

**ELDON INSURANCE SERVICES LIMITED**

**DIRECTORS' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2010**

TUESDAY



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**ELDON INSURANCE SERVICES LIMITED**

**COMPANY INFORMATION**

<b>DIRECTORS</b>	P S Chase-Gardener J W Gannon M D Lee
<b>COMPANY SECRETARY</b>	D Herrmann
<b>COMPANY NUMBER</b>	06334001
<b>REGISTERED OFFICE</b>	MMT Centre Aust, Severn Bridge Bristol BS35 4BL
<b>AUDITOR</b>	Baker Tilly UK Audit LLP Chartered Accountants Hartwell House 55-61 Victoria Street Bristol BS1 6AD
<b>BANKERS</b>	Royal Bank of Scotland 3rd Floor 3 Temple Back East PO Box 2703 Bristol BS1 9BX  Clydesdale Bank 3 Sheldon Square Paddington London W2 6HY
<b>SOLICITORS</b>	New Law Solicitors Helmont House Churchill Way Cardiff CF10 2HE

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**ELDON INSURANCE SERVICES LIMITED**

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# **ELDON INSURANCE SERVICES LIMITED**

## **DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2010**

The Directors present their report and the financial statements for the year ended 31 December 2010

### **PRINCIPAL ACTIVITY**

The principal activity of the Company in the year under review is claims handling. Turnover represents commission and transaction fees received from insurance companies based on claims handling.

### **BUSINESS REVIEW AND FUTURE DEVELOPMENTS**

The Company was established to provide claims handling services for insurance companies and began trading in April 2008. In 2010 Eldon Insurance Services Limited continued to develop and improve the efficiency of its claims handling operation.

Further developments have included the commencement of a strategic IT project which will result in the replacement of the existing claims system that is used by the Company's employees to process claims. The new claims system will be integrated with a document management system and we expect this to facilitate further operational efficiencies and enable the business to be scaled in accordance with the Directors' requirements.

### **KEY PERFORMANCE INDICATORS**

Performance is measured by KPI's which are set by the Company. Such KPI's include the average claims cost, settlement ratio and claim handler efficiency.

### **RESULTS**

The loss for the year, after taxation, amounted to £212K (2009 - loss £526K).

### **DIRECTORS**

The Directors who served during the year were:

P S Chase-Gardener  
J W Gannon  
M D Lee

### **FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES**

The Company uses instruments such as cash, leases, loans, debtors and creditors in order to raise finance for the Company's operations. The existence of these instruments exposes the Company to financial risks which are detailed below.

### **LIQUIDITY RISK/CASHFLOW RISK**

The Company seeks to manage financial risk by ensuring sufficient liquidity is available to meet its foreseeable needs and to invest cash assets safely and profitably. This is measured on a monthly basis with reference to the FSA prescribed calculation to ensure maximum coverage. The Company monitors cash flow using sophisticated forecasting techniques to ensure that all liabilities are met when due.

### **INTEREST RISK**

The Company has minimal exposure to interest rate fluctuations on its bank borrowing as these are covered by our ultimate parent undertaking, Rock Holdings Limited. Our Group monitors its banking facilities and compliance with related covenants as required. Group monies are also monitored to ensure that the minimum

## **ELDON INSURANCE SERVICES LIMITED**

### **DIRECTORS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2010**

interest charges are paid with regard to the overdraft charges ensuring the money is used to offset overdrafts before being deposited at lower interest rates

#### **CREDIT RISK**

The principal credit risk for the Group arises from its trade debtors as part of the claims handling operations. In order to manage credit risk the Directors have incorporated a range of credit control procedures to monitor bad debt levels, and to ensure that any debts are collected as soon as reasonable. Strict credit control key performance indicators are reported to ensure that debts do not exceed the prescribed period. Credit searches are also performed on clients above a certain value to minimise the risk in this area.

#### **EMPLOYEE INVOLVEMENT**

The Company supports the principle of equal opportunities. Its policy is that there should be no unfair discrimination on the grounds of sex, age, religion or race. Equal employment opportunities are available to all persons, including the disabled, having full regard to their particular skills and abilities.

The Directors believe in encouraging employees to become fully informed of the Company's activities and to be more closely involved in the business and provide ongoing training as necessary.

#### **STATEMENT OF DIRECTORS' RESPONSIBILITIES**

The Directors are responsible for preparing the Directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the Directors to prepare financial statements for each financial year. Under that law the Directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements, the Directors are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and estimates that are reasonable and prudent,
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### **PROVISION OF INFORMATION TO THE AUDITOR**

Each of the persons who are Directors at the time when this Directors' report is approved has confirmed that

- so far as the Directors are aware, there is no relevant audit information of which the Company's auditor is unaware, and
- that the Directors have taken all the steps that ought to have been taken as a Director in order to be aware of any information needed by the Company's auditor in connection with preparing its report and to establish that the Company's auditor is aware of that information.

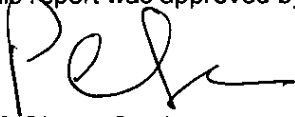
**ELDON INSURANCE SERVICES LIMITED**

**DIRECTORS' REPORT  
FOR THE YEAR ENDED 31 DECEMBER 2010**

**AUDITOR**

The auditor, Baker Tilly UK Audit LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006

This report was approved by the board and signed on its behalf

A handwritten signature in black ink, appearing to read 'P S Chase-Gardener', with a long horizontal stroke extending to the right.

**P S Chase-Gardener**

Director

Date 13 September 2011

## **ELDON INSURANCE SERVICES LIMITED**

### **INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF ELDON INSURANCE SERVICES LIMITED**

We have audited the financial statements on pages 6 to 15. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Company's member in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's member those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's member for our audit work, for this report, or for the opinions we have formed.

### **RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR**

As more fully explained in the Directors' Responsibilities Statement set out on page 2, the Directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB) Ethical Standards for Auditors.

### **SCOPE OF THE AUDIT**

A description of the scope of an audit of financial statements is provided on the Auditing Practices Board's website at [www.frc.org.uk/apb/scope/private.cfm](http://www.frc.org.uk/apb/scope/private.cfm).

### **OPINION ON THE FINANCIAL STATEMENTS**

In our opinion the financial statements

- give a true and fair view of the state of the Company's affairs as at 31 December 2010 and of its loss for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **OPINION ON OTHER MATTER PRESCRIBED BY THE COMPANIES ACT 2006**

In our opinion the information given in the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

## ELDON INSURANCE SERVICES LIMITED

### INDEPENDENT AUDITOR'S REPORT TO THE MEMBER OF ELDON INSURANCE SERVICES LIMITED

#### MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of Directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit

*Baker Tilly UK Audit LLP*

Andrew Allchin (Senior Statutory Auditor)

For and on behalf of BAKER TILLY UK AUDIT LLP, Statutory Auditor

Chartered Accountants

Hartwell House

55-61 Victoria Street

Bristol

BS1 6AD

Date 20-09-2011



**ELDON INSURANCE SERVICES LIMITED**

**PROFIT AND LOSS ACCOUNT  
FOR THE YEAR ENDED 31 DECEMBER 2010**

	<b>Note</b>	<b>2010 £000</b>	<b>2009 £000</b>
<b>TURNOVER</b>	<b>2</b>	<b>7,039</b>	<b>4,570</b>
Administrative expenses		<u>(7,276)</u>	<u>(5,549)</u>
<b>LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		<b>(237)</b>	<b>(979)</b>
Tax on loss on ordinary activities	<b>6</b>	<u><b>25</b></u>	<u><b>453</b></u>
<b>LOSS FOR THE FINANCIAL YEAR</b>		<u><b>(212)</b></u>	<u><b>(526)</b></u>

All amounts relate to continuing operations

There were no recognised gains and losses for 2010 or 2009 other than those included in the profit and loss account

The notes on pages 8 to 15 form part of these financial statements

**ELDON INSURANCE SERVICES LIMITED**  
**REGISTERED NUMBER 06334001**

**BALANCE SHEET**  
**AS AT 31 DECEMBER 2010**

	Note	£000	2010 £000	2009 £000
<b>FIXED ASSETS</b>				
Tangible assets	7		1,130	792
<b>CURRENT ASSETS</b>				
Debtors	8	1,595		1,781
Cash at bank and in hand		3,496		2,190
		<u>5,091</u>		<u>3,971</u>
<b>CREDITORS</b> amounts falling due within one year	9	<u>(4,406)</u>		<u>(4,988)</u>
<b>NET CURRENT ASSETS/(LIABILITIES)</b>			<u>685</u>	<u>(1,017)</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<u>1,815</u>	<u>(225)</u>
<b>CREDITORS:</b> amounts falling due after more than one year	10		<u>(3,223)</u>	<u>(971)</u>
<b>NET LIABILITIES</b>			<u><u>(1,408)</u></u>	<u><u>(1,196)</u></u>
<b>CAPITAL AND RESERVES</b>				
Called up share capital	12		-	-
Profit and loss account	13		<u>(1,408)</u>	<u>(1,196)</u>
<b>SHAREHOLDER'S DEFICIT</b>	14		<u><u>(1,408)</u></u>	<u><u>(1,196)</u></u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf by



**P S Chase-Gardener**

Director

Date 13 September 2011

The notes on pages 8 to 15 form part of these financial statements

## **ELDON INSURANCE SERVICES LIMITED**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010**

#### **1 ACCOUNTING POLICIES**

##### **1.1 Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention and in accordance with applicable accounting standards

The financial statements have been prepared on a going concern basis as the Company's ultimate parent undertaking Rock Holdings Limited, has agreed to provide continued financial support to the Company for at least twelve months from the date of approval of these accounts

##### **1.2 Cash flow**

The Company, being a subsidiary undertaking where 90% or more of the voting rights are controlled within the Group whose consolidated financial statements are publicly available, is exempt from the requirement to draw up a cash flow statement in accordance with FRS 1

##### **1.3 Turnover**

Turnover comprises revenue recognised by the Company in respect of services supplied, exclusive of Value Added Tax and trade discounts. Recognition of commission received for the handling of claims is deferred over the amount of time that the claim is expected to take to settle

##### **1.4 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases

Fixtures & fittings	-	20% straight line
Office equipment	-	20% straight line
Computer equipment	-	33% straight line

##### **1.5 Operating leases**

Rentals under operating leases are charged to the Profit and Loss Account on a straight line basis over the lease term

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate

##### **1.6 Deferred taxation**

Full provision is made for deferred tax assets and liabilities arising from all timing differences between the recognition of gains and losses in the financial statements and recognition in the tax computation

A net deferred tax asset is recognised only if it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted

Deferred tax assets and liabilities are calculated at the tax rates expected to be effective at the time the timing differences are expected to reverse

Deferred tax is not discounted

# **ELDON INSURANCE SERVICES LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010**

### **1. ACCOUNTING POLICIES (continued)**

#### **1.7 Pensions**

The Company makes available to all employees a non-contributory stakeholder pension. Included within the wages and salaries costs are the contributions made by employees to the salary sacrifice pension scheme. No contribution is made by the Company.

### **2. TURNOVER**

All turnover arose within the United Kingdom.

### **3. LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION**

The loss on ordinary activities before taxation is stated after charging

	2010 £000	2009 £000
Depreciation of tangible fixed assets		
- owned by the Company	484	361
Auditor's remuneration - audit services	15	12
Auditor's remuneration - taxation	-	2
Operating lease rentals - land & buildings	170	150
Loss on sale of fixed assets	-	2
	<u>          </u>	<u>          </u>

### **4. STAFF COSTS**

Staff costs, including Directors' remuneration, was as follows

	2010 £000	2009 £000
Wages and salaries	4,817	3,641
Social security costs	422	326
Other pension costs	65	38
	<u>          </u>	<u>          </u>
	<u>5,304</u>	<u>4,005</u>

The average monthly number of employees, including the Directors, during the year was as follows

	2010 No	2009 No
Administration staff	194	140
Managerial staff	28	22
	<u>          </u>	<u>          </u>
	<u>222</u>	<u>162</u>

# **ELDON INSURANCE SERVICES LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010**

### **5 DIRECTORS' REMUNERATION**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Emoluments	<u>49</u>	<u>129</u>

Remuneration of Directors who are also Directors of the intermediary holding company, Southern Rock Investments Limited, are paid through that company. It is not possible to make an accurate apportionment of remuneration in respect of the various Group entities. Any element of that remuneration which is applicable to this Company is not recharged. Details regarding this remuneration can be obtained in the Southern Rock Investments Limited accounts.

The salary of Michael David Lee was paid through Eldon Insurance Services Limited and is shown above.

### **6. TAXATION**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
<b>Analysis of tax charge in the year</b>		
<b>Deferred tax</b>		
Origination and reversal of timing differences	(42)	(453)
Effect of increased tax rate on opening liability	<u>17</u>	<u>-</u>
<b>Total deferred tax</b>	<u>(25)</u>	<u>(453)</u>
<b>Tax on loss on ordinary activities</b>	<u>(25)</u>	<u>(453)</u>

The tax assessed for the year is higher than (2009 - (£453k)) the standard rate of corporation tax in the UK of 28% (2009 - 28%). The differences are explained below.

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Loss on ordinary activities before tax	<u>(237)</u>	<u>(979)</u>
Loss on ordinary activities multiplied by standard rate of corporation tax in the UK of 28% (2009 - 28%)	(66)	(274)
<b>Effects of</b>		
Expenses not deductible for tax purposes, other than goodwill amortisation and impairment	7	6
Capital allowances for year in excess of depreciation	11	23
Unrelieved tax losses and other deductions	<u>48</u>	<u>245</u>
<b>Current tax charge for the year</b>	<u>-</u>	<u>-</u>

#### **Factors that may affect future tax charges**

There were no factors that may affect future tax charges.

**ELDON INSURANCE SERVICES LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2010**

**7 TANGIBLE FIXED ASSETS**

	Office equipment £000	Fixtures & fittings £000	Computer equipment £000	Total £000
<b>Cost</b>				
At 1 January 2010	161	60	1,116	1,337
Additions	3	31	788	822
At 31 December 2010	<u>164</u>	<u>91</u>	<u>1,904</u>	<u>2,159</u>
<b>Depreciation</b>				
At 1 January 2010	39	12	494	545
Charge for the year	32	15	437	484
At 31 December 2010	<u>71</u>	<u>27</u>	<u>931</u>	<u>1,029</u>
<b>Net book value</b>				
At 31 December 2010	<u>93</u>	<u>64</u>	<u>973</u>	<u>1,130</u>
At 31 December 2009	<u>122</u>	<u>48</u>	<u>622</u>	<u>792</u>

**8. DEBTORS**

	2010 £000	2009 £000
<b>Due after more than one year</b>		
Deferred tax asset (see note 11)	478	453
<b>Due within one year</b>		
Trade debtors	297	556
Amounts owed by group undertakings	477	619
Other debtors	158	-
Prepayments and accrued income	185	153
	<u>1,595</u>	<u>1,781</u>

**9. CREDITORS**

**Amounts falling due within one year**

	2010 £000	2009 £000
Trade creditors	463	251
Amounts owed to group undertakings	1,681	2,109
Amounts owed to related parties	43	51
Social security and other taxes	-	56
Accruals and deferred income	2,219	2,521
	<u>4,406</u>	<u>4,988</u>

The Company has minimal exposure to guarantees for its creditors as these are covered by our parent

# **ELDON INSURANCE SERVICES LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010**

### **9. CREDITORS** **Amounts falling due within one year (continued)**

Company Our Group Company monitors its banking facilities and compliance with related covenants as required Group monies are also monitored to ensure that the minimum interest charges are paid with regard to the overdraft charges ensuring that the money is used to offset overdrafts before being deposited at lower interest rates

### **10. CREDITORS** **Amounts falling due after more than one year**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Amounts owed to group undertakings	2,143	-
Accruals and deferred income	1,080	971
	<u>3,223</u>	<u>971</u>

### **11 DEFERRED TAX ASSET**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
At beginning of year	453	-
Credit for the year	25	453
	<u>478</u>	<u>453</u>

The deferred tax asset is made up as follows

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Tax losses carried forward	307	270
Difference between capital allowances and depreciation	171	183
	<u>478</u>	<u>453</u>

The Directors consider the asset to be recoverable since the Company is budgeted to generate profits in the future

### **12 SHARE CAPITAL**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
<b>Authorised</b>		
10,000 Ordinary shares of £1 each	<u>10</u>	<u>10</u>
<b>Allotted, called up and fully paid</b>		
100 Ordinary shares of £1 each	<u>-</u>	<u>-</u>

**ELDON INSURANCE SERVICES LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2010**

**12 SHARE CAPITAL (continued)**

**13 RESERVES**

	Profit and loss account £000
At 1 January 2010	(1,196)
Loss for the year	(212)
	<u>(1,408)</u>
At 31 December 2010	<u><u>(1,408)</u></u>

**14 RECONCILIATION OF MOVEMENT IN SHAREHOLDER'S DEFICIT**

	2010 £000	2009 £000
Opening shareholder's deficit	(1,196)	(670)
Loss for the year	(212)	(526)
	<u>(1,408)</u>	<u>(1,196)</u>
Closing shareholder's deficit	<u><u>(1,408)</u></u>	<u><u>(1,196)</u></u>

**15 OTHER FINANCIAL COMMITMENTS**

The Company is committed to the payment of rent for floors 8, 11 & 15 of Cale Cross House in Newcastle and associated parking spaces

**Annual commitments under non-cancellable operating leases expiring:**

	2010	2009
Less than 1 year	-	-
2-5 years	162	134
More than 5 years	-	-
	<u>162</u>	<u>134</u>
Total	<u><u>162</u></u>	<u><u>134</u></u>

**16. RELATED PARTY TRANSACTIONS**

The following transactions were carried out with related parties

**Sale of services to group undertakings**

	2010 £000	2009 £000
Southern Rock Insurance Company Limited	7,054	5,843
	<u><u>7,054</u></u>	<u><u>5,843</u></u>



**ELDON INSURANCE SERVICES LIMITED**

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2010**

**16. RELATED PARTY TRANSACTIONS (continued)**

**Purchase of goods and services from group undertakings**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Southern Rock Insurance Company Limited	<b>605</b>	-
E Development Limited	<b>116</b>	(35)
Rock Services Limited	<b>8,101</b>	5,634
Rock Holdings Limited	<b>1,115</b>	2,260
	<hr/>	<hr/>
Total	<b>9,937</b>	7,859
	<hr/>	<hr/>

**Purchase of goods and services from key management**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Commercial Vehicle Direct Insurance Services Limited	<b>284</b>	-
Group Direct Marketing Limited t/a eMarketing Complete Limited	-	110
	<hr/>	<hr/>
Total	<b>284</b>	110
	<hr/>	<hr/>

**Year end balances arising from sales with Group undertakings**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Rock Services Limited	<b>477</b>	-
Rock Holdings Limited	-	619
	<hr/>	<hr/>
Total	<b>477</b>	619
	<hr/>	<hr/>

**Year end balances arising from purchases with Group undertakings**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Rock Services Limited	<b>876</b>	137
Rock Holdings Limited	<b>496</b>	-
Southern Rock Insurance Company Limited	<b>309</b>	129
	<hr/>	<hr/>
Total	<b>1,681</b>	266
	<hr/>	<hr/>

# **ELDON INSURANCE SERVICES LIMITED**

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2010**

### **Year end balances arising from purchases with key management**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Commercial Vehicle Direct Insurance Services Limited	<b>43</b>	-
Group Direct Marketing Limited t/a Marketing Complete Limited	-	51
	<u><b>43</b></u>	<u><b>51</b></u>
<b>Total</b>	<u><b>43</b></u>	<u><b>51</b></u>

### **Sub Ordinated Loan Balances**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Rock Holdings Limited	<b>2,143</b>	1,843
	<u><b>2,143</b></u>	<u><b>1,843</b></u>

Interest is charged on the subordinated loan at 0% The loan is not repayable less than two years from the date on which the loan was first made

### **Net Funding provided from Group Undertakings**

	<b>2010</b>	<b>2009</b>
	<b>£000</b>	<b>£000</b>
Rock Holdings Limited	<b>300</b>	-
	<u><b>300</b></u>	<u><b>-</b></u>

## **17 ULTIMATE PARENT UNDERTAKING AND CONTROLLING PARTY**

The Company's ultimate parent undertaking and controlling party is Rock Holdings Limited, a company registered in the Isle of Man

The results of Eldon Insurance Services Limited are included in the consolidated accounts of Southern Rock Investments Limited and are publicly available from PO Box 545, Montagu Pavillion, 8-10 Queensway, Gibraltar