENT ASSETS</b>                            |      |                | <u>163,237</u> |                  | <u>306,588</u> |
| <b>NET ASSETS</b>                                    |      |                | <u>188,266</u> |                  | <u>371,091</u> |
| <b>CAPITAL AND RESERVES</b>                          |      |                |                |                  |                |
| Profit and loss account                              | 8    |                | <u>188,266</u> |                  | <u>371,091</u> |
|  |      |                | <u>188,266</u> |                  | <u>371,091</u> |

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 21 December 2012



**Simon Tarr**  
 Director

The notes on pages 7 to 9 form part of these financial statements

**HOSPITALITY GUILD (FORMERLY KNOWN AS NATIONAL SKILLS ACADEMY FOR HOSPITALITY)**  
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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2012**

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**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 April 2008)

**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

|                             |   |           |
|-----------------------------|---|-----------|
| Fixtures & office equipment | - | 20% - 25% |
| Website Development         | - | 33%       |

**2. OPERATING (LOSS)/PROFIT**

The operating (loss)/profit is stated after charging

|   | 2012<br>£         | 2011<br>£         |
|---|-------------------|-------------------|
| Depreciation of tangible fixed assets<br>- owned by the company | 10,503            | 30,512            |
| Auditors' remuneration  | 1,200             | 2,000             |
| Pension costs   | 8,245             | 50,598            |
|   | <u>          </u> | <u>          </u> |

**3 DIRECTORS' REMUNERATION**

|                      | 2012<br>£         | 2011<br>£         |
|----------------------|-------------------|-------------------|
| Aggregate emoluments | 145,127           | 160,500           |
|                      | <u>          </u> | <u>          </u> |

During the year retirement benefits were accruing to 1 director (2011 - 1) in respect of defined benefit pension schemes

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2012**

**4 TANGIBLE FIXED ASSETS**

|                       | Fixtures &<br>fittings<br>£ | Other fixed<br>assets<br>£ | Total<br>£    |
|-----------------------|-----------------------------|----------------------------|---------------|
| <b>Cost</b>           |                             |                            |               |
| At 1 April 2011       | 56,352                      | 59,842                     | 116,194       |
| Disposals             | (16,585)                    | (59,842)                   | (76,427)      |
| At 31 March 2012      | <u>39,767</u>               | <u>-</u>                   | <u>39,767</u> |
| <b>Depreciation</b>   |                             |                            |               |
| At 1 April 2011       | 15,230                      | 36,461                     | 51,691        |
| Charge for the year   | 10,503                      | -                          | 10,503        |
| On disposals          | (10,995)                    | (36,461)                   | (47,456)      |
| At 31 March 2012      | <u>14,738</u>               | <u>-</u>                   | <u>14,738</u> |
| <b>Net book value</b> |                             |                            |               |
| At 31 March 2012      | <u>25,029</u>               | <u>-</u>                   | <u>25,029</u> |
| At 31 March 2011      | <u>41,122</u>               | <u>23,381</u>              | <u>64,503</u> |

**5 DEBTORS**

|                                    | 2012<br>£    | 2011<br>£      |
|------------------------------------|--------------|----------------|
| Trade debtors                      | 2,061        | 186,923        |
| Amounts owed by group undertakings | -            | 6,647          |
| Other debtors                      | -            | 10,496         |
|                                    | <u>2,061</u> | <u>204,066</u> |

**6 CREDITORS**

**Amounts falling due within one year**

|                                 | 2012<br>£    | 2011<br>£      |
|---------------------------------|--------------|----------------|
| Trade creditors                 | 1,614        | 42,539         |
| Social security and other taxes | 2,642        | 15,086         |
| Accruals and deferred income    | -            | 265,624        |
|                                 | <u>4,256</u> | <u>323,249</u> |

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**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2012**

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**7. COMPANY STATUS**

The company is a private company limited by guarantee and consequently does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation.

**8 RESERVES**

|                   | Profit and loss<br>account<br>£ |
|-------------------|---------------------------------|
| At 1 April 2011   | 371,091                         |
| Loss for the year | (182,825)                       |
|                   | <hr/>                           |
| At 31 March 2012  | 188,266                         |
|                   | <hr/> <hr/>                     |

**9. PENSION COMMITMENTS**

The company is a participating member of the ITB Pension Fund (the Scheme), a defined benefit pension scheme in operation for the Industrial Training Boards and their successors. The assets of the Scheme are held separately from those of the company in an independently administered fund. The actuarial liability is determined for the Scheme as a whole and not for individual participating employers. For practical purposes the contributions paid to the Scheme comprise the company's pension costs relating to the employees who are members of the Scheme and these are charged to the Statement of Financial Activities in the period to which the contributions relate.

The pension cost charge for the year was £8,245 (2011 £50,598)

As at 31 March 2012, Hospitality Guild had 1 member participating in the 2007 Section of the Open Fund. During the year the total Standard Contribution Rate for the 2007 Section was 13.6% of Pensionable Salary, of which the company requires that the member pays 5%. In accordance with Section 224 (1) of the Pensions Act 2004 a formal actuarial review of the Open Fund as at 31 March 2010 was carried out and disclosed a residual deficit of £76.3 million (2007 a surplus of £2.4 million). People 1st / Hospitality Guild have been informed that given the size of their employer surplus pot no additional deficit contributions are currently likely to be required.

The ITB Pension Fund has written to all Participating Employers, stating that if they were to cease participating in the Funds, they would face a potential liability. In the case of Hospitality Guild, this liability was estimated at £149,000 at 31 March 2011 if it ceased to participate in the Scheme (£156,000 at 31 March 2010). Hospitality Guild currently has no plans to leave the Scheme, so this contingent liability has not been provided for in the accounts.

**10. RELATED PARTY TRANSACTIONS**

The company is a wholly owned subsidiary of People 1st which produces group accounts and is therefore exempt from disclosing transactions with its parent.