

FOR ALL THE **LATEST NEWS & VIEWS** FROM PERRYS CHARTERED ACCOUNTANTS

Perrys
CHARTERED ACCOUNTANTS

EXCEPTIONAL TIMES

2019



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Don't mention the B word!

A look back on 2019...

It seems you cannot go anywhere at the moment without the Brexit word being ever present. As we entered 2019, an exit from the EU seemed imminent, a deal was on the horizon and an end to political uncertainty looked like it was finally in sight.

Fast forward to the end of the year and nobody could have foreseen that we were going to be ending it with yet another General Election.

It's undoubtedly been a challenging 12 months for businesses in the UK. One of the world's biggest and most recognised tour operators, Thomas Cook, collapsed resulting in the UK's biggest peacetime repatriation and traditional High Street retailers have felt the pinch due to rising ground rents and rapidly changing shopping habits. Despite all this negativity, the UK remains resilient.

Companies that demonstrate flexibility and adapt quickly to changing lifestyles and consumer habits have reaped the rewards from identifying opportunities and acting on them without hesitation. Unsurprisingly, online businesses have continued to flourish and as a result there's been a surge in sectors such as transport and logistics, fintech and digital marketing and advertising. However, in today's tough economic climate, quality has been key to retaining market share so it's no coincidence that many of the UK's top companies for customer service, including Jet2 and The Body Shop, are successfully bucking the trend in their sectors and reporting growing profits in 2019.

As we approach 2020, here at Perrys our ethos continues to be providing a service to all our clients that is 'exceptional as standard'. No matter what the New Year holds, our friendly team will be here to guide you through the maze of accountancy matters and the rabbit warren of tax regulations with friendly, expert advice. Whatever your query might be, please feel free to call or email your local Perrys branch.

Sending you season's greetings from everyone at Perrys.

S. Pope

Stewart Pope

CEO Perrys



Exceptional as Standard

From office moves to getting into the environmental groove, we take a look back at some of Perrys' highlights from 2019...

All hands on deck at Chatham!

We were delighted to open for business in July at our wonderful new office at the Historic Dockyard in Chatham following the relocation of the Medway team. Our office is housed in The Fitted Rigging House, which dates back to 1793 and was originally where dockyard workers made standing rigging for warships.

Chatham Dockyard was established in the mid-16th century and over the course of 414 years provided over 500 ships for the Royal Navy. It's now a fascinating maritime heritage destination and contains, among other things, the only ropemaking yard still operating in the UK.

Our office is beautifully appointed, with plenty of parking for visitors, and has stunning views over the water. We frequently see television crews filming in the dockyard – it's a regular location for 'Call the Midwife' among other shows!

To contact the Chatham office, please call 01634 245900.



The right move for Tunbridge Wells

Meanwhile, over in Tunbridge Wells we were busy relocating from our former office on St John's Road to a Victorian converted property on Upper Grosvenor Road. While we were sad to say goodbye to our old office, which has been our home in Tunbridge Wells for many years, the move means our clients will benefit from plenty of free parking and a great environment to discuss their requirements.

Whatever your accountancy needs, the team at Perrys provides expert advice with a friendly approach tailored precisely to your business or personal requirements. To speak to the team at Tunbridge Wells, please call 01892 543900.

Clubbing together to raise thousands for Family Matters

Perrys charity golf day

Our annual charity golf day, which took place on 7 June, was once again a resounding success, and we were delighted to be able to present Kent-based charity Family Matters with a donation of £6,281.04.

Family Matters provides counselling and support services for child and adult victims of sexual abuse and rape across Kent, Surrey and South East London. The money raised will help continue its essential work.

23 teams clubbed together during the event, which saw players of all abilities take on the 18-hole course at Dale Hill Hotel and Golf Club in Ticehurst. The day included a three-course meal and a raffle, which further bolstered funds. Special thanks go to our amazing sponsors: Kit Media Limited, Café du Monde Limited and The Mercer Restaurant for helping to make the day possible.



The winning team with 92 points was announced as Hitchell Associates, which was made up of James Hitchell, Richard Hitchell, Rob Holmwood and Martin Stevens (pictured).

John Doody from Family Matters, who attended the event as a special guest, said:

"Thank you hardly seems adequate to cover the value that we attach to Perrys' support and contributions to our objectives. Their efforts are hugely appreciated and help us to continue the important work we do supporting survivors of sexual abuse."

Our ninth annual charity golf day will be held Friday 12 June 2020 at Dale Hill Hotel and Golf Club. Tickets cost £99 per person and include full English breakfast, an 18-hole round of golf, entry into the hole-in-one competition and a three course dinner. For more information, or to register, please email hoare@perry-company.co.uk or call 01892 543900.

Top tips for being environmentally friendly in the office

Climate change is a rapidly growing problem and it's predicted that the crisis will have a significant impact globally if we don't all endeavour to make a difference to how we live, work, consume and travel. Here at Perrys we've made a number of changes in our offices to ensure we are as eco-friendly as possible. We share some of our top tips for staying eco-aware at the office. Why not make going green one of your New Year's resolutions?

Ditch the plastic

Limiting the use of disposable packaging and reducing plastic waste will help save huge amounts of energy and water. As well as reducing the amount of disposable plastic being used in the office by removing disposable cups, plastic binders and filing covers you can also encourage staff to think about how they might be having an effect. Drinking from reusable water bottles and opting for reusable sandwich boxes for lunch, instead of buying pre-packed food or plastic sandwich bags, are both easy ways to make a difference.

Recycle and reuse

Think before you print! Do you really need to have a hard copy? Limiting your use of paper, ensuring you set up the printer so it prints in black and white on both sides, investing in refillable ink cartridges and reusing packaging and envelopes will not only help the environment, it will save you money too! You can even replace sticky notes by using old, torn up bits of paper. Make sure to get some good quality bins and label them accordingly so staff know how to sort their waste and contribute to the recycling effort.

Switch it off!

Avoid leaving monitors and other electrical equipment on stand-by and ensure everything is turned off at the end of the working day. If a room isn't being used, make sure the lights aren't left on. Consider replacing light switches with automatic switches to avoid wasting electricity and replace lightbulbs with fluorescent or LED versions, which will use less energy.

Store it online

Wherever possible, store staff policies and manuals online. You can also cut down on paper by hosting staff forms and paperwork in digital format and using cloud-based systems for filing.

Reduce your carbon footprint

If staff can't walk into work or use public transport, operating a car sharing system is a great way to cut down on fuel. Encourage staff to avoid eating out at lunch or buying it in and consider allowing them to work from home one day a month to help reduce the carbon impact on the environment.



Introducing our OneClick client portal

We take cybersecurity exceptionally seriously and we're always happy to advise on compliance for your financial data and suggest solutions to keep it secure.

In order to ensure that transactions with our clients are subject to strict security, we are delighted to introduce our OneClick portal service which allows us to connect, communicate and work with clients without risk. Email is subject to increasing levels of hacking and deception; as accountants we are often sent emails with fake details, and it's time-consuming to carry out vital security checks. The OneClick portal enables us to correspond with our clients concerning confidential information about their income and tax situation. Clients can log on to the portal with a secure password, upload bank account details, payroll information and other documents and be confident in the security process, while we have the immediate assurance that both documents and correspondence are genuine.

To find out more about our OneClick client portal service, please contact your local Perrys branch.



Well done, Nicole!

Winner: National Road Relay Championships

We've been sponsoring Tonbridge Athletics Club runner and local resident Nicole Taylor for the last 18 months and we have been delighted to share in her incredible progression and success during this time. In October, Nicole, along with three of her fellow club members, competed in the National Road Relay Championships. We were absolutely thrilled when they became champions in the process. Congratulations Nicole - we can't wait to see what's to come!

Our client's digital marketing success story



Established in 2012, Reddico Ltd is a Kent-based award-winning marketing agency providing industry-leading digital marketing services to businesses across a range of different sectors throughout the UK. Since its inception, the company has grown with impressive rapidity, and this achievement was recognised in March when it secured 309th place on the Financial Times' annual list of the top 1000 fastest growing companies in Europe. We're delighted with our client's success; we spoke to Luke Redding to find out more about this meteoric rise.

Can you tell us more about Reddico Ltd and the service you offer?

The company was set up with a focus on data and technology. Our goal is to apply this ethos to the fast-paced and complex world of digital, and our objective is to provide our clients with the highest quality technical and creative digital marketing available in the marketplace.

We're a service-led business, focussing predominantly on search marketing – which covers both SEO (search engine optimisation) and PPC (pay per click). Our main goal is to help our clients improve visibility on search engines, increase conversion rates and, ultimately, boost bottom lines. We help businesses grow by driving targeted traffic from search engines to clients' sites. We work with some of the UK's best known brands and FTSE 100 companies, with everything so far coming from referrals. It's amazing how much we've grown without focussing on our own marketing efforts to date.

What makes Reddico Ltd stand out from its competitors?

We're not box tickers. Many brands come to us, having worked with some of the biggest agencies in the UK, and are taken aback by our approach to tailoring campaigns to suit them and their websites. We have some of the brightest search brains in the industry working at Reddico, and we really stand out when it comes to both our recommendations and our results.

We're also determined to create a team that's self-regulated and whose members are responsible for managing their own time. We don't stick to traditional business rules and we let team members choose their own hours, work from home whenever they like, and enjoy uncapped annual leave. It sounds bizarre, but it helps to create a culture of trust and freedom where everyone on the team loves what they do and remains results driven.

NPS, or Net Promoter Score, is a globally-used management tool which gauges the loyalty of a business's customer relationships. Our NPS is at a world-class level, which shows our approach is working.

What are you hoping to achieve in the future?

Expansion is our short-term goal, with a long term target of being a £5m company by 2021. We've sought a new office space in Brighton (the marketing hub of the UK) and are planning to grow that office quickly to help provide a platform to elevate us to the next level. There are exciting times ahead, and we can't wait to see what the future holds.

Which accountancy requirements does Perrys handle for you, and why do you like working with them?

We've been with Perrys for nearly three years now; they look after our end of year financial accounting. We see them as an extension of our in-house team as they are always at the end of the phone to provide advice, guidance and support at those critical times of the year. It's their honest and open advice that sets them apart from previous accounting firms we've used.

To find out more about Reddico, visit www.reddico.co.uk or give them a call on **01892 320800**.

The accountant's countdown



Zoe Gibbons

Zoe Gibbons is based at our Orpington office and has worked for Perrys since 2015. Officially promoted to Partner in July, she started her career in accountancy at 18 after leaving school and joining a practice as an admin assistant. Although she's the first to admit that accountancy was never her original calling in life, encouragement from family, friends and colleagues meant, after 12 months in the industry, Zoe decided to sit her accountancy exams and never looked back.

FCCA and ACA qualified, Zoe lives in Dunton Green, near Sevenoaks with her long-term partner, Jamie Russell who she'll be marrying in June.

We decided to delve a little deeper into Zoe's personality and put her through her paces with our 30-second 'Accountant's Countdown'...

My claim to fame is...

I was a child model from the ages of 12 to 15, which meant I got to do some really interesting and amazing things. My favourite is making it to the final three shortlisted to play the body double for Hermione in Harry Potter.

I chose a career in accountancy because...

Accountancy definitely chose me! It wasn't something I thought about doing until my parents offered to halve my rent if I found a career and I found a job working as an admin assistant at an accountancy practice! After 12 months in the role, I was wondering what to do next and my manager at the time suggested I give the exams a go. I was definitely inspired by those around me!

The favourite part of my job is...

The clients. I deal with so many interesting people all of whom are great to work with. I really enjoy spending time getting to know them and helping their businesses to thrive. As I'm in general practice, it means I also work with many different types of companies, which keeps things fresh.

The tax rule I live by...

It's not so much a tax rule, but rather a life rule and that is if you can't afford it, don't buy it.

To relax I like to...

Travelling is one of my favourite things and it's always great to have something to look forward to. In the future, I'm hoping I can travel to see the penguins in Antarctica. I am also a bit of a gamer too and enjoy playing on my various consoles.

My favourite restaurant is...

Nandos! Yum.

The first record I bought was...

Honestly, I really cannot remember but it was probably something really embarrassing like Las Ketchup!

The car I wish I could drive is...

A Mazda MX5.

The car I actually drive is...

A Mini.

My most annoying habit is...

I'm quite messy. I try to be tidy, but it doesn't always work!

If I wasn't an accountant, I'd be...

When I was younger, I always wanted to be a vet or a model. Now I'm older, I think being a dentist would've been quite interesting. As well as interacting with people all day, it's quite appealing to think there'd be a lot fewer emails to deal with!

What three words would your colleagues use to describe you?

Hard-working, patient and determined.



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