

AR01

Annual Return

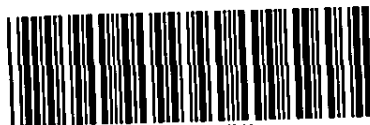
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A fee is payable with this form
Please see 'How to pay' on the
last page

You can use the WebFill
Please go to www.companieshouse.gov.uk



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29/04/2010

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COMPANIES HOUSE

✓ **What this form is for**
You may use this form to confirm
that the company information is
correct as at the date of this return
You must file an Annual Return at
least once every year.

✗ **What this form is NOT for**
You cannot use this form to
give notice of changes to the
company's officers, registered office address,
company type or information
relating to the company records

THURSDAY

Part 1 Company details

The section must be completed by all companies.

→ **Filling in this form**
Please complete in typescript or in
bold black capitals.

All fields are mandatory unless
specified or indicated by *

A1 Company details

Company number 0 4 3 9 3 2 5 6

Company name in full **MERCER STREET MARKETING AND CONSULTING LIMITED**

① **Company name change**
If your company has recently
changed its name, please provide
the company name as at the date of
this return.

A2 Return date

Please give the annual return made up date. The return date must not be a future
date. The annual return must be delivered within 28 days of the date given below.

Date of this return ② 4 3 0 3 1 0

② **Date of this return**
Your company's return date
is usually the anniversary of
incorporation or the anniversary
of the last annual return filed at
Companies House. You may choose
an earlier return date but it must not
be a later date

A3 Principal business activity

Please show the trade classification code number(s) for the principal
activity or activities ③

Classification code 1 7 4 1 4

Classification code 2

Classification code 3

Classification code 4

If you cannot determine a code, please give a brief description of your
business activity below

Principal activity
description

③ **Principal business activity**
You must provide a trade
classification code (SIC code) or a
description of your company's main
business in this section

A full list of the trade classification
codes are available on our website
www.companieshouse.gov.uk

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Company type^①

Please confirm your company type by ticking the appropriate box below (only one box must be ticked):

- ☐ Public limited company
- ☒ Private company limited by shares
- ☐ Private company limited by guarantee
- ☐ Private company limited by shares exempt under section 60
- ☐ Private company limited by guarantee exempt under section 60
- ☐ Private unlimited company with share capital
- ☐ Private unlimited company without share capital

① Company type

If you are unsure of your company type, please check your latest certificate of incorporation or our website
www.companieshouse.gov.uk

A5

Registered office address^②

Building name/number **THE GRAINGER SUITE**

Street **DOBSON HOUSE**

THE REGENT CENTRE, GOSPORT

Post town **NEWCASTLE UPON TYNE**

County/Region **TYNE & WEAR**

Postcode **N E 3 3 P 7**

② Change of registered office

This must agree with the address that is held on the Companies House record at the date of this return

If the registered office address has changed, you should complete form AD01 and submit it together with this annual return

A6

Single alternative inspection location (SAIL) of the company records (if applicable)^③

Building name/number

Street

Post town

County/Region

Postcode

③ SAIL address

This must agree with the address that is held on the Companies House record at the date of this return

If the address has changed, you should complete form AD02 and submit it together with this annual return.

A7

Location of company records^④

Please tick the appropriate box to indicate which records are kept at the SAIL address in Section A6

- ☐ Register of members
- ☐ Register of directors
- ☐ Directors' service contracts
- ☐ Directors' indemnities
- ☐ Register of secretaries.
- ☐ Records of resolutions etc
- ☐ Contracts relating to purchase of own shares.
- ☐ Documents relating to redemption or purchase of own share out of capital by private company.
- ☐ Register of debenture holders.
- ☐ Report to members of outcome of investigation by public company into interests in its shares
- ☐ Register of interests in shares disclosed to public company
- ☐ Instruments creating charges and register of charges. England and Wales or Northern Ireland.
- ☐ Instruments creating charges and register of charges: Scotland

④ Location of company records

If the company records are held at the registered office address, do not tick any of the boxes in this section

Certain records must be kept by every company while other records are only kept by certain company types where appropriate

If the records are not kept at the SAIL address, they must be available at the registered office

If any of the company records have moved from the registered office to the address in section A6 since the last annual return, you must complete form AD03 and submit it together with this annual return.

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Part 2 Officers of the company

This section should include details of the company at the date to which this annual return is made up.

- For a secretary who is an individual, go to Section B1.
- For a corporate secretary, go to Section C1
- For a director who is an individual, go to Section D1
- For a corporate director, go to Section E1

Continuation pages
Please use a continuation page if you need to enter more officer details

Secretary

B1

Secretary's details [Ⓢ]

Please use this section to list all the secretaries of the company
For a corporate secretary, complete Section C1-C4.

Tide*	MR
Full forename(s)	ALAN CRAWFORD
Surname	FLETCHER
Former name(s) [Ⓢ]	

Ⓢ Secretary appointments
You may not use this form to appoint a secretary. To do this, please complete form AP03 and submit it together with this annual return.

Corporate details
Please use Section C1-C4 to enter corporate secretary details.

Secretary details
All details must agree with those previously notified to Companies House. If you have made changes since the last annual return and have not notified us, please complete form CH03.

Ⓢ Former name(s)
Please provide any previous names which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.

B2

Secretary's service address [Ⓢ]

Building name/number	6 OSBALDESTON GARDENS
Street	
Post town	NEWCASTLE UPON TYNE
County/Region	
Postcode	N E 3 4 J E
Country	ENGLAND

Ⓢ Service address
If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address

This information will appear on the public record.

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Corporate secretary

C1 Corporate secretary's details ^①		① Corporate secretary appointments You cannot use this form to appoint a corporate secretary. To do this, please complete form AP04 and submit it together with this annual return. Corporate secretary details All details must agree with those previously notified to Companies House. If you have made changes since the last annual return and have not notified us, please complete form CH04. This information will appear on the public record.
Please use this section to list all the corporate secretaries of the company		
Corporate body/firm name		
Building name/number		
Street		
Post town		
County/Region		
Postcode	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
Country		
C2 Location of the registry of the corporate body or firm		
Is the corporate secretary registered within the European Economic Area (EEA)? → Yes Complete Section C3 only → No Complete Section C4 only		
C3 EEA companies ^②		
Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register		② EEA A full list of countries of the EEA can be found in our guidance. www.companieshouse.gov.uk ③ This is the register mentioned in Article 3 of the First Company Law Directive (68/151/EEC)
Where the company/firm is registered ^③		
Registration number		
C4 Non-EEA companies		
Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.		④ Non-EEA Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in that register.
Legal form of the corporate body or firm		
Governing law		
If applicable, where the company/firm is registered ^⑤		
If applicable, the registration number		

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Director

D1	Director's details ^①	
	Please use this section to list all the directors of the company. For a corporate director, complete Section E1-E4.	
Title*		
Full forename(s)	ALFRED OLDING	
Surname	FLETCHER	
Former name(s) ^②		
Country/State of residence	ENGLAND	
Nationality	BRITISH	
Date of birth	<div> <div>4</div> <div>2</div> <div>0</div> <div>0</div> <div>3</div> <div>1</div> <div>9</div> <div>4</div> <div>1</div> </div>	
Business occupation (if any)	CHIEF EXECUTIVE	

① Director appointments
You cannot use this form to appoint a director. To do this, please complete form AP01 and submit it together with this annual return.

Corporate details
Please use Section E1-E4 to enter corporate director details

Director details
All details must agree with those previously notified to Companies House. If you have made changes since the last annual return and have not notified us, please complete form CH01

② Former name(s)
Please provide any previous names which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.

D2	Director's service address ^③	
Building name/number	154A WESTERN WAY	
Street	DARRAS HALL	
Post town	PONPELAND	
County/Region	NORTHUMBERLAND	
Postcode	<div> <div>N</div> <div>E</div> <div>2</div> <div>0</div> <div>9</div> <div>L</div> <div>Y</div> </div>	
Country	ENGLAND	

③ Service address
If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address

This information will appear on the public record

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Director

D1	Director's details ^①	
	Please use this section to list all the directors of the company For a corporate director, complete Section E1-E4	
Title*	LORD	
Full forename(s)	JOHN	
Surname	STEVENS	
Former name(s) ^②		
Country/State of residence	ENGLAND	
Nationality	BRITISH	
Date of birth	<div> <div>d</div> <div>2</div> <div>1</div> <div>1</div> <div>0</div> <div>1</div> <div>9</div> <div>4</div> <div>2</div> </div>	
Business occupation (if any)	CHAIRMAN	

① Director appointments
You cannot use this form to appoint a director. To do this, please complete form AP01 and submit it together with this annual return.

Corporate details
Please use Section E1-E4 to enter corporate director details.

Director details
All details must agree with those previously notified to Companies House. If you have made changes since the last annual return and have not notified us, please complete form CH01.

② Former name(s)
Please provide any previous names which have been used for business purposes during the period of this return. Married women do not need to give former names unless previously used for business purposes.

D2	Director's service address ^③	
Building name/number	THE GRAINGER SUITE	
Street	DOBSON HOUSE REGENT CENTRE, GOSFORTH	
Post town	NEWCASTLE UPON TYNE	
County/Region		
Postcode	<div> <div>N</div> <div>E</div> <div>3</div> <div>3</div> <div>P</div> <div>P</div> <div></div> <div></div> </div>	
Country	ENGLAND	

③ Service address
If you have previously notified Companies House that the service address is at 'The Company's Registered Office', please state 'The Company's Registered Office' in the address.

This information will appear on the public record.

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Corporate director

E1	Corporate director's details^①	
	Please use this section to list all the corporate director's of the company	
Corporate body/firm name		① Corporate director appointments You cannot use this form to appoint a corporate director. To do this, please complete form AP02 and submit it together with this annual return. Corporate director details All details must agree with those previously notified to Companies House. If you have made changes since the last annual return and have not notified us, please complete form CH02. This information will appear on the public record.
Building name/number		
Street		
Post town		
County/Region		
Postcode		
Country		
E2	Location of the registry of the corporate body or firm	
	Is the corporate director registered within the European Economic Area (EEA)? → Yes Complete Section E3 only → No Complete Section E4 only	
E3	EEA companies^②	
	Please give details of the register where the company file is kept (including the relevant state) and the registration number in that register.	② EEA A full list of countries of the EEA can be found in our guidance www.companieshouse.gov.uk ③ This is the register mentioned in Article 3 of the First Company Law Directive (68/151/EEC)
Where the company/firm is registered ^③		
Registration number		
E4	Non-EEA companies	
	Please give details of the legal form of the corporate body or firm and the law by which it is governed. If applicable, please also give details of the register in which it is entered (including the state) and its registration number in that register.	④ Non-EEA Where you have provided details of the register (including state) where the company or firm is registered, you must also provide its number in that register.
Legal form of the corporate body or firm		
Governing law		
If applicable, where the company/firm is registered ^④		
If applicable, the registration number		

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Part 3 Statement of capital [ⓐ]

Does your company have share capital?

→ Yes Complete the sections below and the following Part 4

→ No Go to Part 5 (Signature).

[ⓐ] This should reflect the company's capital status at the made up date of this annual return

F1 Share capital in pound sterling (£)

Please complete the table below to show each class of shares held in pound sterling.
If all your issued capital is in sterling, only complete Section F1 and then go to Section F4

Class of shares (E.g. Ordinary/Preference etc.)	Amount paid up on each share [ⓑ]	Amount (if any) unpaid on each share [ⓑ]	Number of shares [ⓐ]	Aggregate nominal value [ⓐ]
ORDINARY £1	1.00	0.00	2	£ 2.00
				£
				£
				£
Totals			2	£ 2.00

F2 Share capital in other currencies

Please complete the table below to show any class of shares held in other currencies
Please complete a separate table for each currency

Currency

Class of shares (E.g. Ordinary/Preference etc.)	Amount paid up on each share [ⓑ]	Amount (if any) unpaid on each share [ⓑ]	Number of shares [ⓐ]	Aggregate nominal value [ⓐ]
Totals				

Currency

Class of shares (E.g. Ordinary/Preference etc.)	Amount paid up on each share [ⓑ]	Amount (if any) unpaid on each share [ⓑ]	Number of shares [ⓐ]	Aggregate nominal value [ⓐ]
Totals				

F3 Totals

Please give the total number of shares and total aggregate nominal value of issued share capital.

Total number of shares [ⓐ]

2

Total aggregate
nominal value [ⓐ]

2.00

[ⓐ] Total aggregate nominal value
Please list total aggregate values in
different currencies separately For
example £100 + € 100 + \$10 etc.

[ⓑ] Including both the nominal value and any
share premium

[ⓐ] Number of shares issued multiplied by
nominal value of each share.

Continuation Pages
Please use a Statement of Capital continuation
page if necessary

[ⓐ] Total number of issued shares in this class

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F4

Statement of capital (Voting rights)

Please give the prescribed particulars of rights attached to shares for each class of share shown in the statement of capital share tables in Sections F1 and F2

Class of share

ORDINARY £1

Voting rights

ONE VOTE FOR EVERY SHARE HELD

Class of share

Voting rights

Class of share

Voting rights

Class of share

Voting rights

Part 4

Shareholders

Does your company have share capital?
→ Yes Complete the sections below.
→ No Go to Part 5 (Signature)

① This should reflect the shareholder details at the made up date of this annual return.

G1

Traded public companies ②

☐ Please tick the box if your company was a traded public company at any time during the period of this return

② Traded company definition
A traded company means a company any of whose shares are admitted to trading on a regulated market.

G2

List of past and present shareholders

Private and non-traded public companies are required to provide a 'full list' if one was not included with either of the last two returns

Traded public companies are required to provide a list of shareholders who held at least 5% of the issued shares of any share class if a list was not provided with either of the last two returns.

Please tick the appropriate box below:

- ☒ A full list of shareholders for a private or non-traded public company is enclosed. Please complete Section G3, or
- ☐ A list of shareholders holding at least 5% of the issued shares of any share class for a traded public company is enclosed. Please complete Section G4.
- ☐ A list of shareholder changes is enclosed
→ For private or non-traded public companies, please complete Section G3
→ For traded public companies, please complete Section G4
- ☐ There were no shareholder changes in this period
→ Go to Part 5 (Signature).

Please tick the appropriate box below to indicate the format of your shareholder details.

- ☒ The list of shareholders is enclosed on paper
- ☐ The list of shareholders is enclosed in another format.

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G3

Private or non-traded public companies – list of past and present shareholders

This section should only be completed by companies that have not traded on a regulated market at any time during the period of this return.

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on:

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

Please list the company shareholders in alphabetical order

Joint shareholders should be listed consecutively

Further shareholders

Please use a 'Private or non-traded public companies – list of past and present shareholders' continuation page if necessary

Shareholder's Name (Address not required)	Class of share	Shares or stock currently held	Shares or stock transferred (if appropriate)	
		Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
FIONA FLETCHER	ORDINARY £1	1		/ /
MARGARET FLETCHER	ORDINARY £1	1		/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /
				/ /

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G4

Traded public companies – list of past and present shareholders

This section should show the shareholders that hold at least 5% of any class of share(s) of the company at the date of this return. It should only be completed by public companies that have traded on a regulated market at any time during the period of this return

Changes during this period to shareholders' particulars or details of the amount of stock or shares transferred must be completed each year

You must provide a 'full list' of all company shareholders on:

- The company's first annual return following incorporation,
- Every third annual return after a full list has been provided

Please list the company shareholders in alphabetical order.

Joint shareholders should be listed consecutively

Further shareholders
Please use a 'Traded public companies – list of past and present shareholders' continuation page if necessary

Shareholder's details	Class of share	Shares or stock currently held	Shares or stock transferred (if appropriate)	
		Number of shares or amount of stock	Number of shares or amount of stock	Date of registration of transfer
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /
Name				/ /
Address				/ /
				/ /

Part 5 Signature

This must be completed by all companies.

I am signing this form on behalf of the company.

Signature

Signature

X Margaret [Signature] X

This form may be signed by:

Director ^①, Secretary, Person authorised ^②, Charity commission receiver and manager, CIC manager, Judicial factor

① Societas Europaea

If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership.

② Person authorised

Under either section 270 or 274 of the Companies Act 2006

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**Presenter information**

You do not have to give any contact information, but if you do it will help Companies House if there is a query on the form. The contact information you give will be visible to searchers of the public record.

Contact name **MRS CATHERINE WELSH**Company name **TAIT WALKER LLP**Address **BULMAN HOUSE, REGENT CENTRE,****GOSFORTH**Post town **NEWCASTLE UPON TYNE**County/Region **TYNE & WEAR**Postcode

N	E	3	3	L	S		
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Country **ENGLAND**DX **60368 GOSFORTH**Telephone **0191 285 0321****Checklist**

We may return forms completed incorrectly or with information missing.

Please make sure you have remembered the following.

- ☐ The company name and number match the information held on the public Register
- ☐ You have completed your principal business activity
- ☐ You have not used this form to make changes to the registered office address
- ☐ You have not used this form to make changes to secretary and director details.
- ☐ You have fully completed the Statement of capital (if applicable)
- ☐ You have signed the form.
- ☐ You have enclosed the correct fee.

**Important information**

Please note that all information on this form will appear on the public record.

**How to pay**

A fee of £30 is payable to Companies House in respect of an Annual Return

Make cheques or postal orders payable to 'Companies House.'

**Where to send**

You may return this form to any Companies House address, however for expediency we advise you to return it to the appropriate address below:

For companies registered in England and Wales:

The Registrar of Companies, Companies House,
Crown Way, Cardiff, Wales, CF14 3UZ.
DX 33050 Cardiff

For companies registered in Scotland:

The Registrar of Companies, Companies House,
Fourth floor, Edinburgh Quay 2,
139 Fountainbridge, Edinburgh, Scotland, EH3 9FF
DX ED235 Edinburgh 1
or LP - 4 Edinburgh 2 (Legal Post).

For companies registered in Northern Ireland:

The Registrar of Companies, Companies House,
First Floor, Waterfront Plaza, 8 Laganbank Road,
Belfast, Northern Ireland, BT1 3BS.
DX 481 N.R. Belfast 1.

**Further information**

For further information, please see the guidance notes on the website at www.companieshouse.gov.uk or email enquiries@companieshouse.gov.uk

This form is available in an alternative format. Please visit the forms page on the website at www.companieshouse.gov.uk