

**TO ALL KNOWN CREDITORS AND SUPPLIERS**

2 October 2023

Ref: TRS/SW/SM/JG/VP

VPAdministration@uk.ey.com

Dear Sir or Madam

### **Victoria Plum Limited (In Administration) (“the Company”)**

On 29 September 2023 the Company entered Administration and Samuel James Woodward and Timothy Graham Vance were appointed as Joint Administrators. The appointment was made at the request of the Company’s Directors by the Qualifying Floating Charge Holder under the provisions of Paragraph 14 of Schedule B1 to the Insolvency Act 1986. Formal notice of our appointment is enclosed.

As licensed Insolvency Practitioners, we are bound by the Insolvency Code of Ethics when carrying out all professional work relating to the Administration.

#### *Sale of the business*

Shortly following our appointment on 29 September 2023, the Joint Administrators completed a sale of the business and certain assets of the Company to an unconnected party, AHK Designs Limited (‘AHK’).

#### *Information for customers*

Information for customers regarding outstanding orders, refunds and returns can be found on the following website:

[https://www.ey.com/en\\_uk/victoria-plum-limited](https://www.ey.com/en_uk/victoria-plum-limited)

Any sums due to the Company must be paid in full and without set-off against any debts incurred by the Company prior to our appointment.

Please note that debts incurred by the Company before our appointment will rank as unsecured claims against the Company. Should you wish to submit a claim for amounts owed to you, please complete the proof of debt form available from the above website and send by email to [VPAdministration@uk.ey.com](mailto:VPAdministration@uk.ey.com), with supporting documentation. **Please note that, at this stage, we do not anticipate any distribution to unsecured creditors.**

Information for suppliers

Please note that debts incurred by the Company before our appointment will rank as unsecured claims against the Company. Any sums due to the Company must be paid in full and without set-off against any debts incurred by the Company prior to our appointment.

Certain debts due from the Company may be preferential in accordance with section 386 of the Insolvency Act 1986. If you consider that you have a claim in this category, please advise me immediately. If you hold any security for your claim or you consider that you have title to any assets in the company's possession, please forward details to me as soon as possible.

You may be entitled to VAT bad debt relief on debts arising from supplies more than six months old. This procedure does not involve the Joint Administrators and claims should be made directly to HM Revenue & Customs.

Should you wish to submit a claim in the Administration, please complete the proof of debt form available from [https://www.ey.com/en\\_uk/victoria-plum-limited](https://www.ey.com/en_uk/victoria-plum-limited) and send by email to [VPAdministration@uk.ey.com](mailto:VPAdministration@uk.ey.com), with supporting documentation. **Please note that, at this stage, we do not anticipate any distribution to unsecured creditors.**

**Please note that with effect from the date of our appointment the Company will not be responsible for payment for any goods or services delivered to the Company. Any ongoing supply should be agreed with AHK.**

**If any orders placed with you by the Company prior to our appointment have not been completed, they should not be completed unless you receive written confirmation from either of us, or our authorised representative, that the goods or services are still required.**

Notification that future documents will be made available on a website

Please be advised that future documents in the Administration, other than those specifically noted below, will be made available for viewing and downloading at the following web address [https://www.ey.com/en\\_uk/victoria-plum-limited](https://www.ey.com/en_uk/victoria-plum-limited) without any further notification from me.

I will not be obliged to deliver (i.e. send via post) any such documents to you, unless specifically requested by you.

You may at any time request a hard copy of any or all of the following:

- ▶ All documents currently available for viewing on the web site.
- ▶ All future documents which may be made available there.

If you do wish to receive a hard copy of the document(s), please email [VPAdministration@uk.ey.com](mailto:VPAdministration@uk.ey.com), or write to me, using the postal address at the top of this letter and a copy will be sent to you.

Documents to be uploaded to the web site may include, but are not limited to, the following (timings are indicative only):

- ▶ Notification that a pre-pack sale has taken place – within 7 calendar days of the transaction.

- ▶ The Joint Administrators' Statement of Proposals, including fee estimates and statement of expenses – within 8 weeks of the Company entering Administration.
- ▶ Notices seeking a decision from creditors on matters arising in the Administration (e.g., approval of remuneration, extension of the Administration) – at any time.
- ▶ Invitations to form a creditors' committee – at any time that a decision is sought from creditors and there is not already a committee in existence.
- ▶ The Joint Administrators' progress reports – within one month of the end of each 6-month period starting with the date of Administration.
- ▶ The Joint Administrators' final progress report – as soon as reasonably practicable after the end of the Administration.

The following documents will still be delivered by post or email:

- ▶ Any document for which personal delivery is required.
- ▶ Any notice of intention to declare a dividend.
- ▶ Any document which is not delivered generally (e.g. which is not sent to all known creditors or members).

#### Opting out

Under the provisions of Rule 1.39, creditors have the right to elect to opt out of receiving further documents relating to the Administration.

If you do elect to opt out you will still receive the following documents:

- ▶ Any which the Insolvency Act requires to be delivered without expressly excluding opted-out creditors.
- ▶ Notice relating to a change in the Administrators, or their contact details.
- ▶ Notice of dividend or proposed dividend.
- ▶ A notice which the court orders to be sent to all creditors, or all creditors the particular category to which you belong.

Any election to opt-out will not affect your entitlement to receive dividends, if any are paid.

Unless the Rules provide to the contrary, opting-out will not affect your rights to vote in a decision procedure or participate in a deemed consent procedure, although you would not receive notice of such procedures.

Any opted-out creditors will be treated as opted out in respect of any consecutive insolvency procedure which might follow the Administration.

You may opt-out by delivering an authenticated (e.g. signed) and dated notice to me stating that you are electing to be an opted-out creditor in relation to this Administration. You may at any time revoke this election by delivering to me an authenticated and dated notice stating that you no longer wish to be an opted-out creditor.

Other matters

If there are any matters concerning the Company's affairs which you consider may require investigation and consequently should be brought to our attention, please forward the details to me in writing as soon as possible.

If you require any further information or explanation, please do not hesitate to contact us at [VPAdministration@uk.ey.com](mailto:VPAdministration@uk.ey.com).

Yours faithfully  
for the Company



Sam Woodward  
Joint Administrator

Enc Notice of Joint Administrators' Appointment

S J Woodward is licensed in the United Kingdom to act as an insolvency practitioner by the Institute of Chartered Accountants in England and Wales and T G Vance is licensed in the United Kingdom to act as an insolvency practitioner by The Institute of Chartered Accountants of Scotland.

The affairs, business and property of the Company are being managed by the Joint Administrators, S J Woodward and T G Vance, who act as agents of the Company only and without personal liability.

The Joint Administrators may act as data controllers of personal data as defined by the UK General Data Protection Regulation (as incorporated in the Data Protection Act 2018), depending upon the specific processing activities undertaken. Ernst & Young LLP and/or the Company may act as a data processor on the instructions of the Joint Administrators. Personal data will be kept secure and processed only for matters relating to the Joint Administrator's appointment. The Office Holder Data Privacy Notice can be found at [www.ey.com/uk/officeholderprivacy](http://www.ey.com/uk/officeholderprivacy).

## Notice of Administrators' Appointment – paragraph 46(3) of Schedule B1 to the Insolvency Act 1986

### Victoria Plum Limited (In Administration) ('the Company')

Name of Court	High Court of Justice, Business and Property Courts of England and Wales, Insolvency and Companies List (ChD)
Court reference number	CR-2023-005464
Company registered number:	04177694
Nature of business	Other retail sale of new goods in specialised stores (not commercial art galleries and opticians)
Registered office of Company	Ernst & Young LLP 1 Bridgewater Place Water Lane Leeds LS11 5QR  Formerly: Unit 2 First Point Business Park Water Vole Way Doncaster DN4 5JP
Principal trading address (if different from above)	N/A
Any other name under which the Company was registered in the previous 12 months	None
Any other name(s) or style(s) under which the Company carried on business or incurred debts	VictoriaPlum.com
Date of appointment of Joint Administrators	29 September 2023
Names and addresses of Joint Administrators	Samuel James Woodward Ernst & Young LLP 2 St. Peter's Square Manchester M2 3EY  Timothy Graham Vance Ernst & Young LLP 1 Bridgewater Place Water Lane Leeds LS11 5QR
Joint Administrators IP Nos	12030 / 26710


Contact: VAdministration@uk.ey.com

Name of alternative person to contact with enquiries about the case: Oliver Francis

### Notice to all creditors

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Signed



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Date 2 October 2023

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