

Nicki Paddy & Co

Bookkeeping and International Trade Accounting

CASE STUDY RECENSEO

About Recenseo Limited

Recenseo is a Sussex based Marketing and PR agency. The company delivers the majority of works on a project-by-project or retained basis. Recenseo's clients span several industries including professional services, healthcare, food and beverage and the tech sector. As well as local and regional businesses, Recenseo also works internationally with clients in Europe and as far afield as the Far East.

Started in 2008, the company originally provided a broader range of consultancy services, encompassing marketing and business management systems. In 2013 the systems consultancy business was wound down and Recenseo focussed purely on marketing and PR activity. At that point, Recenseo acquired the client book of another local marketing communications agency, with the owner of that business taking a stake in Recenseo.

Today, the company is owned and run by husband and wife team, Ben and Emma Cooper, supported by a handful of trusted freelance contractors that help to deliver niche activity or specific elements of the marketing mix such as web and graphic design.

Why Nicki Paddy & Co.?

When the business was founded, Ben and Emma were supported by a third Director/shareholder whose background as a part qualified systems accountant meant he was able to manage the accounts. When he left the business there was a need to replace his accounting knowledge. Following a short period with another bookkeeper Recenseo moved to Nicki Paddy and Co in 2015.

Ben explains "I knew Nicki from local business networks and having acquired the client base of another agency, Nicki had become a client too. During a routine marketing meeting, I expressed my frustrations with our current bookkeeper. Having had someone in house I was used to a certain level of service and information and this had dropped off. I asked Nicki if she would be able to help us and she kindly agreed to take over. I haven't looked back since"

Recenseo on Nicki Paddy & Co.

"I have a reasonable understanding of accounts, and our transactions are relatively straight forward, so I could, in theory, do most of the day-to-day work myself. But it's nice not having to! Nicki takes care of all our accounting and payroll needs. This frees my time to focus on client work" says Ben Cooper.

He continues "Nicki has access to our server, we use cloud-based business apps wherever possible and so it is really easy and hassle free"

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Ben Cooper
Managing Director
Recenseo



Nicki Paddy & Co

Bookkeeping and International Trade Accountant

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The Service Provided by Nicki Paddy & Co.

Recenseo uses the full range of services provided by Nicki Paddy & Co. with the small exception of any thing stock or import/export related.

As a small dedicated team with a busy schedule, Ben and Emma are happy to have everything taken care of for them. There are agreed ways of working and shared folders and cloud-based software are used to exchange documents and data.

The majority of the company's billings are on a retained contract basis, so are handled by a series of recurring transactions managed in Xero. Any new projects, disbursements or additional charges are then added as part of the monthly invoicing cycle. As well as sales invoicing, credit control, VAT and banking on both the sales and purchases ledgers form part of the regular monthly activities.

In addition to the use of Xero, other cloud-based software such as SharePoint, Auto-Entry (for expenses), banking apps and online signing and filing systems make the process of managing the accounts as simple and straight forward as possible for both parties.

Ben and Emma have simple management reporting demands, mainly focused around EBIT and equity, so a Directors report is supplied by the middle of each month. Year end accounts, annual and quarterly tax returns and payroll are included in the service delivered by Nicki Paddy & Co. As well as supporting the business, Nicki also takes care of the Directors self-assessment returns.

As most of the work undertaken is made up of regular monthly activities, much of the engagement between Nicki Paddy & Co. and Recenseo is handled remotely and covered by a retainer agreement. Where required, face to face meetings or specific one of projects form an additional layer to the activity.



Recenseo at-a-glance

Turnover

£150,000 - £250,000

Staff

2

Sector

Marketing & PR

Services Delivered

- VAT management
- Management accounts
- Fixed assets
- Monthly journals
- Accruals & prepayments
- Year end accounts
- Bookkeeping
- Payroll
- Credit control
- Tax returns

Working with Nicki Since 2015

Client Location

Chichester, West Sussex

Format of Engagement

Retained, contracted service. Primarily delivered remotely with some face-to-face updates

