



Companies House

**AR01** (ef)

**Annual Return**



Received for filing in Electronic Format on the: **31/05/2016**

X5863LPM

*Company Name:* **ADVERTISING STANDARDS AUTHORITY LIMITED(THE)**

*Company Number:* **00733214**

*Date of this return:* **31/05/2016**

*SIC codes:* **74909**

*Company Type:* **Private company limited by guarantee**

*Situation of Registered Office:* **MID CITY PLACE  
71 HIGH HOLBORN  
LONDON  
WC1V 6QT**

**Officers of the company**

## *Company Secretary 1*

Type: **Person**  
Full forename(s): **MR THOMAS**

Surname: **KELMAN**

Former names:

*Service Address recorded as Company's registered office*

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## *Company Director 1*

Type: **Person**  
Full forename(s): **MR REGINALD WILLIAM**

Surname: **BAILEY**

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: **ENGLAND**

Date of Birth: **\*\*/07/1950** Nationality: **BRITISH**  
Occupation: **NON EXECUTIVE DIRECTOR**

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## *Company Director* 2

*Type:* **Person**  
*Full forename(s):* **MS KATE ELIZABETH**

*Surname:* **BEE**

*Former names:*

*Service Address recorded as Company's registered office*

*Country/State Usually Resident:* **ENGLAND**

*Date of Birth:* **\*\*/10/1983** *Nationality:* **BRITISH**

*Occupation:* **JOURNALIST**

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## *Company Director* 3

*Type:* **Person**  
*Full forename(s):* **ALAN PETER**

*Surname:* **BOOKBINDER**

*Former names:*

*Service Address recorded as Company's registered office*

*Country/State Usually Resident:* **UNITED KINGDOM**

*Date of Birth:* **\*\*/03/1956** *Nationality:* **BRITISH**

*Occupation:* **DIRECTOR**

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*Company Director* 4

Type: **Person**  
Full forename(s): **MS RACHEL**

Surname: **CHILDS**

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: **ENGLAND**

Date of Birth: **\*\*/08/1973** Nationality: **BRITISH**

Occupation: **HEAD TEACHER**

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*Company Director* 5

Type: **Person**  
Full forename(s): **ROISIN**

Surname: **DONNELLY**

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: **UNITED KINGDOM**

Date of Birth: **\*\*/06/1961** Nationality: **BRITISH**

Occupation: **MARKETING DIRECTOR**

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*Company Director*    **6**

*Type:*                                **Person**

*Full forename(s):*                **MR WESLEY MORELAND**

*Surname:*                           **HENDERSON**

*Former names:*

*Service Address recorded as Company's registered office*

*Country/State Usually Resident:*   **NORTHERN IRELAND**

*Date of Birth:*    **\*\*/02/1960**

*Nationality:*   **BRITISH**

*Occupation:*    **RETIRED DIRECTOR**

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*Company Director*    **7**

*Type:*                                **Person**

*Full forename(s):*                **MR DAVID**

*Surname:*                           **HEPWORTH**

*Former names:*

*Service Address recorded as Company's registered office*

*Country/State Usually Resident:*   **ENGLAND**

*Date of Birth:*    **\*\*/07/1950**

*Nationality:*   **BRITISH**

*Occupation:*    **JOURNALIST AND  
BROADCASTER**

*Company Director* 8

Type: **Person**  
Full forename(s): MRS SUZANNE JOYCE

Surname: MCCARTHY

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: ENGLAND

Date of Birth: \*\*/11/1948 Nationality: BRITISH

Occupation: REGULATOR

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*Company Director* 9

Type: **Person**  
Full forename(s): SIR MARTIN JAMES

Surname: NAREY

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: ENGLAND

Date of Birth: \*\*/08/1955 Nationality: BRITISH

Occupation: WRITER/CONSULTANT

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*Company Director* 10

Type: **Person**  
Full forename(s): **MS SHIREEN EMMA**

Surname: **PEERMOHAMED**

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: **ENGLAND**

Date of Birth: **\*\*/12/1961** Nationality: **BRITISH**

Occupation: **SOLICITOR**

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*Company Director* 11

Type: **Person**  
Full forename(s): **MR HAMISH PATRICK**

Surname: **PRINGLE**

Former names:

*Service Address recorded as Company's registered office*

Country/State Usually Resident: **UNITED KINGDOM**

Date of Birth: **\*\*/07/1951** Nationality: **BRITISH**

Occupation: **COMPANY DIRECTOR**

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*Company Director* 12

*Type:* **Person**

*Full forename(s):* **RT HON LORD SMITH OF FINSBURY CHRISTOPHER ROBERT**

*Surname:* **SMITH OF FINSBURY**

*Former names:*

*Service Address:* **22 THORNHILL SQUARE  
LONDON  
N1 1BQ**

*Country/State Usually Resident:* **UNITED KINGDOM**

*Date of Birth:* **\*\*/07/1951** *Nationality:* **BRITISH**

*Occupation:* **CHARITY DIRECTOR**

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*Company Director* 13

Type: **Person**  
Full forename(s): **MR JAMES SAMUEL**

Surname: **YOUNGER**

Former names:

Service Address recorded as Company's registered office

Country/State Usually Resident: **ENGLAND**

Date of Birth: **\*\*/10/1951** Nationality: **BRITISH**

Occupation: **CIVIL SERVANT**

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*Authorisation*

*Authenticated*

*This form was authorised by one of the following:*

Director, Secretary, Person Authorised, Charity Commission Receiver and Manager, CIC Manager, Judicial Factor.