

**SHREWSBURY TOURISM ASSOCIATION LIMITED**

**TRADING AND PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 MARCH 2011**

	2011		2010	
	£	£	£	£
<b>Turnover</b>				
Brochure	11,865		15,145	
Town Map	5,665		3,838	
Contribution from Shropshire County Council	3,000		4,300	
Contributions towards Town crier suit	-		1,330	
Grant towards retail website	<u>-</u>		<u>2,328</u>	
		20,530		26,941
 <b>Cost of sales</b>				
Printing Brochure	9,543		12,499	
Town Map Production	4,998		4,780	
Distribution costs	426		265	
Flower Show	200		250	
Town Crier Suit	170		1,278	
Retail website development	-		2,820	
Sub contractors	<u>2,980</u>		<u>3,364</u>	
		<u>18,317</u>		<u>25,256</u>
 <b>GROSS PROFIT</b>		2,213		1,685
 <b>Other income</b>				
Deposit account interest		<u>191</u>		<u>107</u>
		2,404		1,792
 <b>Expenditure</b>				
Post and stationery	468		244	
Advertising	80		2,590	
Subscriptions	-		1,248	
Licences and insurance	368		368	
Sundry expenses	216		290	
Accountancy	425		425	
Bad debts	<u>-</u>		<u>2,217</u>	
		<u>1,557</u>		<u>7,382</u>
		847		(5,590)
 <b>Finance costs</b>				
Bank charges		<u>30</u>		<u>61</u>
 <b>NET PROFIT/ (LOSS)</b>		<u>817</u>		<u>(5,651)</u>

This page does not form part of the statutory financial statements

This page does not form part of the statutory financial statements