

The Committee of Advertising Practice Ltd

Report and Financial Statements

For the year ended 31 December 2018

Legal, decent, honest and truthful

Chairman James Best Director of the Committee Shahriar Coupal
Advertising Association • Cinema Advertising Association • Clearcast • Data & Marketing Association • Direct Selling Association • Incorporated
Society of British Advertisers • Institute of Practitioners in Advertising • Institute of Promotional Marketing •
Internet Advertising Bureau • Mobile UK • News Media Association • Outsmart Out Of Home Limited • Professional Publishers Association •
Proprietary Association of Great Britain • Radiocentre • Royal Mail • Scottish Newspaper Society • Television on Demand Industry Forum
Committee of Advertising Practice Limited, registered in England No 08310744, Mid City Place, 71 High Holborn, London WC1V 6QT.

THURSDAY



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01/08/2019

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COMPANIES HOUSE

The Committee of Advertising Practice Limited

Registered No. 08310744

Directors

Mr J L S Best - Chairman

Mr P J Bainsfair

Mr J M B Cochrane

Mr C P Combemale

Ms L Garley-Evans

Mr J J T Harman

Ms L Kelly

Mr T P Lince

Mr D G Lyons

Mr A H MacLeod

Ms K M Mason

Mr I Maynard

Mr J H Mclellan

Mr O L Meredith

Mr J Mew

Ms L M Mills

Mr R Paraskevas

Mr P A Raby Smith

Ms S G Rasaiah

Mr J M Sylvester

Mr S W J Woodford

Company Secretary

Mr T Kelman

Bankers

Lloyds Bank plc
32 Oxford Street
London WA1 2LD

Appointed 28 June 2019

Resigned 13 March 2019

Appointed 15 May 2019

Resigned 26 March 2018

Appointed 28 March 2018

Resigned 2 May 2019

Appointed 25 July 2019

Appointed 21 August 2018

Resigned 2 October 2018

Solicitors

Bates Wells Braithwaite LLP
10 Queen Street Place
London EC4R 1BE

Registered Office

Mid City Place
71 High Holborn
London WC1V 6QT

Representing

ASBOF

IPA

OOHL

DMA

DSA

RM

PAGB

CAA

CAA

MUK

PAGB

RM

SNS

PPA

IAB

DSA

ToDIF

ISBA

NMA

IPM

AA

Directors' report

The directors submit their report and accounts for the year ended 31 December 2018.

Results and dividends

The company has not traded during the period.

The company is limited by guarantee and has no share capital. The company is precluded by its memorandum from making any distribution to its members.

Principal activity, review of business and future developments

The company's principal activity is to set, review and from time to time revise codes containing standards and principles regulating non-broadcast marketing communications in the United Kingdom.

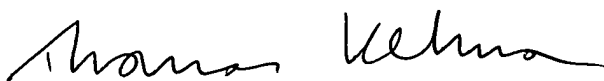
Directors

The directors and member organisations are listed on page 1.

Small company exemptions

The directors have taken advantage of the exemptions conferred by Section 480 of the Companies Act 2006.

By order of the board



T Kelman
Company Secretary

Dated: 25 July 2019

Balance sheet

at 31 December 2018

	2018	2017
	£	£
Assets/liabilities	-	-
	<hr/>	<hr/>
	-	-
	<hr/>	<hr/>
Capital and reserves	-	-
	<hr/>	<hr/>

For the year ending 31 December 2018 the company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies.

Director's responsibilities;

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts


J Best
Chairman

Dated: 25 July 2019

Notes to the financial statements

at 31 December 2018

1. Accounting policies

Basis of preparation

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

2. Profit and loss account

The company did not trade during the period.