

# AP01

## Appointment of director



You can use the WebFiling service to file this form online.  
Please go to [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk)

☒ **What this form is for**  
You may use this form to appoint  
an individual as a director

☐ **What this form is NC**  
You cannot use the form for  
a corporate director. If  
please use form AP02  
of corporate director

WEDNESDAY



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### 1 Company details

Company number: 0 7 2 6 6 0 0 6  
Company name in full: Acquity Customer Insight Limited

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

All fields are mandatory unless  
specified or indicated by \*

### 2 Date of director's appointment

Date of appointment: d 2 d 0 m 1 m 2 y 2 y 0 y 1 y 1

### 3 New director's details

Title \*: Mr  
Full forename(s): Charles Basil Lucas  
Surname: Watson  
Former name(s) ①:  
Country/State of residence ②: United Kingdom  
Nationality: British  
Date of birth: d 0 d 5 m 0 m 3 y 1 y 9 y 6 y 2  
Business occupation (if any) ③: Company director

#### ① Former name(s)

Please provide any previous names  
which have been used for business  
purposes in the past 20 years

Married woman do not need to give  
former names unless previously used  
for business purposes

Continue in section 6 if required

#### ② Country/State of residence

This is in respect of your usual  
residential address as stated in  
Section 4a

#### ③ Business occupation

If you have a business occupation,  
please enter here. If you do not,  
please leave blank

### 4 New director's service address ④

Please complete your service address below. You must also complete your usual  
residential address in **Section 4a**.

Building name/number: The Company's Registered Office  
Street:  
Post town:  
County/Region:  
Postcode:  
Country:

#### ④ Service address

This is the address that will appear  
on the public record. This does not  
have to be your usual residential  
address

Please state 'The Company's  
Registered Office' if your service  
address is recorded in the company's  
register of directors as the  
company's registered office

If you provide your residential  
address here it will appear on the  
public record

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### Signatures

New director's  
signature

I consent to act as director of the above named company

Signature

X



X

Authorising signature

Signature

X



X

This form may be signed and authorised by  
Director ①, Secretary, Person authorised ②, Administrator, Administrative  
Receiver, Receiver, Receiver manager, 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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### Additional former names (continued from Section 3)

Former names ③

|  |
|--|
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|  |
|  |

**③ Additional former names**

Use this space to enter any  
additional names

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## Appointment of director



### 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 KYM

Company name TRAVERS SMITH LLP

Address 10 SNOW HILL

Post town LONDON

County/Region

Postcode E C 1 A 2 A L

Country UNITED KINGDOM

DX 1111079 LONDON

Telephone 0207 295 3386



### 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 provided a business occupation if you have one
- ☐ You have provided a correct date of birth
- ☐ You have completed the date of appointment
- ☐ You have completed the nationality box in Section 3
- ☐ You have provided both the service address and the usual residential address
- ☐ Addresses must be a physical location. They cannot be a PO Box number (unless part of a full service address), DX or LP (Legal Post in Scotland) number
- ☐ You have included all former names used for business purposes over the last 20 years
- ☐ You have enclosed a relevant section 243 application if applying for this at the same time as completing this form
- ☐ The new director has signed the form
- ☐ You have provided an authorising signature



### Important information

**Please note that all information on this form will appear on the public record, apart from information relating to usual residential addresses.**



### 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,  
Second Floor, The Linenhall, 32-38 Linenhall Street,  
Belfast, Northern Ireland, BT2 8BG  
DX 481 N R Belfast 1

### Section 243 exemption

If you are applying for, or have been granted a section 243 exemption, please post this whole form to the different postal address below  
The Registrar of Companies, PO Box 4082,  
Cardiff, CF14 3WE



### Further information

For further information please see the guidance notes on the website at [www.companieshouse.gov.uk](http://www.companieshouse.gov.uk) or email [enquiries@companieshouse.gov.uk](mailto: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](http://www.companieshouse.gov.uk)**