



Please complete in typescript,  
or in bold black capitals.

CR 525 ✓ 33  
202248

363a

## Annual Return

Company Number

615225

Company Name in full

The Decision Shop Limited



\* F363AD40 \*

### Date of this return (See note 1)

The information in this return is made up to

Day Month Year

27 03 1997

### Date of next return (See note 2)

If you wish to make your next return  
to a date earlier than the anniversary  
of this return please show the date here.  
Companies House will then send a form  
at the appropriate time.

Day Month Year

27 03 1998

### Registered Office (See note 3)

Show here the address at the date of  
this return.

121-141 WESTBOURNE TERRACE

Any change of  
registered office  
must be notified  
on form 287.

Post town

LONDON

County / Region

Postcode

W2 6JR

### Principal business activities

(See note 4)

Show trade classification code number(s)  
for the principal activity or activities.

7260

If the code number cannot be determined,  
give a brief description of principal activity.

When you have completed and signed the form please send it to the  
Registrar of Companies at:  
Companies House, Crown Way, Cardiff, CF4 3UZ DX 33050 Cardiff  
for companies registered in England and Wales  
or  
Companies House, 37 Castle Terrace, Edinburgh, EH1 2EB  
for companies registered in Scotland DX 235 Edinburgh



A26 \*A25GNUS6\* 414  
COMPANIES HOUSE 12/04/97

Form revised 12/04/97

**Register of members** (See note 5)  
If the register of members is not kept at the registered office, state here where it is kept.

Post town  
County / Region

83/89 WHITFIELD STREET

LONDON

Postcode W1A 4XA

**Register of Debenture holders**

(See note 6)

If there is a register of debenture holders and it is not kept at the registered office, state here where it is kept.

Post town  
County / Region

Postcode

**Company type** (See note 7)

Public limited company

Private company limited by shares

Private company limited by guarantee without share capital

Private company limited by shares exempt under section 30

Private company limited by guarantee exempt under section 30

Private unlimited company with share capital

Private unlimited company without share capital

X

Please mark the appropriate box

**Company Secretary** (see notes 1-5)

Details of a new company secretary must be notified on form 288a.

(Please photocopy this area to provide details of joint secretaries).

Name \* Style / Title

MISS

\*Honours etc

ACIS

Forename(s)

FIONA MARIA

Surname

EVANS

\* Voluntary details.

Previous forename(s)

Previous surname(s)

Address

5 MELBOURNE TERRACE

**Usual residential**

address must be given. In the case of a corporation, give the registered or principal office address.

Post town

LONDON

County / Region

Postcode SW6 2JU

Country

ENGLAND

**Directors** (see notes 1 to 5)

Please list directors in alphabetical order.

Details of new directors must be notified on form 288a

Name	* Style / Title	MR.	Day	Month	Year	
	* Honours etc		Date of birth	18	01	1940
Forename(s)	MICHAEL					
Surname	BUNGEY					
Previous forename(s)						
Previous surname(s)						
Address	GARNET HOUSE, 31 CAMP ROAD					
	WIMBLEDON					
Post town	LONDON					
County / Region				Postcode	SW19	
Country				Nationality	BRITISH	
Business occupation	CHAIRMAN OF BATES WORLDWIDE					
Other directorships	See attached list					

\* Voluntary details.

**Usual residential**

address must be given. In the case of a corporation, give the registered or principal office address.

Name	* Style / Title	MR.	Day	Month	Year	
	* Honours etc		Date of birth	10	10	1958
Forename(s)	AIDAN					
Surname	CHAPMAN					
Previous forename(s)						
Previous surname(s)						
Address	74 MARSHALSWICK LANE					
Post town	ST. ALBANS					
County / Region	HERTS.			Postcode		
Country	ENGLAND			Nationality	BRITISH	
Business occupation	ACCOUNTANT					
Other directorships	See attached list					

**Usual residential**

address must be given. In the case of a corporation, give the registered or principal office address.

**Directors** (see notes 1-5)

Please list directors in alphabetical order

Details of new directors must be notified on form 288a.

Name	* Style / Title	MR.	Day	Month	Year	
	* Honours etc		Date of birth	21	10	1953
	Forename(s)	PETER GRAHAM				
	Surname	HOWELL				
	Previous forename(s)					
	Previous surname					
Address	76 KINGS ROAD, WIMBLEDON					
	Post town	LONDON				
	County / Region	Postcode				
		SW19 8QW				
	Country					
Nationality	BRITISH					
Business occupation	COMPANY SEC./SOLICITOR					
Other directorships	See attached list					

**Usual residential**

address must be given. In the case of a corporation, give the registered or principal office address.

Name	* Style / Title	MR.	Day	Month	Year	
	* Honours etc		Date of birth	14	02	1947
	Forename(s)	BERNARD				
	Surname	WALSH				
	Previous forename(s)					
	Previous surname					
Address	6 WYTHBURN COURT, 34 SEYMOUR PLACE					
	Post town	LONDON				
	County / Region	Postcode				
		W1H 5WN				
	Country					
Nationality	BRITISH					
Business occupation	DIRECTOR					
Other directorships	NO OTHER DIRECTORSHIPS					

**Usual residential**

address must be given. In the case of a corporation, give the registered or principal office address.

\* Voluntary details.

Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name BUNGEY MICHAEL

Directors only.

Other directorships

ASSET MARKETING LIMITED

BATES COMMUNICATIONS LTD

BATES DORLAND LIMITED

BATES EUROPE LIMITED

BATES HEALTHCOM LIMITED

BUNGEY MEDICAL ADVERTISING LIMITED

CHAROB CONSULTANTS LIMITED

CORDIANT PLC

EUROMEDIA EXPRESS LIMITED

GARROTT DORLAND CRAWFORD HOLDINGS LIMITED

ONE FOUR ONE LIMITED

SWOT PLUS LIMITED

TED BATES HOLDINGS LIMITED

TED BATES LIMITED

TILLBROOKS' STUDIOS LIMITED

## NOTES

Show the full forenames, NOT INITIALS. If the director or secretary is a corporation or Scottish firm, show the name on surname line and registered or principal office on the usual residential line

Give previous forenames or surname(s) except:  
- for a married woman, the name by which she was known before marriage need not be given.

- for names not used since the age of 18 or for at least 20 years

A peer or individual known by a title may state the title instead of or in addition to the forenames and surname and need not give the name by which that person was known before he or she adopted the title or preceded to it.

## Other directorships.

Give the name of every company incorporated in Great Britain of which the person concerned is a director or has been a director at any time in the past five years.

You may exclude a company which either is, or at all times during the past five years when the person concerned was a director, was

- dormant

- a parent company which wholly owned the company making the return, or

- another wholly owned subsidiary of the same parent company.

## Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name CHAPMAN AIDAN

Directors only.

Other directorships

ASSET MARKETING LIMITED

BATES COMMUNICATIONS LTD

BATES DORLAND LIMITED

BATES HEALTHCOM LIMITED

BUNGEY MEDICAL ADVERTISING LIMITED

CHAROB CONSULTANTS LIMITED

DR. PUTTNER AND BATES LIMITED

EUROMEDIA EXPRESS LIMITED

GARROTT DORLAND CRAWFORD HOLDINGS LIMITED

ONE FOUR ONE LIMITED

PINNACLE LIMITED

CELESTE

SWOT PLUS LIMITED

TED BATES HOLDINGS LIMITED

TED BATES LIMITED

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- another wholly owned subsidiary of the same parent company.

# Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name HOWELL PETER GRAHAM

Directors only.

Other directorships

ACME MEDIA LIMITED

AGE SYNERGY LIMITED

ASSET MARKETING LIMITED

B CABLE NETWORK LTD

BATES DIRECT LIMITED

BATES DORLAND LIMITED

BATES HEALTHCOM LIMITED

BATES OVERSEAS HOLDINGS LIMITED

BUNGEY MEDICAL ADVERTISING LIMITED

CABLE 1 LTD

CABLE 2 LTD

CABLE 3 LTD

CABLE 4 LTD

CABLE 5 LTD

CHAROB CONSULTANTS LIMITED

CORDIANT (CENTRAL SERVICES) LIMITED

CORDIANT ADVERTISING LIMITED

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Company Number 615225

Company Name The Decision Shop Limited

Directors Name HOWELL PETER GRAHAM

Directors only.

Other directorships

CORDIANT COMMUNICATIONS LIMITED

CORDIANT CONSULTING LIMITED

CORDIANT DEVELOPMENTS LIMITED

CORDIANT FINANCE LIMITED

CORDIANT GROUP LIMITED

CORDIANT HOLDINGS LIMITED

CORDIANT INTERNATIONAL LIMITED

CORDIANT MARKETING LIMITED

CORDIANT OVERSEAS HOLDINGS LIMITED

CORDIANT PENSION TRUSTEE COMPANY LIMITED

CORDIANT PROPERTY HOLDINGS LIMITED

CORDIANT SPORTS EVENTS AND LICENSING LIMITED

DR. PUTTNER AND BATES LIMITED

EQUATOR U.K. LIMITED

EQUINOX COMMUNICATIONS LIMITED

EUROMEDIA EXPRESS LIMITED

FALCON ADVERTISING LIMITED

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## Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name HOWELL PETER GRAHAM

Directors only.

Other directorships

GARROTT DORLAND CRAWFORD HOLDINGS LIMITED

ICM INTERNATIONAL LIMITED

ISSUES AND IMAGES LIMITED

KINGSWAY ROWLAND LIMITED

KINGSWAY ROWLAND PUBLIC RELATIONS GROUP LIMITED

LAING HENRY (MEDIA) LIMITED

LAING HENRY LIMITED

LONDON CABLE LTD

LONDON SPORTS NETWORK LTD

LONDON TODAY LTD

LONDON WEEKEND TELEVISION (FILMS) LTD

LONDON WEEKEND TELEVISION LTD

LONDON WEEKEND TRUSTEES LTD

LSI GRAPHIC EVIDENCE EUROPE LIMITED

LWT (HOLDINGS) PLC

LWT BROADCASTING LTD

MAK SHACK LIMITED

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## Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name HOWELL PETER GRAHAM

Directors only.

Other directorships

MUSIC SERVICES LTD

ONE FOUR ONE LIMITED

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PINNACLE LIMITED

CELESTE

ROVING EYE LTD

ROWLAND WORLDWIDE LIMITED

S &amp; S FINANCIAL ADVERTISING LIMITED

S &amp; S SALLINGBURY LIMITED

S&amp;S (NO.1) LIMITED

SAATCHI &amp; SAATCHI BUSINESS COMMUNICATIONS LIMITED

SAATCHI &amp; SAATCHI GROUP LTD

SAATCHI AND SAATCHI LIMITED

SALLINGBURY CASEY LIMITED

SALLINGBURY HOLDINGS LIMITED

SHARPS ADVERTISING LIMITED

SIEGEL &amp; GALE CAMBRIDGE LIMITED

SOUTH BANK PRODUCTIONS LTD

SSC PROVINCIAL HOLDINGS LIMITED

# Other relevant directorships

Company Number 615225

Company Name The Decision Shop Limited

Directors Name HOWELL PETER GRAHAM

Directors only.

Other directorships

STRAW CONSULTING GROUP LIMITED

SWOT PLUS LIMITED

TED BATES HOLDINGS LIMITED

TED BATES LIMITED

THE FACILITIES GROUP LIMITED

THE LONDON CABLE NETWORK LTD

THE LONDON TELEVISION STUDIOS LTD

THE TYPEHAUS LIMITED

ZENITH MEDIA LIMITED

ZENITH MEDIA SERVICES LIMITED

ZENITH MEDIA WORLDWIDE LIMITED

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- dormant

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- another wholly owned subsidiary of the same parent company.

Issued share capital (see note 9)  
Enter details of all the shares in issue  
at the date of this return.

Class (e.g. Ordinary/Preference)	Number of shares issued	Aggregate Nominal Value (i.e. Number of shares issued multiplied by nominal value per share)
A ORD 1P	100	£ 1.00
B ORD 1P	6	£ .06
DEF ORD £1	100	£ 100.00
Totals	206	£ 101.06

**List of past and present members**  
(Use attached schedule where appropriate)

A full list is required if one was not  
included with either of the last two  
returns.

(see note 10)

There were no changes in the period

on paper in another format

A list of changes is enclosed

A full list of members is enclosed

X

**Elective resolutions**  
(Private companies only)

(See note 11)

If at the date of this return an election is in force to dispense with  
annual general meetings, mark this box

X

If at the date of this return an election is in force to dispense with  
laying accounts in general meetings, mark this box

X

**Certificate**

I certify that the information given in this return is true to the best of my  
knowledge and belief.

Signed

a director/secretary

Date

1/4/97

Please delete as appropriate.

When you have signed the return send it  
with the fee to the Registrar of Companies.  
Cheques should be made payable to  
Companies House.

This return includes

8

(enter number)

continuation sheets.

Please give the name, address,  
telephone number, and if available,  
a DX number and Exchange, for  
the person Companies House should  
contact if there is any query.

FIONA EVANS, CORDIANT PLC, 83/89 WHITFIELD STREET, LONDON, W1A 4XA

Tel 0171 462 7997

DX number

DX exchange



**SECRETARIAT**

Please complete in typescript,  
or in bold black capitals.

**List of past and present members  
Schedule to form 363a, 363b**

Company Number 615225

Company Name in full The Decision Shop Limited

Number of shares  
or amount of  
stock held by  
existing members  
at date of this  
return.

Particulars of shares or stock transferred since  
the date of the last return (or in the case of the  
first return, since the incorporation of the  
company) by  
(a) persons who are still members, and  
(b) persons who have ceased to be members.

Name and address	Number or amount currently held	Number or amount Transferred	Date of registration of transfer	Remarks
TED BATES HOLDINGS LIMITED 83/89 WHITFIELD STREET, LONDON, W1A 4XA	A Ord 1p 100			
TED BATES HOLDINGS LIMITED 83/89 WHITFIELD STREET, LONDON, W1A 4XA	Def Ord £1 99			
ANNAMARIA JANS 20 UNDERHILL ROAD, EAST DULWICH, LONDON, SE22 0AH	Def Ord £1 0		1 28/06/1996	PETER GRAHAM HOWELL
TREMBLE LTD LE GALLAIS CHAMBERS, 54 BATH STREET, ST. HELIER, JERSEY, JE4 8YD	B Ord 1p 6			
PETER GRAHAM HOWELL 76 KINGS ROAD, WIMBLEDON, LONDON, SW19 8QW	Def Ord £1 1			