



Companies House
— for the record —

AR01 (ef)

Annual Return



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XWKBPS27

Company Name: **BY WORD OF MOUTH LIMITED**

Company Number: **03310603**

Date of this return: **31/01/2011**

SIC codes: **5552**

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

Situation of Registered Office: **53 MOUNTNEY BRIDGE INDUSTRIAL ESTATE
EASTBOURNE ROAD WESTHAM
PEVENSEY
EAST SUSSEX
UNITED KINGDOM
BN24 5NH**

Officers of the company

Company Secretary 1

Type: **Person**
Full forename(s): **MRS STACIE JANE**

Surname: **IVES**

Former names: **BAKER**

Service Address: **53 MOUNTNEY BRIDGE INDUSTRIAL ESTATE
EASTBOURNE ROAD WESTHAM
PEVENSEY
EAST SUSSEX
UNITED KINGDOM
BN24 5NH**

Company Director **1**

Type: **Person**

Full forename(s): **SIR FRANCIS HENRY**

Surname: **MACKAY**

Former names:

Service Address: **53 MOUNTNEY BRIDGE INDUSTRIAL ESTATE
WESTHAM
EAST SUSSEX
ENGLAND
BN24 5NH**

Country/State Usually Resident: **ENGLAND**

Date of Birth: **24/10/1944** *Nationality:* **BRITISH**

Occupation: **CHAIRMAN OF THE UNIVERSITY
OF WESTMINSTER**

Company Director 2

Type: **Person**

Full forename(s): **MR RICHARD CHARLES LEWIS**

Surname: **PERRY**

Former names:

Service Address: **3 EMBER FARM AVENUE
EAST MOLESEY
SURREY
KT8 OBJ**

Country/State Usually Resident: **SCOTLAND**

Date of Birth: **14/11/1974**

Nationality: **BRITISH**

Occupation: **EVENT MANAGER**

Company Director **3**

Type: **Person**
Full forename(s): **MR ANTONY ADRIAAN**

Surname: **ROESTENBURG**

Former names:

Service Address: **MAPLEHURST BARN
FRITTENDEN ROAD
STAPLEHURST
KENT
TN12 0DL**

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

Date of Birth: **20/05/1946** *Nationality:* **BRITISH**
Occupation: **DIRECTOR**

Company Director 4

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

Surname: **TINNE**

Former names:

Service Address: **16 FINLAY STREET
LONDON
SW6 6HD**

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

Date of Birth: **02/06/1967** *Nationality:* **BRITISH**
Occupation: **DIRECTOR**

Statement of Capital (Share Capital)

Class of shares	ORDINARY	<i>Number allotted</i>	18401
		<i>Aggregate nominal value</i>	18401
<i>Currency</i>	GBP	<i>Amount paid per share</i>	1
		<i>Amount unpaid per share</i>	0

Prescribed particulars

ORDINARY VOTING AND DIVIDEND RIGHTS

Statement of Capital (Totals)

<i>Currency</i>	GBP	<i>Total number of shares</i>	18401
		<i>Total aggregate nominal value</i>	18401

Full Details of Shareholders

The details below relate to individuals / corporate bodies that were shareholders as at 31/01/2011 or that had ceased to be shareholders since the made up date of the previous Annual Return

A full list of shareholders for a private or non-traded public company are shown below

Shareholding 1 : **18401 ORDINARY shares held as at 2011-01-31**
Name: **THE SIMPLY SMART GROUP LTD**

Authorisation

Authenticated

This form was authorised by one of the following:

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