

The Insolvency Act 1986

**Notice of move from
administration to creditors'
voluntary liquidation**

2.34B

Name of Company William Hollins & Company Limited
--

Company number 00151652

In the High Court of Justice, Chancery Division, Birmingham District Registry

Court case number 8004 of 2009

(a) Insert full name(s) and address(es) of administrator(s)

We (a) A Turpin
35 Ludgate Hill
Birmingham, B3 1EH

M T Coyne
35 Ludgate Hill
Birmingham, B3 1EH

(b) Insert name and address of the registered office of company

having been appointed administrator(s) of (b) William Hollins & Company Limited
c/o 35 Ludgate Hill Birmingham, B3 1EH

(c) Insert date of appointment

on (c) 7th January 2009
by (d) the Directors

(d) Insert name of appointor/applicant (e) Insert name(s) and address(es) of liquidator(s)

hereby give notice that:
the provisions of paragraph 83(1) of Schedule B1 to the Insolvency Act 1986 apply, and it is proposed that (e) A Turpin of 35 Ludgate Hill Birmingham, B3 1EH will be the liquidator of the company (IP No 8936)

a copy of the final progress report will follow

Signed

A Turpin
Joint / Administrator(s)

Dated

29/1/2009

Contact Details:

You do not have to give any contact information in the box opposite but if

you do, it will help Companies House to The contact information that you give

A Turpin 35 Ludgate Hill Birmingham, B3 1EH	
DX Number	0121 200 2962 DX Exchange



RCS 12/01/2010 308
COMPANIES HOUSE

When you have completed and signed this form, please send it to the Registrar of Companies at:-
Companies House, Crown Way, Cardiff CF14 3UZ DX 33050 Cardiff

poppleton & appleby

35 Ludgate Hill
Birmingham B3 1EH
T. 0121 200 2962
F. 0121 236 8340
E. info@poppletonandappleby.co.uk
www.poppletonandappleby.co.uk


LUDGATE

TO COMPANIES HOUSE

Our Ref: TJL/LSW/H4R/4
29 December 2009

Dear Sirs

**William Hollins & Company Limited (formerly t/a Viyella)
In Administration ("the Company")**

In accordance with Rule 2.117 of the Insolvency Rules, I am writing to provide a final progress report for the Administration of the Company. This report should be read in conjunction with my proposals dated 27 March 2009 and my subsequent progress report dated 7 August 2009.

Statutory Information

A schedule of statutory information is attached, in support of my report.

Joint Administrators' Receipts and Payments Account

I attach a copy of my Receipts and Payments Account which covers the period from the date of my appointment, being 7 January 2009 to 29 December 2009.

Trading

As advised in my previous reports, I am now able to provide a breakdown of the Company's trading activities, a statement of which is attached to this report.

Sales

Net sales achieved through the Company's freestanding stores amounted to £764,863, which have been reconciled and recovered in full.

Net sales in relation to the Company's concession stores have been estimated at £280,387 by reviewing the Company's electronic point of sales system. The collection procedure remains ongoing and as such, I am unable to fully reconcile the sales with the various concession stores, therefore the amount is represented as debtor for recovery.

However, continued trading did facilitate the collection of pre appointment concession debtors, totalling £490,509, which would have been difficult to realise had trading not occurred, due to what would have resulted in an early breach of contract.

Continued...

Expenditure

Stock

Total purchases amount to £410,722. However, a significant proportion of purchased stock was acquired towards the end of the negotiations with the purchaser and therefore would not have materialised into sales. Sales would have been greater had trading continued. However, these purchases were required as stock in the stores was at a critical level and this purchase was a requirement to complete the sale of the Company's business and assets. As a result, the value achieved for stock in relation to the sale of the business and assets to the Austin Reed Group ("ARG") is reflected.

Wages, Pension Costs, PAYE& NIC

A total of £292,732 was allocated to wages, pension contributions and the associated payroll taxes for the staff retained during the Joint Administrators' trading period.

Rent, Rates & Utilities

Rent of £151,995 was paid to a number of landlords whilst the Company continued to trade. Business rates of £45,618 and utilities of £3,745 were paid as part of the trading period. There may be further adjustments to rent, rates and utilities to be made during the Liquidation as final accounts are agreed with the relevant parties.

The remaining trading expenditure is self explanatory and is summarised by the attached account.

Sale of the Business and Assets

As previously reported, the business and assets of the Company were sold on 5 February 2009 to ARG (Property) Limited and Laskari Holdings Limited, both subsidiaries of ARG.

The value of assets and the offer received is summarised as follows:

Assets Description	Consideration Received (£)
Equipment	149,997
Leases	1
Intellectual Property	700,000

As previously advised, the consideration received for the Company's stock reflects the value of the stock purchased during the late stages of the Joint Administrators' negotiations with ARG.

Property Matters

As previously reported, a significant amount of time has been spent by my staff, together with my appointed Solicitors, Lewis Onions Solicitors, and Property Agents, Twenty Retail, in dealing with the Company's property portfolio, consisting of 40 leasehold properties.

The Insolvency Act 1986

Notice of move from administration to creditors' voluntary liquidation

2.34B

Name of Company William Hollins & Company Limited	Company number 00151652
In the High Court of Justice, Chancery Division, Birmingham District Registry	Court case number 8004 of 2009

(a) Insert full
name(s) and
address(es) of
administrator(s)

We (a) A Turpin
35 Ludgate Hill
Birmingham, B3 1EH

M T Coyne
35 Ludgate Hill
Birmingham, B3 1EH

(b) Insert name and
address of the
registered office of
company

having been appointed administrator(s) of (b) William Hollins & Company Limited
c/o 35 Ludgate Hill Birmingham, B3 1EH

(c) Insert date of
appointment

on (c) 7th January 2009
by (d) the Directors

(d) Insert name of
appointor/applicant
(e) Insert name(s)
and address(es) of
liquidator(s)

hereby give notice that:
the provisions of paragraph 83(1) of Schedule B1 to the Insolvency Act 1986 apply, and it is
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will be the liquidator of the company (IP No 8936)

a copy of the final progress report will follow

Signed


Joint / Administrator(s)

Dated

29/12/09

Contact Details:

You do not have to give any contact
information in the box opposite but if

you do, it will help Companies House to
The contact information that you give
will be visible to searchers of the
public record

A Turpin 35 Ludgate Hill Birmingham, B3 1EH	
DX Number	0121 200 2962 DX Exchange

Companies House receipt date barcode

When you have completed and signed this form, please send it to the
Registrar of Companies at:-
Companies House, Crown Way, Cardiff CF14 3UZ DX 33050 Cardiff

**WILLIAM HOLLINS & COMPANY LIMITED (FORMERLY T/A
VIYELLA)**

STATUTORY INFORMATION

Company Number	00151652						
Date of Incorporation	12 October 1918						
Nature of Business	Retail sale of clothing						
Registered Office	c/o Poppleton & Appleby, 35 Ludgate Hill, Birmingham, B3 1EH.						
Trading Address	57 Broadwick Street, London, W1F 9QS						
Directors	<table><thead><tr><th>Name</th><th>Appointed</th></tr></thead><tbody><tr><td>John Graham Harris</td><td>12.03.2003</td></tr><tr><td>Susan Margaret Watson</td><td>12.03.2003</td></tr></tbody></table>	Name	Appointed	John Graham Harris	12.03.2003	Susan Margaret Watson	12.03.2003
Name	Appointed						
John Graham Harris	12.03.2003						
Susan Margaret Watson	12.03.2003						
Company Secretary	Terence John Ansell 13.05.2004						
Share Capital	£7,500,000 divided into 750,000,000 1p ordinary shares, which have been issued and are held as follows:						
Shareholders	<table><thead><tr><th>Name</th><th>Shares</th><th>Type</th></tr></thead><tbody><tr><td>Waterlinks Investments Limited</td><td>750,000,000</td><td>ordinary</td></tr></tbody></table>	Name	Shares	Type	Waterlinks Investments Limited	750,000,000	ordinary
Name	Shares	Type					
Waterlinks Investments Limited	750,000,000	ordinary					
Bankers	Landsbanki Commercial Finance						
Charges Registered	<p>Debenture created 14.03.2006 and registered at Companies House on 22.03.2006 providing fixed and floating charges over the company's assets in favour of the Landsbanki Commercial Finance.</p> <p>Debenture created 10.12.2008 and registered at Companies House on 13.12.2008 providing fixed and floating charges over the company's assets in favour of Waterlinks Investments Limited.</p>						

All negotiations with landlords with regard to the assignment of those leases forming part of the sale of the Company's business and assets to ARG have been completed, although final adjustments may arise.

All other landlords, where formal assignments are unlikely, have been offered a surrender of the lease and negotiations continue to this effect. Where a surrender is not accepted, the Liquidator will take steps to disclaim the leases once the Company is placed into Creditors' Voluntary Liquidation.

You will note that to date, solicitors fees incurred in relation to the Administration generally, realisation of assets and negotiations with the various landlords total £99,222.

Pre Appointment Debtors

The majority of the debtor ledger relates to amounts owed from the various concession stores through which the Company traded. To date £490,509 has been recovered, which exceeds the estimated to realise value of £449,991.

As previously advised, the debtor realisations have been enhanced due to the continued trading of the Company, which therefore contributed to the avoidance of early breach of contract claims from concession debtors.

Efforts to collect the outstanding concession debtors will continue as part of general collection of debtors.

Lease Deposit and Premiums Received

Lease deposits and premiums totalling £122,420 have been recovered from various landlords as a result of successful lease assignments and surrenders.

Agents Costs

A total of £22,044 has been paid to our agents in relation to the valuation of assets, advice and assistance provided towards the assignment and surrender of the various leases.

Duress Creditors

In order to achieve the successful sale of the business and assets to ARG, critical payments totalling £215,408 have been made to several Creditors in relation to satisfaction of asset leases and rent arrears.

Non-Trading Head Office Expenditure

A total of £68,171 was allocated to the costs of running the Company's Head Office facility, which is summarised as follows:

Wages	£36,980
PAYE/NIC	£8,056
Rent & Rates	£15,107
IT Support	£8,027

Continued...

Creditor Position

Secured Creditors

Landsbanki Commercial Limited

As previously reported, Landsbanki Commercial Finance holds a debenture created on 14 March 2006 and registered at Companies House on 22 March 2006. It is understood that there is no debt under this security.

Waterlinks Investments Limited / Harris Watson Holdings Limited

As previously reported, Waterlinks Investments Limited hold a debenture created on 10 December 2008 and registered at Companies House on 13 December 2008, although it is understood that there is no debt due under this security.

Preferential Creditors

I am pleased to report that on 8 December 2009, a first and final distribution of 100 pence in the pound was declared to Preferential Creditors. The distribution to Preferential Creditors totalled £192,160.

Unsecured Creditors

The claims of Unsecured Creditors were estimated to be in the region of £7,201,908. Total claims received to date amount to £4,424,831.

Having regard to the projected costs of the Administration and the anticipated realisations, a dividend should be available to the Company's Unsecured Creditors. All claims will be passed on to the Liquidator, who will be able to formally adjudicate the Unsecured Creditor claims.

Steps will be taken to declare a first interim dividend to the Unsecured Creditors during the first half of 2010, but the adjudication of claims will commence as soon as the Company is in Liquidation.

Joint Administrators' Remuneration

Creditors have previously resolved that the Joint Administrators should be remunerated in accordance with the time properly spent by them and their staff in attending to matters arising in the Administration.

You will note that the Joint Administrators have drawn total fees of £250,000 in relation to current post appointment time costs totalling £280,498, which represents 1,749.50 hours of my firm's time, at an hourly rate of £160.33.

Please note that, in addition to the post appointment time costs, the Joint Administrators have pre appointment time costs of £3,260 which directly relate to time spent in securing the appointment as Joint Administrators, which have been agreed and will be sought to be recovered out of the assets of the Company.

Further time costs will continue to be incurred up to the date of the eventual Creditors' Voluntary Liquidation, details of which will be circulated in the subsequent Liquidator's report.

Continued...

A detailed analysis of the time costs is attached, together with a summary of Category 2 Disbursements covering the period to 29 December 2009.

You will see that a significant amount of time was spent on trading activities, which includes attending the Company's head office and effecting redundancies, liaising with suppliers and customers, in particular those in relation to loyalty/gift vouchers, and implementing adequate controls to facilitate trading, such as setting up new purchase order systems.

A substantial amount of time has also been spent dealing with the marketing and sale of the Company's business and assets and in particular, dealing with the assignment of leases which form part of the sale to ARG.

Due to the volume of the Company's workforce, a considerable amount of time has been spent liaising with employees in respect of their preferential and non-preferential entitlements. Since my last report, a considerable amount of time has also been spent on the adjudication of employees' preferential claims and dealing with employee queries in relation to their claim.

All fees and disbursements have been drawn in accordance with resolutions passed at the first meeting of Creditors, held by correspondence on 15 April 2009.

A Creditors' Guide to Administration Fees, which includes details of this firm's charge out rates, is available upon request.

Conclusion

The Administration will end and move to Creditors' Voluntary Liquidation, as soon as the attached Form 2.34B is formally registered by the Registrar of Companies. The document has been sent to Companies House for filing purposes.

The date on which the document is registered will represent the date the Administration is concluded and the date the Company proceeds into Creditors' Voluntary Liquidation. In accordance with my original proposals, as approved by Creditors, I will be appointed as the sole Liquidator.

You will note that there is an Administration cash surplus of £1,153,129, subject to further payments and receipts in the interim period. It is anticipated that VAT payable will total £21,632 and will be retained to account to H M Revenue & Customs. There is also a small claim for VAT recoverable of approximately £3,214. The final cash balance to be handed over will therefore be reported to Creditors in the subsequent report by the Liquidator.

As a formality, I will shortly be writing to all Creditors to advise the date of the Liquidation. A meeting of Creditors will also be convened to agree the basis of my remuneration and the recovery of disbursements.

Continued...

Matters to be dealt with during the Liquidation

- The recovery of monies from pre and post Administration debtors.
- Continuing negotiations with landlords and disclaimer of residual leases.
- The final agreement of Unsecured Creditor claims.
- The agreement of the Company's Tax position.
- Declaration of dividend to Unsecured Creditors.
- Reporting to Creditors.
- The preparation and filing of Liquidation returns.
- The distribution of available funds to Creditors.

Should any Creditor wish to discuss the content of this report, please do not hesitate to contact me or my case manager, Tony Lozano.

Yours faithfully
For and on behalf of
William Hollins & Company Limited (formerly t/a Viyella)



A Turpin
Joint Administrator

Enc

Please note that the Joint Administrators are agents of the Company and act without personal liability.

William Hollins & Company Limited (formerly t/a Viyella)
(In Administration)
Joint Administrators' Abstract of Receipts & Payments
To 29/12/2009

S of A £		£	£
	FIXED CHARGE ASSETS		
1.00	Goodwill	1.00	
700,000.00	Intellectual Property	700,000.00	
			700,001.00
	ASSETS NOT PLEDGED		
387,164.00	Cash at Bank and in hand	323,032.23	
450,000.00	Stock	450,000.00	
149,997.00	Equipment	149,997.00	
2.00	Lease & Concession agreements	2.00	
71,270.00	Other debtors - royalties	23,050.12	
449,991.00	Concession Debtors	490,508.83	
	Book Debts	3,409.17	
16,229.00	Prepayments	9,214.77	
	Interest Gross	2,681.54	
	Interest Net	161.29	
	Lease Deposits	67,420.33	
	Lease Premiums	55,000.00	
	Rents Receivable	11,425.00	
	Pension Refund	690.67	
	Petty Cash	38.50	
	Trading Surplus/(Deficit)	10,037.19	
	Business Rates Refund	1,146.66	
	Other Refunds	199.50	
	TP Funds - ARG Rent	51,912.00	
			1,649,926.80
	COST OF REALISATIONS		
	Agents Costs	22,043.73	
	Solicitors Fees	99,222.04	
	Solicitor's Disbursements	2,290.27	
	Statutory Advertising	2,098.73	
	Stationery, Printing & Carriage	3,734.49	
	Corporation Tax	0.76	
	Bank Charges & Interest	275.13	
	Rent & Rates	15,107.40	
	Accountancy Fees	3,000.00	
	Wages	36,980.20	
	PAYE/NI	8,056.12	
	Duress Creditors	215,407.91	
	Consultancy Fees	19,480.86	
	Storage Costs	4,427.80	
	Re-Direction of Mail	24.90	
	Motor Expenses	7,989.36	
	Mobile Telephone Charges	97.86	
	Accommodation, Sustenance & Travel Exp	1,112.54	
	Joint Administrators' Fees	250,000.00	
	IT Support	8,027.70	
			(699,377.80)
	PREFERENTIAL CREDITORS		
(111,366.00)	Employees - Arrears of Wages	NIL	

William Hollins & Company Limited (formerly t/a Viyella)
(In Administration)
Joint Administrators' Trading Account
To 29/12/2009

S of A £	£	£
POST APPOINTMENT SALES		
Freestand store sales	764,862.61	
Concession Sales	<u>280,386.74</u>	
		1,045,249.35
COST OF SALES		
Purchases - Stock	<u>410,722.22</u>	
		(410,722.22)
TRADING EXPENSES		
Gen Trading Expenses	10,598.00	
Wages & Pension Contributions	232,552.22	
PAYE/NI	60,179.35	
Rent & Rates	151,995.23	
Repairs & Maintenance	204.00	
Freight & Duty	63,644.18	
Carriage & Packing	12,568.55	
Staff Expenses	3,060.60	
Insurance	9,608.27	
Rental of Equipment	366.01	
Bank Charges & Interest	21,999.51	
Internet	149.50	
IT Support	8,027.70	
Employees' Expenses	14.50	
Concession Commission	159.34	
Business Rates	45,617.68	
Utilities	<u>3,745.30</u>	
		(624,489.94)
TRADING SURPLUS/(DEFICIT)		<u><u>10,037.19</u></u>

William Hollins & Company Limited (formerly t/a Viyella)
(In Administration)
Joint Administrators' Abstract of Receipts & Payments
To 29/12/2009

S of A £		£	£
(77,067.00)	Employees - Holiday Pay Pref Dist 100p in the £	NIL <u>192,160.34</u>	(192,160.34)
	UNSECURED CREDITORS		
(718,025.00)	HMRC - PAYE & NI	NIL	
(1,453,946.00)	HMRC - VAT	NIL	
(1,194,310.00)	Trade & Expense Creditors	NIL	
(43,378.00)	General Accruals	NIL	
(420,658.00)	Landlord delapidation & rent accruals	NIL	
(1,216,061.00)	Intercompany - Harris Watson Group	NIL	
(818,200.00)	Equipment Lease Liability	NIL	
(454,029.00)	Unredeemed gift and loyalty vouchers	NIL	
(10,222.00)	Employees - Balance of Pay 'Arrears	NIL	
(214,300.00)	Employees - Redundancy Pay	NIL	
(658,779.00)	Employee - Wages in Lieu of Notice	<u>NIL</u>	NIL
	DISTRIBUTIONS		
(7,500,000.00)	Ordinary Shareholders	<u>NIL</u>	NIL
(12,665,687.00)		<u>1,458,389.66</u>	
	REPRESENTED BY		
	VAT Input	91,825.98	
	Bank	1,153,129.01	
	Trust Account	44,000.00	
	VAT Output	(113,457.52)	
	Vat Control Account	3,213.62	
	Concession Debtors	<u>279,678.57</u>	
		<u>1,458,389.66</u>	

Post Appt - Asset Realisation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Asset Realisation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Asset Realisation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Asset Realisation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Asset Realisation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Realisations of assets	67.20	187.80	24.70	0.00	259.70	56,003.00	215.64
Trading	23.70	43.70	14.00	0.00	81.40	17,473.00	214.66
Management of operations	0.00	197.80	93.00	0.00	290.80	51,591.00	177.41
Accounting for trading	0.00	0.00	0.50	0.00	0.50	70.00	140.00
On-going employee issues	5.00	2.00	177.80	0.00	184.80	28,771.00	144.79
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Trading	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trading	28.70	243.50	285.40	0.00	587.60	85,905.00	172.00
Creditors	14.80	68.30	57.50	87.95	228.55	30,185.00	131.88
Communication	1.50	1.20	149.40	10.30	162.40	22,107.50	138.13
Claims inc. emp. prefs	5.20	33.30	81.50	46.55	146.55	18,985.00	129.41
Report/secured creditor	0.00	0.00	22.00	0.00	22.00	3,080.00	140.00
Committee Reporting	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Final Report	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Payment of dividends	0.00	3.70	0.00	8.40	10.10	1,041.50	103.12
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Creditors	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Creditors	21.50	106.50	290.40	151.20	589.60	75,359.00	132.30
Case Specific	12.00	0.00	0.00	0.00	12.00	3,540.00	295.00
Case Specific 1	5.20	0.00	0.00	0.00	5.20	1,534.00	295.00
Case Specific 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Post Appt - Case Specific	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Case specific matters	17.20	0.00	0.00	0.00	17.20	5,074.00	285.00
Total Hours	179.00	594.60	703.00	272.90	1,749.50	280,488.00	160.33
Total Fees Claimed						250,000.00	

H4R

Willam Hollins & Company Limited

SIP 9 - Time & Cost Summary

Period: 07/01/09..29/12/09

Category 2 Disbursements

Other amounts paid or payable to the office holder's firm or to party in which the office holder or his firm or any associate has an interest.

Transaction Date	Type And Purpose	Amount
22/01/09	Motor Expenses	296.77
13/02/09	Motor Expenses	219.60
13/02/09	Motor Expenses	73.81
20/02/09	Motor Expenses	240.95
	Total	831.13

