

Group profit and loss account

for the year to 30 June 2010

	Notes	2010 £m	2009 £m
Revenue			
Ticket income		21.3	29.2
Broadcasting		24.6	23.4
Sponsorship		14.8	16.1
Hospitality and catering		27.7	29.6
Merchandising and licensing		5.2	5.4
Travel		1.4	7.2
Hotel		4.5	0.7
Health and leisure		1.9	–
Other income		10.6	7.6
	2	112.0	119.2
Costs			
Direct		27.6	33.2
Elite rugby		11.5	11.8
Community rugby		17.2	16.7
Business and administration		15.4	13.2
Stadium		14.5	12.5
		86.2	87.4
Operating profit	2,3	25.8	31.8
Allocations to clubs and Constituent Bodies		(21.3)	(22.5)
Share of loss from associated undertakings		(0.1)	(0.1)
Net finance cost	5	(2.5)	(0.2)
Profit on ordinary activities before taxation		1.9	9.0
Taxation (charge)/credit on ordinary activities	6	(0.4)	0.1
Profit on ordinary activities after taxation		1.5	9.1
Attributable to minority interests		(2.6)	(2.9)
(Loss)/profit for the year	21	(1.1)	6.2

There is no material difference between the profit on ordinary activities before taxation and the retained profit reported in the profit and loss account and the equivalent figures calculated on a historical cost basis.