

# LIQ02

## Notice of statement of affairs



Companies House

For further information, please  
refer to our guidance at  
[www.gov.uk/companieshouse](http://www.gov.uk/companieshouse)

### 1 Company details

Company number 0 6 7 2 1 5 7 0

Company name in full Because Experiential Marketing Ltd

#### → Filling in this form

Please complete in typescript or in  
bold black capitals.

### 2 Liquidator's name

Full forename(s) Glyn

Surname Mummery

### 3 Liquidator's address

Building name/number Jupiter House, Warley Hill Business Park

Street The Drive

Post town Brentwood

County/Region Essex

Postcode C M 1 3 3 B E

Country

### 4 Liquidator's name ①

Full forename(s) Julie

Surname Humphrey

#### ① Other liquidator

Use this section to tell us about  
another liquidator.

### 5 Liquidator's address ②

Building name/number Jupiter House, Warley Hill Business Park

Street The Drive

Post town Brentwood

County/Region Essex


Postcode C M 1 3 3 B E

Country

#### ② Other liquidator

Use this section to tell us about  
another liquidator.

## Notice of statement of affairs

<b>8</b>	<b>Sign and date</b>							
Liquidator's signature	Signature 							
Signature date	d	d	m	m	y	y	y	y
	1	7	1	1	2	0	2	2

**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 **Alexandra Thurgood**

Company name **FRP Advisory Trading Limited**

Address **Jupiter House**

**Warley Hill Business Park**

Post town **The Drive**

County/Region **Brentwood**

Postcode **E s s e x**

Country

DX **cp.brentwood@frpadvisory.com**

Telephone **01277 50 33 33**

**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 attached the required documents.
- ☐ You have signed the form.

**Important information**

**All information on this form will appear on the public record.**

**Where to send**

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

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

**Further information**

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

## Statement of Affairs

Statement as to affairs of

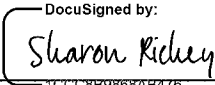
Because Experiential Marketing Ltd  
Company Registered Number: 06721570

on the 10 November 2022, being a date not more than 14 days before the date of the resolution for winding up

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## Statement of truth

I believe that the facts stated in this Statement of Affairs are true. I understand that proceedings for contempt of court may be brought against anyone who makes, or causes to be made, a false statement in a document verified by a statement of truth without an honest belief in its truth.

Full Name	Sharon Richey
Signed	<div>DocuSigned by:  1CCC8B9868AB476...</div>
Dated	11-11-22

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Because Experiential Marketing Ltd  
Company Registered Number: 06721570  
Statement Of Affairs as at 10 November 2022

A - Summary of Assets

Assets	Book Value £	Estimated to Realise £
Assets subject to fixed charge:		
Goodwill	7,500.00	7,500.00
Lloyds Bank PLC - CBILS		(657,777.70)
Deficiency c/d		(650,277.70)
Assets subject to floating charge:		
Uncharged assets:		
Funds held by Agents	17,900.00	17,900.00
Directors Loan Account	17,533.13	Uncertain
Because Singapore - Intercompany	166,466.23	Uncertain
Austella Investment	125,000.00	NIL
Estimated total assets available for preferential creditors		17,900.00

DocuSigned by:  
Signature Sharon Kieley Date 11-11-22  
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## A1 - Summary of Liabilities

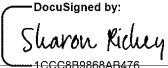
		Estimated to Realise £
Estimated total assets available for preferential creditors (Carried from Page A)		17,900.00
<b>Liabilities</b>		
Preferential Creditors:-		NIL
Estimated deficiency/surplus as regards preferential creditors		17,900.00
2nd Preferential Creditors:-		
HM Revenue & Customs - VAT	147,263.84	
HM Revenue & Customs - PAYE/NIC	191,935.27	
		339,199.11
Estimated deficiency/surplus as regards 2nd preferential creditors		(321,299.11)
Debts secured by floating charges pre 15 September 2003		
Deficiency b/d		650,277.70
		(971,576.81)
Other Pre 15 September 2003 Floating Charge Creditors		
		NIL
		(971,576.81)
Estimated prescribed part of net property where applicable (to carry forward)		NIL
Estimated total assets available for floating charge holders		(971,576.81)
Debts secured by floating charges post 14 September 2003		
		NIL
Estimated deficiency/surplus of assets after floating charges		(971,576.81)
Estimated prescribed part of net property where applicable (brought down)		NIL
Total assets available to unsecured creditors		(971,576.81)
Unsecured non-preferential claims (excluding any shortfall to floating charge holders)		
Unsecured Creditors	367,885.33	
HM Revenue & Customs - Furlough	35,616.30	
Lloyds Bank PLC - Overdraft	1,487.29	
		404,988.92
Estimated deficiency/surplus as regards non-preferential creditors (excluding any shortfall in respect of F.C's post 14 September 2003)		(1,376,565.73)
Estimated deficiency/surplus as regards creditors		(1,376,565.73)
Issued and called up capital		
Ordinary Shareholders	100.00	
		100.00
Estimated total deficiency/surplus as regards members		(1,376,665.73)

**DocuSigned by:**

**Signature** Sharon Richey **Date** 11-11-22

FRP Advisory Trading Limited  
 Because Experiential Marketing Ltd  
 Company Registered Number: 06721570  
 B - Company Creditors

Key	Name	Address	
CA00	American Express - Credit Card	Belgrave House, 76 Buckingham Palace Rd, London, SW1W 9AX	20,490.80
CA01	Sazerac UK Ltd t/a Hi-Spirits	60 Marina Place, Hampton Wick, KT1 4BH	12,000.00
CA02	Advantage Solutions	18100 Von Karman Suite 1000, Irvine, CA 92612	96,927.01
CE00	Elevate Staffing Ltd	1st Floor, 27-33 Bethnal Green Road, London, E1 6LA	67,653.38
CE01	Enterprise Rent A Car	Victoria House, Victoria Road, Aldershot, GU11 1EJ	12,646.99
CG00	Gleam Futures Ltd	6th Floor, 60 Charlotte Street, London, W1T 2NU	23,800.00
CH00	H M Revenue & Customs - VAT	Enforcement & Insolvency Service, Administration Team, Durrington Bridge House, Barrington Road, Worthing, West Sussex, BN12 4SE	147,263.84
CH01	H M Revenue & Customs - PAYE/NIC	Enforcement & Insolvency Service, Administration Team, Durrington Bridge House, Barrington Road, Worthing, West Sussex, BN12 4SE	191,935.27
CH02	HM Revenue & Customs - Furlough	DM PAYE, BX9 1EW	35,616.30
CH03	Heineken UK Ltd	3-4 Broadway Park, South Gyle Broadway, Edinburgh, EH12 9JZ	39,330.00
CH04	Howdo Research Ltd	The Rufus Centre, Steppingley Road, Flitwick, Beds, MK45 1AH	7,000.00
CI00	InnerWorkings	600 West Chicago Avenue, Chicago, IL 60654	7,387.05
CI01	Instant Marquees Ltd	Unit D Highfield Road, Camelford, Cornwall, PL32 9RA	1,230.00
CL00	Lloyds Bank PLC - CBILS	3rd Floor South, 125 London Wall, London, EC2Y 5AF Security Given: Fixed & Floating Charge; Date Given: 19/06/2020	657,777.70
CL01	Lloyds Bank PLC - Overdraft	3rd Floor South, 125 London Wall, London, EC2Y 5AF	1,487.29
CP00	Principal Ltd	Principal House, Parsonage Business Park, Horsham, West Sussex, RH12 4AL	4,640.97
CP01	Promologistics Ltd	Unit 10, Kestrel Way, Goldsworth Park Industrial Estate, Horsell, Woking, Surrey, GU21 3BA	22,824.41
CR00	Richmond Business Rates Service	PO Box 72390, London, SW18 9PP	43,796.50
CS00	Safestore Ltd	Brittanic House, Stirling Way, Borehamwood, London Herts, WD6 2BT	1,759.74
CS01	Shred It	177 Cross Street, Ground Floor, Corner House, Manchester, M33 7JQ	198.46
CS02	Smithfield & Associates Ltd	88 Gray's Inn Road, London, WC1X 8AA	6,047.82
CT00	Totaljobs Group Limited	110 Southwark Street, London, SE1 0TA	151.20
CW00	Weber	10th Floor, The Metro Building, 1 Butterwick, London, W6 8DL	1.00
23 Entries Totalling			1,401,965.73

Signature  1CGC8B9868AB476...

FRP Advisory Trading Limited  
Because Experiential Marketing Ltd  
Company Registered Number: 06721570  
C - Shareholders

Key	Name	Address	Type	Nominal Value	No. Of Shares	Called Up per share	Total Amt. Called Up
HD00	Mr Jonathon Davidge	Woodridge House, Fireball Hill, Ascot, Berkshire, SL5 9PJ	Ordinary	1.00	30	1.00	30.00
HR00	Ms Sharon Richey	Woodridge House, Fireball Hill, Ascot, Berkshire, SL5 9PJ	Ordinary	1.00	70	1.00	70.00
2 Ordinary Entries Totalling					100		

Signature 

DocuSigned by:

Sharon Richey

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