

Company Registration Number 47684

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**PLEASURELAND LIMITED**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 4 APRIL 2010**

THURSDAY



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**PLEASURELAND LIMITED**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 4 APRIL 2010**

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**PLEASURELAND LIMITED**

**COMPANY INFORMATION**

**The board of directors**

A J Thompson Managing Director  
B J Thompson  
F C Gilje  
M Brown  
D E Cam  
P J Cornthwaite

**Company secretary**

D E Cam

**Registered office**

Pleasure Beach  
South Shore  
Blackpool  
Lancashire  
FY4 1EZ

## Pleasureland Limited

### DIRECTORS REPORT

YEAR TO 4 APRIL 2010

The directors present their report and the financial statements of the company for the year ended 4 April 2010

#### Principal activities

The principal activity of the company in the year was the operation of an amusement park. In September 2006 the company closed the amusement park to the public and continued to operate from certain peripheral locations. On 30 April 2007 the company sold the Pleasureland site for £7.25m, since which time all trading has ceased.

#### Review of the business and future developments

The company has remained dormant in the year to 4 April 2010.

#### Financial position

The balance sheet is set out on page 6.

#### The directors and their interests in shares of the company

The directors of the company during the year together with their beneficial interests in the ordinary share capital of the company were:

	2010	2009
	Ordinary shares	Ordinary shares
B J Thompson	-	-
A J Thompson	1,522	1,522
F C Gilje	1,522	1,522
D E Cam	-	-
P J Cornthwaite	-	-
M Brown	-	-

The directors retiring at the Annual General Meeting are DE Cam and P J Cornthwaite, who being eligible, offer themselves for re-election.

**Pleasureland Limited**

**DIRECTORS REPORT**

**YEAR TO 4 APRIL 2010**

**Directors' responsibilities**

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the directors to prepare financial statements for each financial year which 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 estimates that are reasonable and prudent,
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business. Since the amusement park is closed and the property sold after the year end the financial statements are prepared on the basis that there will be no ongoing business.

The directors are responsible for keeping proper accounting records that 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.

**Auditors**

As the company is dormant no auditors have been appointed

By order of the board,

D E Cam

Company Secretary

2 December 2010

## PLEASURELAND LIMITED

BALANCE SHEET  
Company Registration Number 47684

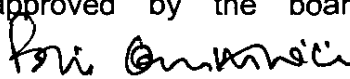
4 APRIL 2010

	Note	2010 £ 000	2009 £ 000
<b>Fixed assets</b>			
Investments	2	-	1
<b>Creditors: amounts falling due within one year</b>			
	3	(5,754)	(5,755)
<b>Net current liabilities</b>		(5,754)	(5,755)
<b>Total assets less current liabilities</b>		(5,754)	(5,754)
<b>Capital and reserves</b>			
Called-up share capital	4	105	105
Share premium account	5	8	8
Capital redemption reserve	5	7	7
Profit and loss account	5	(5,874)	(5,874)
<b>Shareholders' deficit</b>		(5,754)	(5,754)

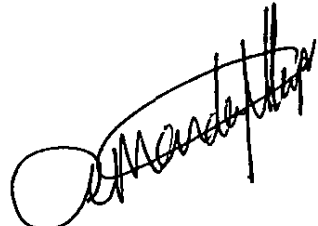
- 1) The company has remained dormant throughout the year to 4 April 2010
- 2) For the year ended 4 April 2010 the company was entitled to exemption under section 480 of the Companies Act 2006
- 3) Members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006
- 4) The Directors acknowledge their responsibilities for
  - a) ensuring the company keeps accounting records which comply with section 386, and
  - b) preparing financial statements which give an true and fair view of the state of affairs of the company as at the end of the financial year and of its profit and loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company
- 5) These financial statements have been prepared in accordance with the provision applicable to companies subject to the small companies' regime

These financial statements were approved by the board on 2 December 2010

A J Thompson  
Director

  
P J Cornthwaite  
Director

The notes on pages 5 to 7 form part of these financial statements



**PLEASURELAND LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 4 APRIL 2010**

**1. Accounting policies****Basis of accounting**

The financial statements have been prepared under the historical cost convention, modified to include the revaluation of certain fixed assets, and in accordance with applicable accounting standards. The company has ceased trading. The financial statements have been prepared on a basis other than that of a going concern.

**Group companies**

Blackpool Pleasure Beach Limited owns more than 50% of the equity of the company, but not 50% of the voting rights. However, it is recognised that Blackpool Pleasure Beach Limited is in a position to assert control over the affairs of the company and therefore the results are consolidated in the accounts of Blackpool Pleasure Beach (Holdings) Limited, the ultimate holding company of Blackpool Pleasure Beach Limited.

Accordingly amounts described in the accounts as 'group companies' refer to Blackpool Pleasure Beach (Holdings) Limited and its subsidiaries.

**2. Investments**

	<b>Deposit with group company and share of surplus at valuation £ 000</b>
<b>Cost or valuation</b>	
At 5 April 2009	1
Surrender	(1)
	-
At 4 April 2010	-
<b>Net book value</b>	
At 4 April 2010	-
At 5 April 2009	1

The company holds nil% (2009: 2.4%) of the founder member deposits of South Shore Mutual Insurance Company Limited, a provider of insurance services to the group.

**PLEASURELAND LIMITED**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 4 APRIL 2010**

**3. Creditors: amounts falling due within one year**

	2010 £ 000	2009 £ 000
Amounts owed to group undertakings	<u>5,754</u>	<u>5,755</u>

**4. Share capital**

<b>Authorised share capital:</b>	2010 £ 000	2009 £ 000
5,000 Ordinary shares of £1 each	5	5
100,000 Ordinary non-voting shares of £1 each	<u>100</u>	<u>100</u>
	<u>105</u>	<u>105</u>

**Allotted, called up and fully paid:**

	2010		2009	
	No' 000	£ 000	No' 000	£ 000
Ordinary shares	5	5	5	5
Ordinary non-voting shares	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
	<u>105</u>	<u>105</u>	<u>105</u>	<u>105</u>

The non-voting ordinary shares rank par-passu with ordinary shares in the event of distributions and on winding up

**5. Reserves**

	Share premium account £ 000	Capital redemption reserve £ 000	Profit & loss Account £ 000
Opening balance	<u>8</u>	<u>7</u>	(5,874)
Balance carried forward	<u>8</u>	<u>7</u>	<u>(5,874)</u>



**PLEASURELAND LIMITED**  
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**6. Reconciliation of movements in shareholders' deficit**

	<b>2010</b>	<b>2009</b>
	<b>£ 000</b>	<b>£ 000</b>
Opening equity shareholders' deficit	<u>(5,754)</u>	<u>(5,754)</u>
Closing equity shareholders' deficit	<u>(5,754)</u>	<u>(5,754)</u>

**7. Parent Company**

The parent company is Blackpool Pleasure Beach Limited which is registered in England. The ultimate holding Company is Blackpool Pleasure Beach (Holdings) Company Limited which is registered in England.

**8. Ultimate controlling party**

The ultimate controlling parties are members of the Thompson family acting in concert.