# Ant Middleton disqualified as company director over tax debts



Television personality and former soldier Ant Middleton has been disqualified from serving as a company director for a period of four years due to substantial tax debts incurred by his company, Sway and Starting Limited. The Insolvency Service of the UK government has reported that the company, primarily established to manage income from Middleton's television and media activities, failed to pay over £1 million in taxes between 2019 and 2022.

Ant Middleton, known for his role as the chief instructor on Channel 4's SAS: Who Dares Wins, alongside his wife, Emilie Middleton, co-founded Sway and Starting in September 2014. The company, which had been generating significant revenue, reportedly received more than £4.5 million in payments between April 2020 and November 2022. However, the couple failed to settle outstanding tax obligations, accumulating debts of £869,351 in corporation tax and £384,518 in VAT by the time the company went into liquidation in December 2022.

Despite the income flowing into Sway and Starting, the Middletons withdrew approximately £3 million from the company via a director's loan account. By the time of liquidation, they owed the company nearly £3 million through that account. As part of a settlement agreement with the liquidator, Ant Middleton agreed to repay £300,000 of the director's loan, but he later struggled to adhere to the payment plan, prompting the decision to sell their family home to fulfil his obligations.

Dave Magrath, Director of Investigation and Enforcement Services at the Insolvency Service, emphasised the responsibilities of directors in ensuring compliance with tax regulations. He stated, “Companies not paying the tax they should deprives the government of the money it needs to pay for the country’s defence services, our NHS, schools and universities, and transport systems,” reminding that the legal and financial duties of directors include ensuring tax obligations are met.

The disqualification of Ant and Emilie Middleton commenced on March 24 and March 19, respectively, barring them from being involved in the promotion, formation or management of a company without court approval. This action is aimed at deterring other directors from similar misconduct regarding tax responsibilities.

In recent developments, it was reported that the Middletons had to sell their home, purchased for £1.16 million in 2019, in order to manage the debts accrued by Sway and Starting. The family home had been described as an "exceptional residence" and featured a standalone gym, often showcased by Middleton on social media.

Ant Middleton, 44, has also been involved in various public speaking engagements and has authored books focused on themes of leadership and overcoming personal challenges. Prior to this financial setback, he left SAS: Who Dares Wins due to comments regarding his conduct, though he contended it was his decision to step away from the series. He has previously expressed political ambitions, notably indicating interest in running for London Mayor, and has publicly supported the Reform UK party.

Source: [Noah Wire Services](https://www.noahwire.com)