

Company Registration No. 06017993 (England and Wales)

PEEL MEDIA MANAGEMENT LIMITED
DIRECTORS' REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2011

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PEEL MEDIA MANAGEMENT LIMITED

COMPANY INFORMATION

Directors	John Whittaker Paul Wainscott A C I S Steven Underwood A C A Neil Lees A C I S David Glover
Secretary	Neil Lees A C I S
Company number	06017993
Registered office	Peel Dome The Trafford Centre Manchester M17 8PL
Auditors	Deloitte LLP Chartered Accountants Manchester United Kingdom
Bankers	Bank of Scotland plc

PEEL MEDIA MANAGEMENT LIMITED

CONTENTS

	Page
Directors' report	1 - 2
Independent auditors' report	3 - 4
Profit and loss account	5
Balance sheet	6
Notes to the financial statements	7 - 11

PEEL MEDIA MANAGEMENT LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2011

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

This directors' report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption. Accordingly, no Enhanced Business Review has been prepared

Principal activities and review of the business

The principal activity of the company continued to be that of the provision of management services to Peel Media Limited, which owns the MediaCityUK development

MediaCityUK is a long term development of Peel Media Limited, situated on a waterfront site at Salford Quays, in close proximity to central Manchester. Phase 1 of MediaCityUK completed in June 2011. The current site construction build is on 17 acres of the phase 1 development covering 36 acres.

Peel Media Management Limited is a 100% owned subsidiary of Peel Media (Holdings) Limited

Going concern

After making enquiries, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.

Further details regarding the adoption of the going concern basis can be found in Note 1 of the financial statements.

Results and dividends

The results for the year are set out on page 5.

Directors

The following directors have held office since 1 April 2010:

John Whittaker
Paul Wainscott A C I S
Steven Underwood A C A
Neil Lees A C I S
David Glover

Auditors

The auditor, Deloitte LLP, is deemed to be reappointed under section 487(2) of the Companies Act 2006.

PEEL MEDIA MANAGEMENT LIMITED

DIRECTORS' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

Directors' responsibilities statement

The directors are responsible for preparing the annual 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 judgements and accounting estimates that are reasonable and prudent,
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- 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.

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 may differ from legislation in other jurisdictions.

Statement of disclosure to auditors

Each of the persons who is a director at the date of approval of this report confirms that

(a) so far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware, and

(b) 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 the company's auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

On behalf of the board



Neil Lees A C I S

Director

28 October 2011

PEEL MEDIA MANAGEMENT LIMITED

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF PEEL MEDIA MANAGEMENT LIMITED

We have audited the financial statements of Peel Media Management Limited for the year ended 31 March 2011 which comprise the profit and loss account, the balance sheet and the related notes 1 to 14. 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 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 annual 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 2011 and of its loss 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.

PEEL MEDIA MANAGEMENT LIMITED

INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF PEEL MEDIA MANAGEMENT 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
- the directors were not entitled to take advantage of the small companies exemption in preparing the directors' report



Alan Fendall (Senior Statutory Auditor)
for and on behalf of Deloitte LLP

28 October 2011

Chartered Accountants
Manchester
United Kingdom

PEEL MEDIA MANAGEMENT LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2011

		2011	2010
	Note	£	restated £
Turnover	2	1,785,205	863,595
Direct costs		(1,785,205)	(863,595)
Gross loss		-	-
Administrative expenses		(22)	-
Operating loss	3	(22)	-
Interest receivable and similar income	4	-	328
Interest payable and similar charges	5	(71)	-
(Loss)/profit on ordinary activities before taxation		(93)	328
Tax on (loss)/profit on ordinary activities	6	26	(92)
(Loss)/profit for the year	11	(67)	236

The profit and loss account has been prepared on the basis that all operations are continuing operations

There are no recognised gains and losses other than those passing through the profit and loss account

PEEL MEDIA MANAGEMENT LIMITED

BALANCE SHEET

AS AT 31 MARCH 2011

	Note	2011 £	£	2010 £	£
Current assets					
Debtors	7	75,039		106,829	
Cash at bank and in hand		7		32	
		<u>75,046</u>		<u>106,861</u>	
Creditors: amounts falling due within one year	8	<u>(74,875)</u>		<u>(106,623)</u>	
Total assets less current liabilities			<u>171</u>		<u>238</u>
Capital and reserves					
Called up share capital	10		2		2
Profit and loss account	11		169		236
Shareholders' funds	12		<u>171</u>		<u>238</u>

Approved by the Board and authorised for issue on 28 October 2011



Neil Lees A C I S

Director

Company Registration No 06017993

PEEL MEDIA MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2011

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

The Directors have received confirmation that Peel Media Group Limited ("Peel"), the divisions holding company, will continue to provide the necessary level of support to enable it to continue to operate for the foreseeable future. In considering the ability of Peel to provide any necessary support in the context of the uncertainties it faces as a result of the current economic climate, the directors have obtained an understanding of Peel's forecasts, the continuing availability of its facilities and its strategic and contingent plans.

Taking all these factors into account the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future and therefore they continue to adopt the going concern bases in preparing the annual report and accounts.

As permitted by Financial Reporting Standard No. 1 (revised) "Cash Flow Statements", the company has not prepared a cash flow statement as the company is a wholly owned subsidiary undertaking of the Peel Media (Holdings) Limited group of companies. Peel Media (Holdings) Limited is a company incorporated and registered in England and Wales which produces group financial statements in accordance with the Companies Act 1985, which include a consolidated group cash flow statement.

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Law and Accounting Standards, which have been applied consistently.

1.3 Turnover

Charges for management services are accounted for on an accruals basis and recognised as the services are provided. The turnover of the company has been derived from its principal activity wholly undertaken in the United Kingdom. Turnover is stated net of VAT.

1.4 Pensions

For defined contribution schemes the amount charged to the profit and loss account in respect of pension costs and other post-retirement benefits is the contributions payable in the year. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments in the balance sheet.

PEEL MEDIA MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

1 Accounting policies

(continued)

1.5 Taxation

Corporation tax payable is provided on taxable profits at the current rate

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

A net deferred tax asset is regarded as recoverable and therefore recognised only when, on the basis of all available evidence, 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 is not recognised when fixed assets are revalued unless by the balance sheet date there is a binding agreement to sell the revalued assets and the gain or loss expected to arise on sale has been recognised in the financial statements.

Deferred tax is measured on a non-discounted basis.

1.6 Related party disclosures

The company has taken advantage of the exemption in paragraph 3(c) of Financial Reporting Standard No. 8 "Related Party Disclosures" and has not disclosed details of transactions with fellow wholly owned undertakings within the Peel Holdings Group Limited group of companies.

2 Turnover

The total turnover of the company for the year has been derived from its principal activity wholly undertaken in the United Kingdom.

3 Operating loss

Fees payable to the company's auditors' for the audit of the company's annual accounts amounted to £1,000 (2010: £5,000) and were borne by another group company. There is no remuneration in respect of non-audit services in the current or prior year.

4 Interest Receivable

	2011 £	2010 £
On amounts owed from group undertakings	-	328

PEEL MEDIA MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

5	Interest payable	2011	2010
		£	£
	On bank loans and overdrafts	71	-
		<u>71</u>	<u>-</u>
6	Taxation	2011	2010
		£	£
	Domestic current year tax		
	Payment in respect of group relief	-	92
	Receipt in respect of group relief	(26)	-
		<u>(26)</u>	<u>-</u>
	Total current tax	(26)	92
		<u>(26)</u>	<u>92</u>
	Factors affecting the tax charge for the year		
	(Loss)/profit on ordinary activities before taxation	(93)	328
		<u>(93)</u>	<u>328</u>
	(Loss)/profit on ordinary activities before taxation multiplied by standard rate of UK corporation tax of 28.00% (2010 - 28.00%)	(26)	92
		<u>(26)</u>	<u>92</u>
	Current tax charge for the year	(26)	92
		<u>(26)</u>	<u>92</u>
	There is no provided or unprovided deferred tax for either year		
7	Debtors	2011	2010
		£	£
	Amounts owed by parent and fellow subsidiary undertakings	75,039	106,829
		<u>75,039</u>	<u>106,829</u>
8	Creditors amounts falling due within one year	2011	2010
		£	£
	Amounts owed to parent and fellow subsidiary undertakings	-	92
	Other creditors	74,875	106,531
		<u>74,875</u>	<u>106,531</u>
		<u>74,875</u>	<u>106,623</u>

PEEL MEDIA MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

9 Pension and other post-retirement benefit commitments

Defined contribution

The company operates a defined contribution retirement benefit scheme for all qualifying employees of Peel Media Management Limited. The assets of the schemes are held separately from those of the company in funds under the control of trustees. Where there are employees who leave the schemes prior to vesting fully in the contributions, the contributions payable by the company are reduced by the amount of forfeited contributions.

The total cost charged to income of £51,699 (2010: £16,748) represents contributions payable to these schemes by the company at rates specified in the rules of the plans. As at 31 March 2011, contributions of £nil (2010: £nil) due in respect of the current reporting period had not been paid over to the schemes.

	2011 £	2010 £
Contributions payable by the company for the year	51,699	16,748

10 Share capital

	2011 £	2010 £
Allotted, called up and fully paid		
2 Ordinary shares of £1 each	2	2

11 Statement of movements on profit and loss account

	Profit and loss account £
Balance at 1 April 2010	236
Loss for the year	(67)
Balance at 31 March 2011	169

12 Reconciliation of movements in shareholders' funds

	2011 £	2010 £
(Loss)/Profit for the financial year	(67)	236
Opening shareholders' funds	238	2
Closing shareholders' funds	171	238

PEEL MEDIA MANAGEMENT LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

13 Employees

Number of employees

The average monthly number of employees (including directors) during the year was

2011 Number	2010 Number
27	22

Employment costs

	2011 £	2010 £
Wages and salaries	1,546,178	759,123
Social security costs	187,328	87,724
Other pension costs	51,699	16,748
	<u>1,785,205</u>	<u>863,595</u>

The company acts as a management company and has 27 employees (2010: 22). However, these costs are borne and recharged to other companies within the group where the services are provided.

The prior year balances have been restated to show payroll costs grossed up as both revenues and costs. This is to more appropriately reflect the underlying activities of the company which is to recharge other group companies for management services provided.

14 Control

The ultimate holding company in the year ended 31 March 2011 was Tokenhouse Limited, a company incorporated in the Isle of Man. Tokenhouse Limited is controlled by the 1997 Billown Settlement Trust.

The largest group of companies, of which the company is a member, that produces consolidated accounts is Peel Holdings Group Limited, a company incorporated in the Isle of Man.

The smallest group of companies, of which the company is a member, that produces consolidated accounts, is Peel Media (Holdings) Limited, a company incorporated in England. Its Group accounts are available from the Company Secretary, Peel Dome, The Trafford Centre, Manchester, M17 8PL.