

BASE⁵²

Chartered Management Accountants

Suite 9, 30 Bancroft, Hitchin Herts SG5 1LE

 Base52-ltd
 Base52accountants
 Base52_CMA

T: 01462 423152
E: info@base52.co.uk
W: base52.co.uk



BEANS TALK

Issue 6 Autumn 2017

Autumn leaves and temperatures are falling - we'll help your business rise

The whole Base52 team has returned from holidays, refreshed and ready to help your business rise while autumn leaves are falling.

We're here to support your business and you'll see that this issue of Beans Talk is all about Financial Management. Whether you're self-employed, a landlord, director of a small or a large business, we have someone on the team dedicated to providing that financial support you need.

Tell us what financial topics interest you and we'll try to cover them in the next issue.

Hilary Robertson - Editor

Dates for our forthcoming events
- page 4

It's tax return time!

I hope all our readers had a great summer and are back in the swing of work, school and all that autumn brings.

Enjoy our autumn edition of Beans Talk!

Our main focus over the next few months will be ensuring all personal tax returns are completed in good time. Please help us by sending in your records as soon as you can.

If there are any topics you would like us to cover in this newsletter, please let me know.



Fred McBreen



Next Growth Club: 12/10/2017

Where's your path taking you?

Financial management is not very sexy. It is not what makes business owners spring out of bed in the morning and rush to work. It is, however, an essential thing for business owners to do well, or at least do well enough.

Surveys of why businesses fail consistently show that poor financial management – lack of cash, insufficient funding, a surprise tax bill, no performance measurement – is often a major reason for business failure. So business owners ignore this activity at their peril. Whether they do it themselves, hire someone to do it or outsource it, it needs to get done.

Our latest eBook (available to download now on www.base52.co.uk) looks at each critical area of good financial management:

- * Goal setting
- * Setting shorter term targets
- * Funding
- * Forecasting
- * Measurement
- * Review and action

Goal setting

As the saying goes, 'If you don't know where you are going, any road will take you there'.

Setting a long term financial goal for your business is a good starting point. It is something to work towards and gives a business a purpose and a direction.

Short term targets

Your short term targets should be aligned with your longer term financial goal.

For example, if you want to exit from the business in five years' time at a certain valuation, your annual targets for the next five years need to take you, step by step, towards this goal.

Funding

Some businesses can achieve their growth targets with minimal funding. Typically, these will be businesses with low set up costs and where their customers pay them sooner than they pay their suppliers. Where you need funding, it's crucial to get the right type of arrangements in place. You'll need professional help to prepare a business plan.

Forecasting

At Base52, we believe that forecasting is one of the most important, but often overlooked, aspects of financial management. For a business owner to have an accurate and flexible forecasting mechanism that can be quickly updated for changes is an extremely powerful tool.

Measurement

Now, this is what gets some accountants excited! Counting the beans or measuring what is



actually happening with the business finances.

The first step is having a regular monthly routine when the books are updated and management reports are prepared showing a profit and loss, balance sheet and debtors and creditors (or, put another way, what the business was owed at the end of the month and what it owed).

Review and action

After you have finished your bookkeeping and prepared your reports, there can be a tendency to put those in a drawer and move on. It's important to take some time to understand what the numbers mean and **take action** accordingly.

If you would like Base52's advice and assistance with any aspect of compliance with financial management, please download our latest eBook or contact us.

Meet the team:

Carly Hewett

As the second in our series to introduce you to members of the team, we sat down with Carly.

What's your role at Base52?

Personal Tax Accountant. I prepare tax returns for individuals, sole traders, partnerships and a few Trusts and Estates. In addition, I prepare sole trader business accounts and assist clients with Capital Gains Tax calculations.

How long have you been here?

I started in June 2010, so just over seven years. I can't believe how quickly this has passed!

When not here, what do you enjoy?

Reading. I love to read. I don't get a lot of spare time as I have two children so most of my evenings and weekends are spent with them and my partner Michael.

Tea or coffee?

Tea, definitely.

Favourite film?

This is a difficult one; The Godfather or Love Actually. Both at different ends of the spectrum!

Favourite holiday spot?

In the UK, it is Norfolk. We have our family holidays there and have made many happy memories. Outside of the UK, I would probably say Cuba. Beautiful beaches and the people are extremely friendly.

Four fantasy dinner party guests?

Audrey Hepburn, Romesh Ranganathan, Steve Coogan as Alan Partridge and JK Rowling. I left out Quentin Tarantino for Romesh.

What does the future hold for you?

I have two assessments left to gain my ATT (Association of Tax Technicians) qualification, so I will be working hard to pass these. I may possibly move onto the CTA (Chartered Tax Adviser) qualification



later and eventually I would like to specialise in Trusts and Estates.

Outside of work I'm not too sure, I'm quite indecisive although, if I win the lottery I would really like to have my own B&B somewhere by the coast.

Growth Club Speaker Profile

The speaker at our Growth Club in July was the entrepreneurial Sarah Decent, owner of Modish Shoes in Cambridge and online around the world.

Sarah took advice in the early days from retail specialist Clare Rayner and even featured in her book *The Retail Champion: 10 Steps to Retail Success*.

"Be brave, but don't be reckless," Sarah told Growth Club visitors.

"Ask experts for advice, but always be you. Be 100% sure it's your dream."

Sarah's story was one of taking advice and of doing her own thing to reach inspirational growth for Modish Shoes.



Ask us about Growth Club annual membership



Quarterly review

The summer can sometimes be quiet, but we've been busy, with Carly, Daniel and Simon working hard for exams - and passing them all!

Fred went on a Finance Act course and he'll be sharing what he's learned about changes in legislation for business with the team and in our 7 December Knowledge Bites session.

We've been working on the new P11D requirements, which have affected some of our clients and that kept us busy at the start of the summer.

Now, we're focusing on early tax return work and we're grateful that so many of our clients help us by getting their records to us as early as possible.

July's Growth Club was a great success, and you can read a brief profile of Sarah Decent of Modish Shoes on page 3.

Of course, there's more information about past and

future Growth Club events on the Events page of our website.

Our latest Knowledge Bites workshop on tax legislation implications for landlords was helpful for many of our clients.

All our events are open to clients and non-clients, so please do look at what's available and our January newsletter will include all the 2018 dates, which are being finalised now.

On page 2, you'll see a precis of our latest eBook on financial management and we'll be continuing to provide all the information you need for developing your business - big or small.

No-one is standing still at Base52 and several of our team continue with their own learning. We're all keen to do the best for every one of our clients.

If you have a suggestion for an event or eBook, please do give us a call.

Coming soon

We have events over the next few months for Growth Club, Knowledge Bites and Wealth Plan.

12 October

Rob Bryan
(Rob Bryan Associates)



15 November

Fred and Gianni help with financial planning



7 December

Topical Tax Tips



25 January

Jessica Simpson
(Blippar.com)



21 February

Fred and Gianni help with financial planning



21 March

Your personal financial plan



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