
FINAL NOTICE

To: Ideal Insurance Services Limited

**Of: Oak House
High Street
Chorley
Lancashire
PR7 1DW**

Dated: 23 October 2008

TAKE NOTICE: The Financial Services Authority of 25 The North Colonnade, Canary Wharf, London E14 5HS (the “FSA”) gives Ideal Insurance Services Limited (the “Firm”) final notice about a decision to cancel the permission granted to the Firm to carry on regulated activities.

1. ACTION

- 1.1 The FSA gave the Firm a Decision Notice on 9 September 2008 (the “Decision Notice”) which notified it that for the reasons listed below and pursuant to section 45 of the Financial Services and Markets Act 2000 (the “Act”), the FSA had decided to cancel the permission granted to the Firm, pursuant to Part IV of the Act (“the Firm’s Part IV permission”).
- 1.2 The Firm was informed of its statutory right to make a reference to the Financial Services and Markets Tribunal (the “Tribunal”), but did not refer the Decision Notice to the Tribunal within 28 days of the date on which the Decision Notice was given to it. Accordingly, the FSA has today cancelled the Firm’s Part IV permission.

2. REASONS FOR ACTION

- 2.1 By a First Supervisory Notice dated 10 April 2008, the Firm’s Part IV permission was varied by removing all regulated activities with immediate effect. A copy of the First

Supervisory Notice, by which the FSA removed all regulated activities from the Firm's permission, is displayed on the FSA's website.

- 2.2 On the basis of the facts, matters and conclusions described in its Warning Notice dated 21 July 2008 and in the Decision Notice, it appears to the FSA that it is no longer necessary to keep the Firm's permission in force and that the FSA must cancel it, following the variation action removing all regulated activities.

3. DECISION MAKER

The decision which gave rise to the obligation to issue this Final Notice was taken by the Regulatory Decisions Committee.

4. IMPORTANT

- 4.1 This Final Notice is given to the Firm in accordance with section 390(1) of the Act.

Publicity

- 4.2 Sections 391(4), 391(6) and 391(7) of the Act apply to the publication of information about the matter to which this Final Notice relates. Under those provisions, the FSA must publish such information about the matter to which this Final Notice relates as the FSA considers appropriate. However, the FSA may not publish information if such publication would, in the opinion of the FSA, be unfair to the Firm or prejudicial to the interests of consumers.

- 4.3 The FSA intends to publish such information about the matter to which this Final Notice relates as it considers appropriate.

FSA contact

- 4.4 For more information concerning this matter generally, you should contact Andrea Bowe at the FSA (direct line: 020 7066 5886/fax: 020 7066 5887).

Jonathan Phelan

**Head of Department
FSA Enforcement Division**