

# IAB UPDATE

## A message from Malcolm Trotter, IAB Chief Executive



We are delighted to include in this edition items from HMRC relating to the latest Small Business Guidance and also IR35. Also, we have details of the seminars we have specially arranged for IAB

members, relating to growing a bookkeeping practice (a free event), and identifying and supporting eligible businesses to claim an R&D tax refund (only £20 to attend).

We would also like to thank F.A. Simms for providing an item in this edition on insolvency, and also to BIAD regarding the Growth Accelerator initiative that



The Growth Vouchers project, page 3

businesses of IAB members – or their clients – may be eligible for and wish to take part in.

The IAB continues to be very active in representing its members at national level, for example at HMRC, Treasury and Central Government consultation events. One recent achievement of this activity is the recognition of IAB members as eligible for inclusion in the Growth Voucher Initiative (further details on page 2 of this edition). In the lead up to the General Election next year, and when there is an opportunity to do so, we will also be active in making known to the main political parties our points of view on matters relating to small business, finance, taxation, banking and vocational education.

I wish you every success in 2014.

**Malcolm Trotter, IAB Chief Executive**

## IAB Council elections to take place in June

The IAB Council Election is to take place in June, at the AGM. Any member who wishes to stand for election to Council must ensure their completed application form is with Kelly Lant no later than 5pm on Wednesday 19th March 2014. The application form requires the signatures of three members of the IAB eligible to vote at the AGM, at least one of whom must be a Fellow. Applications must be accompanied by a current CV, passport-style photograph and a short biography (120 words) highlighting areas where the candidate feels their skills and experience will be of particular importance to the role of Council member. Candidates should be available to attend the next Council Meeting, which takes place on Friday 7th March in London.

The IAB Council has primary responsibility for the sustainability and value of the IAB, by guiding and monitoring its business and affairs. It also takes, recommends, monitors and reviews appropriate action as required to fulfil its role. If you are successfully elected then you will become a director of the association and will play an important role in a number of different areas including strategy and planning, compliance, finance and operations.

If you would like an application form or have any queries please contact Kelly Lant at [kelly@iab.org.uk](mailto:kelly@iab.org.uk) or 01732 897750.



### DON'T FORGET TO RENEW YOUR MEMBERSHIP

A belated Happy New Year from everyone at the IAB – we hope you all have a very successful 2014! You should by now have received your membership renewal notices, which were sent out in October. We wish to thank the majority of members who have now paid their 2014 subscription. The membership department has processed the majority of payments and for those who are still to renew, reminders will be sent out shortly by email. We would encourage those who may have forgotten to renew to do so as soon as possible to ensure continuity of membership. Feel free to contact the membership team to renew, or for any queries at [membership@iab.org.uk](mailto:membership@iab.org.uk) or 01732 897750.



## Key networking events for February

There are three key networking events in February:

### 6 February

CIPP Payroll Update – exclusive for IAB members  
CIPP offices, Arne Street, Covent Garden, London WC2E 9RA.  
From 9am to 5pm.  
Cost £85 for IAB members.  
To book a place contact Kelly Pike on [kellyp@iab.org.uk](mailto:kellyp@iab.org.uk) or call 01732 897750.

### 7 February

Northern Ireland Branch Meeting  
Dunsilly Hotel, 20 Dunsilly Road, Ballymena, Antrim BT41 2JH  
Subject: A presentation on Government Funding Schemes that Inject Business Cash & Accelerate Performance & Growth followed by an IFA update  
Speakers: Annie Hunter of How2 and David Woodgate CEO of the IFA

To book a place or for further information email: [billmcgregor1@btinternet.com](mailto:billmcgregor1@btinternet.com) or visit the IFA's website: <http://www.ifa.org.uk>

### 12 February

Devon & Cornwall IFA branch meeting  
Venue: Plymouth Albion Rugby Club, Brickfields Recreation Ground, 25 Damerel Close, Plymouth, PL1 4NE  
Speakers and subjects: Annie Hunter and Norman Nicholls of How 2 will be presenting on Government funding schemes that inject business cash and accelerate performance and growth. Steve Sims of Opal Financial Management will be presenting on Auto Enrolment.  
Karen Quick and Holly Stanley of Barclays Bank will be presenting on E-sync, Lending and digital banking.  
To book a place or for further information please email: [paul@grca.net](mailto:paul@grca.net) or visit the IFA's website: <http://www.ifa.org.uk/>

## IAB CONTACT DETAILS

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Email: [mail@iab.org.uk](mailto:mail@iab.org.uk) Website: [www.iab.org.uk](http://www.iab.org.uk)

### Key staff at IAB Head Office:

Business Development Administrator:	Kelly Pike	01732 897754	<a href="mailto:kellyp@iab.org.uk">kellyp@iab.org.uk</a>
Compliance & Membership Coordinator:	Kelly Lant	01732 897756	<a href="mailto:kellyl@iab.org.uk">kellyl@iab.org.uk</a>
Finance & Membership Administrator:	Louise Scott	01732 897755	<a href="mailto:louises@iab.org.uk">louises@iab.org.uk</a>

### Education & Member Services

Coordinator:	Chris Wooster	01732 897760	<a href="mailto:chrisw@iab.org.uk">chrisw@iab.org.uk</a>
Centre Development: Coordinator	Thomas Bird	01732 897752	<a href="mailto:thomasb@iab.org.uk">thomasb@iab.org.uk</a>
Education and Member Services Assistant	Rianan Hogg	01732 897761	<a href="mailto:riananh@iab.org.uk">riananh@iab.org.uk</a>
Education and Member Services Assistant	Lucy Mackelden	01732 897753	<a href="mailto:lucym@iab.org.uk">lucym@iab.org.uk</a>



# Grow your business with free entry to the Seven Secrets Seminar

Pure Bookkeeping is offering IAB Members free entry to the next of their 'Seven Secrets of Growing Your Bookkeeping' business seminar on 11 February in London. You'll learn how to grow your business and earn three CPD hours.

In three informative and entertaining hours, you'll learn:

- What you should be charging and how to increase your rates without losing your clients.
- How to get more clients by following the seven most successful marketing strategies in the bookkeeping industry.
- How to get in front of accountants to create a stream of high-quality referrals.
- Two specific systems to get more referrals from your current clients.
- How to earn additional income on top of charging for your bookkeeping hours

The cost of the seminar is usually £99, but IAB members get free access for this seminar only, which also counts towards your CPD hours. Here's what some fellow bookkeepers had to say...

*"The seminar was fantastic and I am so pleased that I attended. I found it inspiring, especially the marketing section and the information on putting up prices. From attending the seminar I now have the confidence to raise my prices. Sarah and Mark shared their experience and created a completely relaxed environment. I would definitely recommend this seminar for anyone looking to grow their bookkeeping business"* Peter

*"The seminar was full of useful information and incredible inspiring. Mark and Sarah did a great job of sharing the 'seven secrets' to grow your bookkeeping business. I can't wait to start using the system in my business"* Paul

*"The 'Seven Secrets to Growing your Bookkeeping Business Seminar' was incredibly relevant for any bookkeeper and by far exceeded my expectations. It*

*was well presented, interesting and fun. It covered everything that I wanted to know and was incredible value for money"* Ann

*"The seminar was inspirational, enjoyable and interesting. I loved Mark's humour and Sarah's natural approach. It was great to be a part of it all and I am really glad I attended"* David

*"The 'Seven Secrets to Growing your Bookkeeping Business' seminar exceeded my expectations. The presentation was great and I took away some really useful information that I will incorporate into my business. It was excellent value for money and I would definitely recommend the seminar to anyone looking for help in growing their business"* David

*"The seminar was great value for money and was presented perfectly. It made me think about how I value myself and my work and I am going to increase my prices and change the way I run my business as a result of this"* Gina

*"A fabulous workshop full of information that is so relevant for any bookkeeper. Mark and Sarah were great and I would recommend the seminar to any bookkeeper, whatever stage they are at in their business. It was full of valuable information that can be taken away and put into practice in your business. Fantastic. Thank you"* Jenny

To register go to <http://www.purebookkeeping.co.uk/seminars> and use the coupon code 'FR33SEMINAR' to secure your free place. If you're not able to attend the seminar why not sign up for the webinar instead, covering the same material. Enter the code 'FR33WEBINAR' for a free place on the January and February Webinars.

## Opportunity knocks for IAB members

### Malcolm Trotter explains the Growth Vouchers scheme and highlights an opportunity for IAB members

The Growth Vouchers project will see up to 15,000 small businesses receive a maximum contribution of £2,000 from the government in order to seek advice and professional support across five key areas: sales and marketing; management and leadership; access to finance; employment relations; and making the most of digital technologies. Businesses receiving a voucher will be directed to a Marketplace to find advisers with whom they can spend the voucher.

Being a member of the IAB means you are eligible to take part as a supplier in this programme. Being profiled on the marketplace represents an opportunity to be matched and develop new relationships with growing and ambitious companies.

The marketplace has been developed and is being managed by small business network, Enterprise Nation – [www.enterprisenation.com](http://www.enterprisenation.com) – and there is no cost to be profiled as a supplier.

The Growth Vouchers project runs from January



2014 to April 2015, with BIS and Cabinet Office continuing to monitor results for three years beyond this point. What they are looking for is evidence of whether seeking advice helps a business to grow.

At the IAB we are in a strong position to make this case and we hope you will decide to profile your business on the marketplace; to be connected with small businesses looking for your services, and to play a part in ensuring the record numbers of businesses starting in the UK are provided with the tools and advice they need to thrive.

#### Links

- All you ever wanted to know about Growth Vouchers via Enterprise Nation  
<https://www.enterprisenation.com/blog/posts/all-you-ever-wanted-to-know-about-growth-vouchers>
- Small businesses to get subsidised access to experts' advice under new Government scheme via the Financial Mail on Sunday  
<http://www.mailonsunday.co.uk/money/smallbusiness/article-2533829/Small-businesses-subsidised-access-experts-advice-new-Government-scheme.html>

If you would like to be a supplier on the GV marketplace, please register at [www.enterprisenation.com/marketplace](http://www.enterprisenation.com/marketplace). The marketplace was launched on 27th January 2014.





## Want some cash from the ‘government innovation subsidy’?

IAB members’ seminar will explain how you can access R&D funds

RIFT Research and Development wants the government to seriously consider giving a new name to the ‘R&D tax credit’ scheme for small companies. They believe the applications for this cash payment, which helps innovative businesses to grow, is embarrassingly low because the name simply doesn’t describe who is eligible.

To get back to sustained growth, the UK needs to be globally more competitive, with better investment incentives for companies. There are many research reports that show a commitment to research, development and innovation is a key element to economic growth, but it is difficult for SMEs (the real engine of the economy) to find the cash for this activity. Making the most of limited resources gets us all through the difficult times, but it is not a sustainable approach if British industry is to thrive and compete.

If the money can be found it can help rebuild supply chains, attract further investment and help whole sectors to adopt the latest technologies. It is not about finding and backing individual winning companies (as venture capitalists do), but creating the best business environment possible for all types of companies to grow.

But there is a scheme that does all this, and it’s been around for the last 13 years. According to government figures, of the 4.7 million SMEs across the UK, only 9,920 applied for it. But surely there are hundreds of thousands of companies that are innovating? According to Sue Nelson, Director of RIFT Research and Development, which helps companies apply for the cash payment, it is very clear: “Government policy in this area is really good. I think it is something they should be very proud of, but SMEs are losing out on millions, if not billions in cash payments. It seems the government doesn’t think it’s important, or simply does not know how

to promote the scheme. Calling it ‘R&D Tax Credits’ is a disastrous mistake – it’s enough to put anyone off.” Currently, if an SME (fewer than 500 employees) is working on improvements to their products or services in order to make them more attractive to customers, they could be eligible. It needs to be new and different, and something that the sector would recognise as a real advance.

Industries where RIFT Research & Development have successfully made claims include: software and technology; aerospace; defence; automotive; manufacturing; construction; engineering; and business services.

RIFT Research & Development is carrying out a short training session on R&D tax relief on Thursday 27 March. IAB members can receive a 20% referral fee for all clients or other businesses they successfully refer to RIFT Research & Development. This fantastic opportunity is available for all IAB members and will take place at the CIPP offices, Arne Street, Covent Garden, London, WC2E 9RA. The cost is £20 for IAB members. A programme for the session is:

**10.30am – 11am** Registration, coffee and networking

**11am – 12.30pm** RIFT Research & Development Training Session (including Q&As), facilitated by Sue Nelson, Director RIFT Research and Development

**12.30pm – 1pm** Lunch and networking

• To book a place contact Kelly Pike: [kellyp@iab.org.uk](mailto:kellyp@iab.org.uk) or 01732 897750  
Call: 01233 653002, Email: [info@riftresearch.com](mailto:info@riftresearch.com), Web: [riftresearch.com](http://riftresearch.com):  
RIFT Research & Development, RIFT House, 200 Eureka Park, Upper Pemberton, Ashford, Kent TN25 4AZ

# How can a solvent liquidation help your clients?

Richard Simms, Managing Director of FA Simms & Partners explains the ins and outs of Members' Voluntary Liquidation

Since March 2012, we have seen an increase in solvent liquidations, also known as Members' Voluntary Liquidation (MVL). Monitoring its heightened popularity, we have noticed some unfamiliarity with the process and its benefits among company directors. We therefore felt an article detailing these benefits would be of most use to yourselves as bookkeepers, so you can relay the information to your clients.

We do have a Director's Guide to MVL's available as a download on our website, [www.fasimms.com/help-sheets](http://www.fasimms.com/help-sheets) or we will gladly send over some hard copies if you would prefer. Please email: [mwood@fasimms.com](mailto:mwood@fasimms.com) or telephone the IAB helpline on 0845 026 2600.

## Brief summary of what an MVL is

A Members' Voluntary Liquidation (MVL) is the formal liquidation option for solvent companies who have reached the end of their trading life. The key thing to note is that this process is only for solvent companies; ones who have a positive balance sheet and are not behind with creditor payments.

Due to legislative changes in 2012, to still receive capital treatment on final distributions that exceed £25,000 now requires the use of the MVL process. The legislation capped the previous concession; the ESC C16 that allowed all funds to receive the treatment.

Capital treatment allows the distributions to be subjected to Entrepreneurs' Relief, which can reduce the tax rate to 10% – a key benefit to using the solvent liquidation. The first step therefore for a company director is to compare their possible tax savings, if they decide to go down the MVL route.

## Further details regarding the tax benefits

We must make clear that we are not tax experts, but the below information is our understanding of the tax situation as laid out to us.

To begin with, if the shareholder distributions are to be classed as capital receipts and not income, it would initially lower the tax rate as income tax is higher than capital gains tax.

Shareholders can then apply for Entrepreneurs' Relief. However, this relief is not automatically applied, and there is certain criteria that needs to be met in order to be eligible for it.

Conditions for eligibility for Entrepreneurs' Relief is:

- The company must be a pure trading entity.
- Each qualifying shareholder must have 5% of the voting rights.
- Qualifying shareholders must have held their shares for at least 12 months.
- For 12 months the shareholders must have been officers or employees of the company.

## Further benefits to the MVL process

The tax benefits are no doubt a main advantage of going forward with the MVL process, but there are other elements that are seen as beneficial.

Firstly, there is the process itself. A formal liquidation gives a company the chance to dissolve in the correct way and not leave any unattended issues. This will result in a clean break for the director.

The process can be completed in a short period of time, never lasting longer than a year. In order to ensure it is dealt with as quickly as possible there are some things that can be sorted out before liquidators



get involved:

- Pay all company creditors in full prior to the liquidation
- Return all final returns to HMRC

For further details on the process download our Members' Voluntary Liquidation help sheet from [www.fasimms.com/help-sheets](http://www.fasimms.com/help-sheets).

Secondly, a further advantage is the quick shareholder disbursements. Fast access to funds is seen as an important part of the process as it is considered that shareholders do not want to be held up by the bank delaying their distributions. In order to avoid this delay it is recommended that the money is transferred into the client account of the Liquidator or Solicitor, who can then make the quick distributions just days after the company enters liquidation.

This article has briefly highlighted three key areas as to why a Members' Voluntary Liquidation should be considered by solvent company directors. Hopefully, it has helped to clarify the benefits of the liquidation in order for the process to be a more comfortable discussion between bookkeeper and client.

Any further assistance we can be on this topic contact us via the free advice line we provide to all IAB members, 0845 026 2600, or email [enquiries@fasimms.com](mailto:enquiries@fasimms.com).



## The best job in the world

If you want the best job in the world you can relax – you are doing it! LV= research reveals that what a vast majority of UK workers crave most is job security, a decent pay packet, manageable work-life balance and low stress. It would seem that being an accountant is no longer seen as the boring option and is, in fact, 'the most desired job in the world'.

The LV= study began by establishing the 10 key features of a job that modern workers rate most highly. And, in lean times, having a 'sexy' job falls by the wayside in comparison to security, salary and benefits. Indeed, just 4% of people see excitement in a career as a must-have feature.

With the top 10 features established (see box), researchers then set about quizzing workers on how their own job stacks up against the ideal, asking them to rank each feature out of 10. The results were conclusive – from a pool of 60 professions no job scores more highly across the board than accountancy.

According to the results of the research, accountancy scores higher on job security (7.57), training (6.92), salary in line with responsibility (6.53) and opportunity to progress (5.98) than any other of the 60 professions. Even stress levels for accountants was seen as moderate when compared to other careers (4.97).

LV= went on to point out that in terms of pay that is in line with responsibility, accountants are handsomely remunerated, with an average salary of £38,283 – a pay packet that's 44% higher than the UK average of £26,464.

The job security of accountancy illustrated in the study is also supported by official figures from the Office for National Statistics. Indeed, over the past 10 years employment levels among accountants have grown by a third, rising from 145,000 in 2003 to 180,000 in 2013.

### TOP 10 MOST IMPORTANT FEATURES

- 1) Job security – 74%
- 2) Good pay in line with responsibility – 60%
- 3) Reasonable working hours – 59%
- 4) Not too much stress and pressure – 38%
- 5) Opportunity to progress – 38%
- 6) A positive working environment – 32%
- 7) A varied workload – 29%
- 8) Workplace training opportunities – 23%
- 9) A comprehensive benefits scheme – 23%
- 10) Not being desk bound the whole day – 21%

## PI Insurance: recommended providers

Professional Indemnity Insurance (PII) is now a requirement for all Members in Practice upon application for a Certificate of Supervision, Certificate of Compliance or Practising Certificate. PII was made mandatory last year and as this change affects all members provision has been made to source further PII providers who can offer the very best rates even for those members with the lowest turnover.

The names and contact details of all the providers able to offer special rates for IAB members are below. Please note that you are not limited to the list and are free to choose an alternative provider if you wish.

Hensure Business Insurance: <http://www.hensure.com/professional-indemnity-insurance.php> or 0844 7709590.

Solar Insurance Services (Medway) Ltd:  
<https://www.solarinsurance.co.uk/p/IABPIDiscountScheme/>

Trafalgar Risk Management & Parliament Hill: [www.iabpi.co.uk](http://www.iabpi.co.uk)  
Belmont International Insurance Brokers: Contact Chloe Braidford on 01732 745480 or email: [chloe.braidford@belmontint.com](mailto:chloe.braidford@belmontint.com)

## National Crime Agency launched

The National Crime Agency (NCA) was launched late last year by Home Secretary Theresa May, to replace the Serious Organised Crime Agency (SOCA).

The most significant difference between SOCA and the new National Crime Agency is that the NCA has greater powers to command the police and other agencies, allowing them to have operational control and assess threat levels. The agency is responsible for tackling organised crime, economic crime, borders, child exploitation and online protection.

The combination of experts from border police, customs, cyber security professionals and a host of analysts means that their remit will be widespread and they will have the authority to take on many criminals and criminal organisations.

To report SARs (Suspicious Activity Reports) please contact the National Crime Agency direct. For further information please visit <http://www.nationalcrimeagency.gov.uk/>



# New small business tax guidance from HMRC

HMRC has produced an online guide for small businesses, helping them to make dealing with tax as simple and straightforward as possible.

HMRC outlined its commitments to making tax easier to understand in 2013, and this year is publishing an update that showcases the improvements and new products HMRC has developed.

The online interactive guide is structured around a number of themes including:

- improving support: setting out what support and help is available to small businesses, including apps and products like business tax dashboard.
- delivering simpler tax rules: including the new employment allowance of

£2000, available from April, as well as tax reliefs and incentives.

- reducing burdens: how HMRC have reduced costs to small business.
- improving services: improving transactions.

Also included is information about the new personalised online account service that will allow small businesses to deal with their business tax affairs in one place, simply and easily.

The online document can be found here:

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/263367/4019\\_Small\\_Business\\_Update\\_v5\\_accessible.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/263367/4019_Small_Business_Update_v5_accessible.pdf)

## IR35: deadline for full returns and payments

Employers who submitted a provisional P35 for 2012 to 2013 and paid tax/NICs on account in line with the special rules for intermediaries have until 31 January 2014 to submit an amended P35 and pay any additional tax/NICs due.

The normal end of year payment actions apply to Pay As You Earn (PAYE) and National Insurance Contributions (NICs) arising on a deemed employment payment made under the Intermediaries (IR35) legislation. The total PAYE and NICs for 2012-13 was therefore due to be paid by 19 April 2013 with a completed P35 submitted by 19 May 2013.

However, special rules apply if intermediaries were unable to finalise the calculation of the deemed payment in time. Provided a payment on account of the estimated tax and NICs for 2012-13 was made by 19 April 2013 supported by a P35 showing provisional figures, then intermediaries have until 31 January 2014 to submit amended returns showing the final figures and to pay any additional tax and NICs due.

In these circumstances, interest will be charged on late payments made after 19 April 2013 (when the original payment was due) but no penalties will be charged if:

- the original P35 and relevant P14s were received by 19 May 2013 with part 2 of question 6 on the P35 answered 'Yes' and showing remuneration paid during the year plus an amount on account of the deemed employment payment with tax and NICs correctly calculated, and



- an amended P35 and accompanying documents notifying the correct final amount for the deemed employment payment and the tax and NICs due is sent to HM Revenue & Customs (HMRC) by 31 January 2014, and
- any additional tax and NICs due as a result of the amended P35 is paid by 31 January 2014

If HMRC does not receive an amended P35 and balancing payment by 31 January 2014 the original P35 will be considered to reflect figures which the employer declares to be final and correct.

## Auto enrolment: an update

Two new phases of the pension auto enrolment initiative have now kicked in. On January 1 companies with between 350 and 499 employees joined the scheme, while those with 250-349 joined on February 1.

The minimum contribution made by employers is fixed at 1% of the total qualifying earning of the employee, who also pays 1%. These figures rise to 3% (employer contribution) and 2% (employee contribution) in October 2017, and then to 5% (employer contribution) and 3% (employee contribution) from October 2018 onwards.

For the UK's smaller firms the key date to note is June 1 2015. This is when a test scheme begins for firms with fewer than 30 employees – it goes 'live' on January 1, 2016 for this group of companies.

The Pensions Regulator has designed a pensions planner, available through its website (see <http://www.thepensionsregulator.gov.uk/employers/planning-for-automatic-enrolment.aspx>).

The planner has been designed to help you identify what you'll need to do to prepare for automatic enrolment. Any employer preparing for automatic enrolment should find it helpful, but it's of particular relevance to you if:

- you employ between 50 and 249 staff.
- every member of staff is based in the UK.
- you have one Pay As You Earn (PAYE) scheme.
- you have or are planning to set up a defined contribution (DC) pension scheme.

## GrowthAccelerator does exactly what it says on the tin

Are you ready to propel your business into its next phase of growth? Well, the UK's leading growth experts want your business to get further ahead by helping you:

- build a successful growth strategy.
- discover new routes to funding and investment.
- unlock your capacity for innovation.
- build on the power of your leaders with up to £2,000 match funding per senior manager.

### What is GrowthAccelerator?

GrowthAccelerator will get to the heart of the barriers that are holding your business back and help you identify the critical steps you need to take to achieve your next phase of growth – rapidly and sustainably.

Business Innovation and Development Limited (BIAD) has a team of registered and approved GrowthAccelerator coaches. They can do an initial free assessment of eligibility for you or your clients that are ambitious for growth.

### How does GrowthAccelerator work?

As an ambitious company – or someone who deals with ambitious companies – the GrowthAccelerator provides access to growth experts, at a heavily subsidised rate. The cost depends on the size of the business.

You also get access to up to six free workshops, subsidised leadership and management training and opportunities to meet with other business owners and do business with them.

Kelly Pike from the IAB commented: "If you know any company, or even a charity or social enterprise, they can all benefit from this. There are limited funds from government, so encourage them to get in touch with me sooner rather than later."

### How could GrowthAccelerator benefit you?

Whether you're a bookkeeper in practice or working on your own, Growth

Accelerator can help you both grow your own business and help increase the value to your clients – as their businesses grow, hopefully they will need more services from you!

Since GrowthAccelerator is a national service, we can get your local representative to talk to you about it.

If you would like to know more call Kelly Pike (IAB) or Deb Sen (BIAD) – see below for contact details.

### What do I do next?

If you would like similar growth for your business – or would like to refer GrowthAccelerator to one of your clients, and significantly add value to your relationship – contact Kelly for further details on 01732 897754 (email [kellyp@iab.org.uk](mailto:kellyp@iab.org.uk)) or speak informally to Deb on 07791 956640/03333 217 888 (email [deb@biad.co.uk](mailto:deb@biad.co.uk)).

### CASE STUDY: GrowthAccelerator is just the ticket

A wide format printing company wanted to double its turnover over the next three years and improve profit margins. With the help of GrowthAccelerator, Deb analysed their sales and profits, and identified significant growth opportunities in some key sectors: hotels, particular marketing agencies, other printers and also the public sector. He also spoke with some key accounts and developed mini case studies working with the sales staff.

The company then underwent a training course to improve their bid writing capabilities to address public sector tenders. The combined impact of these activities should generate up to £200,000 new business over the next 12 months, for just £5,000. What an amazing return on investment!

