

Company Registration No 06497199 (England and Wales)

PEEL ADVERTISING HOLDINGS LIMITED
DIRECTORS' REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2011

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PEEL ADVERTISING HOLDINGS LIMITED

COMPANY INFORMATION

Directors

John Whittaker
Paul Wainscott A C I S
Steven Underwood A C A
Neil Lees A C I S

Secretary

Neil Lees A C I S

Company number

06497199

Registered office

Peel Dome
The Trafford Centre
Manchester
M17 8PL

PEEL ADVERTISING HOLDINGS LIMITED

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PEEL ADVERTISING HOLDINGS LIMITED

DIRECTORS' REPORT

FOR THE YEAR ENDED 31 MARCH 2011

The directors present their report and unaudited financial statements for the year ended 31 March 2011. The company is dormant and has not traded during the year.

Directors

The following directors have held office since 1 April 2010:

John Whittaker
Paul Wainscott A C I S
Steven Underwood A C A
Neil Lees A C I S

Statement of directors' responsibilities

The directors are responsible for preparing the annual 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 judgements and accounting estimates that are reasonable and prudent, and
- 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the board



Neil Lees A C I S

Director

12 December 2011

PEEL ADVERTISING HOLDINGS LIMITED

BALANCE SHEET

AS AT 31 MARCH 2011

	Notes	2011 £	2010 £
Current assets			
Debtors	3	2	2
Total assets		<u>2</u>	<u>2</u>
Capital and reserves			
Called up share capital	4	2	2
Shareholders' funds		<u>2</u>	<u>2</u>

For the financial year ended 31 March 2011 the company was entitled to exemption from audit under section 480 Companies Act 2006 relating to dormant companies. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

The financial statements for Peel Advertising Holdings Limited, registered number 06497199, were approved by the directors and authorised for issue on 12 December 2011.



Neil Lees A C I S
Director

PEEL ADVERTISING HOLDINGS LIMITED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2011

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention

As permitted by Financial Reporting Standard No 1 (revised) "Cash Flow Statements", the company has not prepared a cash flow statement as the company is a wholly owned subsidiary undertaking of Peel Holdings Land and Property (UK) Limited. Peel Holdings Land and Property (UK) Limited is a company incorporated and registered in England and Wales which produces group financial statements in accordance with the Companies Act 2006, which include a consolidated group cash flow statement

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Law and Accounting Standards, which have been applied consistently throughout the year and preceding year

As the company has remained dormant throughout the financial year, there have been no profit and losses or other gains or losses during the year. Consequently, a Statement of Total Recognised Gains and Losses, a Note of Historical Cost Profits and Losses and a Reconciliation of Movements in Shareholder' Funds as required by the Financial Reporting Standard No 3 are not applicable and have not been included within the financial statements

2 Profit and loss account

The company has remained dormant throughout the financial year. Consequently, the company has no profit and loss account

3 Debtors	2011	2010
	£	£
Other debtors	2	2

4 Share capital	2011	2010
	£	£
Allotted, called up and fully paid		
2 Ordinary shares of £1 each	2	2

5 Employees

The company has no employees other than directors (2010 same). No directors received any emoluments for their services to the company in the year (2010 same)

PEEL ADVERTISING HOLDINGS LIMITED

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2011

6 Control

The ultimate holding company in the year ended 31 March 2011 was Tokenhouse Limited, a company incorporated in the Isle of Man. Tokenhouse Limited is controlled by the 1997 Billown Settlement Trust.

The largest group of companies, of which the company is a member, that produces consolidated accounts is Peel Holdings Group Limited, a company incorporated in the Isle of Man.

The smallest group of companies, of which the company is a member, that produces consolidated accounts, is Peel Holdings (Land and Property) Limited, a company incorporated in England. Its group accounts are available from the Company Secretary, Peel Dome, The Trafford Centre, Manchester, M17 8PL.

7 Related party transactions

The company has taken advantage of the exemption in FRS 8 'Related Party Disclosure' from the requirement to disclose transactions with group companies on the grounds that consolidated financial statements are prepared by the Peel Holdings Group Limited group of companies.