

IAB UPDATE

Introduction from Malcolm Trotter, IAB Chief Executive



Following the various events held on 20–21 June (featured in this edition), we have been overwhelmed by the very kind tributes from members, Accredited Centres, suppliers, associates from other professional bodies, and many others. We were honoured by those who had travelled from across the globe to join with us to mark the 40th anniversary of the IAB and to celebrate the many past and recent achievements of this leading UK and global body. These achievements and the tributes received are a credit to those that have

served it, both past and present, and to all who belong to this truly member-led and governed, professional association. During the events we were delighted to be able to honour worthy winners and recipients of awards; Top Centres, Gold and Silver Centres and outstanding individuals and organisations who have contributed hugely either to micro and small businesses or to the IAB itself.

We continue to seek to extend the range of membership benefits and in this edition feature some new offers to IAB members that we have arranged with collaborative partners. I wish to thank you for your continued support as we seek to support you.

Malcolm Trotter, IAB Chief Executive



Members' Updates Council Members elected at AGM

A new IAB Council was elected in June. Penny Randall and Chris Morris formally stepped down as Council Members. Janet Jack was formally re-elected and all three nominees for new Members of Council were formally accepted. Your Council now stands as follows: Janet Jack (Chairperson), Karen Groves (Vice-Chair), Andrew Carlsson, Mary-Anne Cook, Lyn Eames, Frauke Golding, Laura Howard, Quentin Pain, Sue Renaut, Yvonne Strawbridge, Jane Turley and Jila White. If you are interested in becoming a Council Member contact Kelly Lant on 01732 897756 or by email kellyl@iab.org.uk for further information.

The revisions to the IAB Bye Laws were formally accepted and the revised Bye Laws and IAB Members Handbook can be found on the restricted area of the IAB website. If you do not know how to login in to the restricted area or indeed are encountering any problems with your login please contact Louise Scott, Finance & Membership Administrator, on 01732 897755 or louises@iab.org.uk

Rocker author reveals secret of micro-business success

The decision to outsource work to a trusted bookkeeper or payroll professional is vital to the success of micro-businesses. So best-selling business author Tony Robinson told guests at the recent IAB awards dinner (see pages 4-5 for more). Robinson, co-founder of community group Enterprise Rockers and SFEDI, described how he sees bookkeepers as being the "engine room" of UK micro-businesses.

More than 150 guests from around the world listened as, sporting his trademark red hat, Robinson stated that 95% of all the UK's businesses were micro-businesses and that the biggest challenge they faced was that of cashflow and other financial issues. The solution, he suggested, was to outsource this work to professionally trained and trusted bookkeepers, freeing up valuable time in order to focus on winning more business by developing prospects: "...turning them into potentially buying customers and turning buying customers into incredibly delighted and satisfied customers". Rather than simply keeping track of invoices, expenses and income, he explained, a bookkeeper "is the best adviser to help get the offer right, regarding price and margin".

Malcolm Trotter, IAB chief executive, said that in 40 years, 150,000 people had gained IAB qualifications, including 25,000 in Europe. This, he indicated, was a major achievement by a not-for-profit organisation made up entirely of, and controlled by, its members.

Happy birthday to us!

The IAB celebrated its 40th birthday in June with a bumper package of awards, an international conference and a members' seminar. The photo shows tutors Janice Baddeley and Deborah Torkington from Tameside College with Fabian Hamilton MP, President of the IAB, and Council Chair Janet Jack. For lots more photos of the various events see pages 4–5.



Crunch time for bookkeepers

Crunch is offering IAB members an opportunity to gain new clients and work opportunities. Crunch is a leading UK accountancy firm that straddles the SaaS software marketplace and delivers a total end-to-end accountancy service for UK freelancers, contractors and SMEs.

The company caters for all of a business's accountancy requirements, and it has now extended its services to bookkeeping. A new platform for bookkeepers has been launched, which will allow IAB members to join for free and have their details listed on the Crunch website for potential clients to view.

Crunch has gained over 3,500 customers in just four years. Its cloud software means the client and bookkeeper can access the accounts anywhere with an Internet connection, and online invoicing, mobile expense apps<<http://www.crunch.co.uk/our-apps/>>, automated bank feeds and

document transfer features mean the business accounts can be almost totally paperless.

This unique service allows bookkeepers registered with the site to agree their own fees with the client and it is the perfect platform to advertise their services and attract more work opportunities.

To help with the new bookkeeping section of the website there will be a series of specific webinars dedicated to inform users about the software and answer any queries.

• If you are interested in finding out more about Crunch visit <http://www.crunch.co.uk/> or contact Andy Paterson on andy.paterson@crunch.co.uk or 01273 957070.

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Education & Member Services

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PI insurance: important changes for members

Recent revisions in the IAB Bye Laws contain an important change for Members in Practice this year. Members in Practice must now ensure that on applying for a Certificate of Supervision, Certificate of Compliance or Practising Certificate, Professional Indemnity Insurance (PII) is in place. As this change affects all Members in Practice, provision has been made to source further PII providers that can be of assistance in offering the very best rates even for those members with the lowest turnover. The mandatory PII requirement will be effective for newly applying members immediately and for those existing holders of certificates as they make their renewal, starting at 1 September 2013 renewals.

The change appears Under Schedule 2 – The Regulation of Members in Practice, Section 2 Registration (vi).

Below is some information from all the PII providers the IAB is now working with:

Hensure Business Insurance – Professional Indemnity Cover

Hensure Business Insurance is a trading name of R K Henshall and Co Ltd. We are an independent Insurance broker with over 37 years' experience of trading with SMEs. We have developed a reputation as a leading independent Insurance Broker and have very good working relationships with a number Professional Indemnity Underwriters. The extent of our knowledge and experience in the field of Professional Indemnity has enabled us to develop our own Professional Indemnity facility with an 'A' rated capacity provider at Lloyds of London.

The facility will allow you access to instant online quotes, and is very straightforward to use. If you are happy with the premium and the cover provided then you can also buy the policy online and immediately receive the documents by e-mail. You will also be assigned your own experienced Account Handler who will be there as a point of contact should you have any queries regarding policy cover, or if you just want some general insurance advice.

We can also act one stop shop for all your business insurance needs with additional covers available for bookkeepers such as Public and Employer's Liability Insurance and Personal Accident and Incapacity cover.

Please feel free to visit our website at <http://www.hensure.com/professional-indemnity-insurance.php> for further details and to obtain a quotation.

Solar Insurance Services (Medway) Ltd

We at Solar Insurance Services (Medway) Ltd as one of the preferred insurance providers of the IAB have been asked if we can offer a niche Professional Indemnity policy to protect the needs of the uninsured members. Having discussed the needs of the IAB and Its uninsured Members with our underwriters we are pleased to say that we have sourced a policy that will offer protection to satisfy the membership and the IAB.

We are pleased to inform you that we have negotiated a discounted premium for all currently uninsured IAB members. Premiums start at £83.48 per annum.

Please go to the link here for full details –

<https://www.solarinsurance.co.uk/p/IABPIDiscountScheme/>

You are able to run a quote, pay on line and have the policy documents made immediately available to you on screen as well as emailed to you on completion

Trafalgar Risk Management & Parliament Hill

The IAB Professional Indemnity Insurance Scheme has been arranged in conjunction with Trafalgar Risk Management and Parliament Hill Ltd. The cover will offer you protection for negligent advice, errors or omissions.

- NEW rates – National Price Promise. In the unlikely event you find a cheaper like-for-like quote, TRM will try their best to match the price and Parliament Hill Ltd will pay you £25!*
- Exclusive premiums
- Cover in a few moments (subject to acceptance) – get a quote in under two minutes



- Options for Employers & Public Liability (only available in conjunction with Professional Indemnity)
- Full policy wording & summary located online (Print your own policy document)
- Get a quote online at www.iabpi.co.uk

*This benefit is made available through Parliament Hill Ltd of 3rd floor, 127 Cheapside, London, EC2V 6BT. Parliament Hill Ltd is authorised and regulated by the Financial Conduct Authority and their register number is 308448. Details can be checked on the Financial Services register by visiting <http://www.fsa.gov.uk/register/home.do> or by phoning the FCA on 0845 111 6768. Insurance is subject to underwriting. A fee of up to £60 is built into the premiums charged. A written quotation must be supplied by way of proof. This quotation must be on a like-for-like basis. It should be presented either before purchase or within 14 days of purchase. Offer subject to change without notice. Neither Parliament Hill Ltd nor Trafalgar Risk Management are members of the same group

Belmont International Insurance Brokers

In support of the changes made to the IAB Bye Laws Belmont International Insurance Brokers, who have been a provider of PI insurance for many years, have designed a new package that is specifically for smaller practices that may never have purchased insurance previously.

In this litigious environment you can't afford to take the risk that your PI policy will not step in when your advice is being put under the spotlight. The IAB Hiscox Professional Indemnity cover offers the comprehensive and tailored cover that members must have and includes, a limit of indemnity to apply to any one claim as opposed to a single aggregate limit over the policy period, cover on a Civil Liability basis as opposed to Negligence only ensuring the widest possible cover, legal defence costs included in addition to the limit of indemnity and a low excess of £250 that only applies to claims where damages are paid. Added to this, Hiscox Insurance also provide a monthly interest free payment plan to enable premiums to be affordable by spreading them over twelve months.

To get more details please contact Chloe Braidford on 01732 745480 or email: chloe.braidford@belmontint.com. Quotations can be provided immediately and if cover is required there are no long proposal forms to complete!

Belmont International is authorised and regulated by the FCA.

Celebrating 4

The IAB hosted not one but two great awards ceremonies as the asso



Top centres saluted at House of Commons

UK and overseas centres were welcomed to a special awards reception, hosted by IAB President Fabian Hamilton MP at the House of Commons. This annual event celebrated the IAB top centres, their qualification achievements and longstanding commitment. Guests from around the world attended, including from Iraq, India and Russia. High performing centres were presented with certificates in recognition of their hard work in providing IAB qualifications. Here's a selection of photos from the event – for more photographs visit the awards site gallery at <http://www.iabawards.org/gallery>.



Laura Bartlett Photography – www.laurabartlettphotography.com

40 great years

Association celebrated its 40th birthday with a series of events last month



Phil Gammon - www.philgammon.co.uk



Finance and small business winners make enterprise rock

One Great George Street in the heart of Westminster was the venue for a prestigious Gala Dinner to mark the achievements of the Finance and Small Business winners. The evening saw Dell, SFEDI, Sage and the Federation of Small Businesses honoured as they collected their awards. The winners of the individual categories were also announced. Tony Robinson OBE was guest speaker, and gave an engaging and enthusiastic talk praising the work of bookkeepers and payroll professionals in the success of micro-businesses. For a full list of all the winners visit <http://www.iabawards.org/2013-award-winners>





It's all in the mind

A business is only as good as the people who work in it – and Mind Fit knows exactly how to get them motivated

If exceptional performance were the norm, what would your business look like? Businesses underperform not because people go to work to fail, but because they are not as engaged as they can be. If people are your best assets, then why not help them be the best they can be – 'can-do' people with winning minds?

Disengagement and loss of productivity has many causes: poor communication; demotivated staff; avoidance behaviours; ineffective management and leadership; conflict; lack of innovation; and many more. All have one thing in common – people.

According to surveys, it is likely your staff are fully engaged for less than half of the working day. This equates to what we call 'behavioural waste' – thousands of lost hours and thousands of pounds wasted. How much can your business afford? If you do

nothing the effect compounds every day it's ignored.

Mind Fit makes a difference

Our "inside-out" process enables people to self assess and choose to make changes to their attitudes and behaviours that directly impact your bottom line. We provide people with a map, insights, experiences and practical tools that enable them to look at what they are currently doing and choose to change those attitudes and behaviours that are wasteful. We help you link those changes to your business needs, and we support your people as they put in focused effort to improve performance

For more information on Mind Fit and a Behavioural Waste questionnaire see www.mindfittd.com/mind-fit-map-and-questionnaire-download/

The IAB has agreed a preferential deal for your company to take advantage of this new approach. More engaged staff are happier and go the extra mile, so your business achieves the results it deserves.

To take advantage of the offer please go to www.mindfittd.com/promotion



View from the shop floor

"During my time as HR Director, the interaction was to develop managers and team leaders in manufacturing against clear goals and targets. Their focus was on people and performance to improve both productivity and quality. As a result of the interventions people became energetic and creative. Productivity and quality improved, as did communication with other departments. Wastage was also reduced. Their approach is quite unique and very powerful.

I have assessed numerous programmes and processes over the years in all different types of organisations. I have seen mixed results. I was not prepared for what happened over three months within the shop floor production staff. The result was staggering in all areas. Not only did production improve to an amazing level but the method of working and the initiatives taken were driven by everyone on the production line. This resulted in a team of people co-operating and collaborating together for the benefit of them and the company. They became totally engaged."

Tony Bentley, Assessor Institute of Leadership and Management (ILM)

Start-up loans available to would-be entrepreneurs

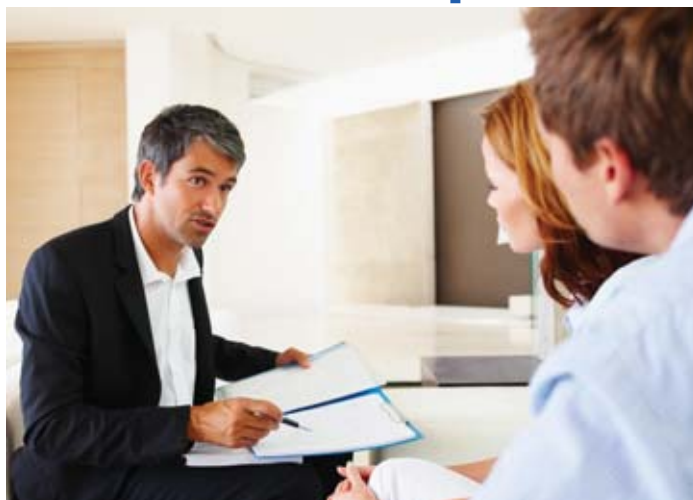
Looking to start a business but need the funding and advice to help make it a success? Then apply for a Start Up Loan today.

The Start Up Loans Company provides both financial and mentoring support for entrepreneurs across England looking to set up their businesses. Chaired by Dragons' Den's James Caan, and enjoying full support by the Prime Minister David Cameron, the initiative aims to set up 30,000 businesses by 2015 across England.

Almost 5,000 businesses have been created using a Start Up Loan since September last year using the £117.5 million fund allocated by government, amounting to 42 businesses created a day, a testament to the feasibility of this initiative. With this momentum in place, the company is on track to reach their target.

Corinna Ruth Noel, a 24-year-old entrepreneur, started her company Noel Bookkeeping, in London. Having graduated with a 2:1 in Accounting and Finance in 2009, she found the traditional employee role of an accountant did not allow her to spread her creative wings, so she decided to start advertising her services as a bookkeeper in 2012. After finding her first few clients, she decided to make it into a business by the end of 2012. Her boutique business specialises in online cloud services for accounting, and she works with creative and innovative businesses across different industries and locations. She used her £2,615 Start Up Loan for marketing and advertising her business, in order to gain more clients. Indeed, the elusive first sale is always the most important for any entrepreneur.

Like any new start-up, Corinna will have to make critical decisions for her business that may not always be intuitive. This is where the support of her mentor Mike Mills is paramount. The Start Up Loans Company offers all budding entrepreneurs access to a mentor from their industry, who has business know how to help make their entrepreneurial journey as smooth as possible. Former Dragon James Caan believes the mentoring aspect of the scheme is, "as important, if not



more, than the loan itself".

In an exciting advancement from May, Lord Young, former enterprise advisor to David Cameron and godfather of the scheme, proposed the removal of the age cap, currently 30, to allow all enterprising individuals from the age of 18 to apply for a Start Up Loan. There are also plans to roll out the initiative to Scotland, Northern Ireland and Wales, making it a truly national scheme by the end of the year.

Just like the enterprise sector, The Start Up Loans Company is innovating and adapting to tailor to the needs of the modern entrepreneur. Be sure to keep updated on all things Start Up Loans!

Visit the website: www.startuploans.co.uk

CONTINUING PROFESSIONAL DEVELOPMENT WEEKEND

Join the IAB for a CPD weekend to be held in Liverpool from 28th November – 1st December

Continuing Professional Development is becoming increasingly important all over the world and the IAB is keen to provide opportunities for both its UK and international based members.

With this in mind and thanks to a partnership with LILA – Liverpool International Language Academy – we are introducing six monthly 'long weekend' seminars and workshops in Liverpool to allow a truly international mix to the events. LILA's training facilities are first class (<http://www.lilalovetolearn.com/content/lila-tour-facilities>) and an entire floor will be dedicated to the IAB CPD events so allowing for seminar and workshop use.

The events will be held in the final weekends of November 2013 and May 2014, starting this coming November. The programme will run from Friday afternoon to Sunday morning with international guests being advised to arrive Thursday and depart Sunday.

Please note that participants wishing to attend a LILA English language training course the week before or after the seminar will be entitled to special terms and significant reductions on their fees.

The event weekends will comprise of a number of speakers from the IAB, the world of finance in general, and IAB personnel will be present to assist on all matters. Liverpool and nearby Manchester are enjoying a re-emergence as financial centres and the training location at LILA in downtown Liverpool will



provide the ideal location to socialise and see the sights.

IAB Personnel confirmed as attending the CDP weekend include Malcolm Trotter, Chief Executive; Geoffrey Barclay, International Development Advisor; Richard Romain, International Marketing Consultant; and Thomas Bird, Centre Development Coordinator.

Booking application and hotel accommodation

All seminar/workshop event and tea/coffee breaks and buffet lunch on the Friday are free of charge.

Hotel accommodation and evening dinners are at cost and payable direct on the occasion.

For bookings and advice on hotel accommodation please contact Kelly Pike direct at IAB Head Office on kellyp@iab.org.uk Completion of a booking form is required.

Grow your business – for just £500

Accelerate your business growth with government funding – and Pure Bookkeeping

The Pure Bookkeeping System has been accepted as an approved coaching resource for bookkeeping businesses under the Growth Accelerator (GA) Programme. For just £500, IAB bookkeepers can now gain all the benefits of using the world-class Pure Bookkeeping System to systematically grow their business. The £500 price (exclusive to IAB Members) is an 88% discount on the full value of £3,990, with the GA grant funding the difference.

A guaranteed system to grow your business

The Pure Bookkeeping System is proven. It's based on 30 years of real world bookkeeping expertise and has been continuously improved. It is currently helping more than 370 bookkeeping businesses in Australia and now the UK grow exponentially. It will help you:

- Rapidly increase your turnover and profitability.
- Create a clear business vision (and equip you with the tools and strategies to achieve it).
- Increase hourly rates by £5 to £10+.
- Generate a stream of high quality referrals from accountants.
- Develop 100% confidence that you offer best practise bookkeeping.
- Systematise everything to maximise productivity and position for growth.
- Find and keep great clients.

Become a 'Black Belt Bookkeeper'

Incorporating the Pure Bookkeeping System into your business will help you to become a Black Belt Bookkeeper. That means earning around £50,000 (FT). Far more than just a number cruncher, you use great systems and tools to clearly communicate the value of what you do. You work with great clients and help to empower them around their finances. You are happy to stay working for yourself and, if expansion is attractive, you'll have all the systems in place to do so.

Government seal of approval

The £500 price tag makes the system affordable to every bookkeeper serious about growing their business. We believe the Pure Bookkeeping System is the best in the market at any price. Its approval under the Growth Accelerator scheme is a fantastic endorsement of its quality and effectiveness.

Who is this for?

The Pure Bookkeeping System covers every stage of the journey from sole trader to bookkeeping business owner. Whether you are newly qualified, an experienced sole trader, in the early stages of expansion or already running a successful bookkeeping business, this initiative will help you.

The system in detail

Here's a quick summary of what you receive. View full details at www.purebookkeeping.co.uk

1. The Bookkeeping Manual (parts I & II)

- Most detailed system in the industry (version 9)
- Over 600 pages
- Minutely detailed
- Step-by-step guides
- Checklists
- Be 100% confident in your best practice

Black Belt Bookkeeper

EMPOWERS CLIENTS	£35
REPORTING & COMMUNICATION	£30
BEST PRACTICE BOOKKEEPING	£25
GREAT SYSTEMS	£20
EXPERIENCED	£15
QUALIFIED	£10



2. The Sales and Marketing Manual

- 7 x 5 marketing strategies in detail
- Call scripts
- Your website and online presence
- Tools and confidence to position YOU as a Black Belt Bookkeeper
- Start making more £ immediately
- Prescriptive road map to grow your business one belt a year

3. The HR Manual

- How to recruit right every time
- How to test, train and induct
- Skills test
- Interview questions and process
- Most comprehensive guide to nailing this vital aspect of your business growth

4. The Resources CD

- 100+ templates & files
- Every list, report and presentation
- Comprehensive checklists
- All marketing collaterals
- All ready to be customised for your business

5. Ongoing Support & Updates

- Email induction programme
- Access to online and telephone support
- Updates to keep the System 100% current and effective

Are you eligible for this funding?

Most bookkeepers qualify, including sole traders. Your business must be UK registered, based in England, have fewer than 250 employees, turnover less than £40m and be aiming to grow by at least 20% in the next three years. The £500 price applies to businesses of fewer than five staff. It rises to £1,400 for 5-49 employees (still great value for larger businesses). A license fee of £695 per year (or £69/month) is payable from year two.

Act now

This is an extraordinary opportunity. We encourage you to act immediately whilst this funding is in place. Even at the heavily subsidised price of just £500 you still have NO RISK. Simply email Kathryn@Purebookkeeping.co.uk telling us you want to go ahead and we'll explain the process.

100% SATISFACTION GUARANTEE
We guarantee that the Pure Bookkeeping System will re-pay your investment twice over within 12 months (we'd actually expect a great deal more). If not, we'll happily refund the difference.