

# SUPPORTING, ADVISING AND PROTECTING NORTH EAST BUSINESSES

*...we're with you*

**ArmstrongWatson<sup>®</sup>**

Accountants, Business & Financial Advisers

[www.armstrongwatson.co.uk](http://www.armstrongwatson.co.uk)







## NEWCASTLE ONE STRAWBERRY LANE

Our roots are firmly planted in the heart of the city, just a stone's throw from St James' Park.



## SUPPORTING, ADVISING & PROTECTING YOUR BUSINESS

From pandemics and overseas conflict to the cost of living crises and political instability at home and abroad, recent years have been rife with uncertainty for UK businesses. However, while there are still doubtless challenges ahead, there are also opportunities for businesses to flourish.

Having the necessary advisory support to guide your business through these challenges and opportunities is essential to the achievement of prosperity, a secure future and peace of mind. Yet we frequently speak to businesses who are unable to access this support from their audit and accountancy firm. Many have either outgrown their existing advisers or, increasingly, their existing advisers have outgrown them, and successful and profitable small and medium-sized businesses are often left feeling isolated and unsupported.



## WE DON'T JUST PROVIDE ACCOUNTANCY SERVICES, WE BUILD RELATIONSHIPS

As the largest independent firm of accountants in the North, we at Armstrong Watson pride ourselves on being a large, local firm. With over 600 people covering the North of England and Central and Southern Scotland, we have the same local footprint and capability as many large, 'national' firms. However, with 19 offices across the region, including both town-centre premises and flagship city-centre locations, we are truly local to our clients, allowing us to be responsive and proactive, while also fully immersed in the business communities that we serve.

Our combination of scale and local focus allows us to work differently from most other firms, giving our clients 'the best of both worlds' - the capability of a large firm and the relationship-led client service ethos of an independent.

Hydeam Sulton  
Lead Office Partner - Newcastle

...we're with you.

“

Since appointing Armstrong Watson in 2020 we have always felt that we matter to them as a client.

KAY GOODISON  
Chief Executive, North East  
Access To Finance





# TOP-TIER FIRM CAPABILITY, LOCAL FIRM DELIVERY

Our size and scale means that we have many of the features and benefits of a large, national firm, whilst our independent structure and regional focus allows us to deliver a level of service that is truly unique within our market.

## TOP-TIER FIRM CAPABILITY



### RESOURCE CAPACITY

Giving us the ability to mobilise people across the UK at short notice, for any project, large or small.



### FULL SERVICE CAPABILITY

Allowing us to satisfy all of your advisory needs.



### HIGH CALIBRE TEAM

From graduate through to partner level, our people benefit from an industry-leading learning and development programme, while our senior team includes home-grown talent alongside large firm recruits.



### LARGE-FIRM INFRASTRUCTURE AND TECHNOLOGY

Allowing us to be efficient, agile and responsive.



### INTERNATIONAL CAPABILITY

Our membership of MSI Global, one of the world’s largest professional services associations, gives us the ability to lead on multi-jurisdiction group audits, while also allowing our clients to benefit from our international advisory network.



“ Armstrong Watson work very closely with our company and we meet with them regularly to discuss the business and strategic matters. Armstrong Watson made us aware of research & development tax relief...and helped us every step of the way, making the process easy and really showing knowledge and expertise throughout. I would strongly recommend any company involved in science or technology to seek help with R&D tax relief claims from Armstrong Watson

Brian Welch -  
Managing Director, UK Industrial Tapes Limited

## LOCAL FIRM DELIVERY



### UNIQUE APPROACH TO PRICING

With a commercial offering that aligns cost with value and gives flexibility and control back to you, our client



### COMMERCIAL AND COLLABORATIVE

While it is important that we maintain our audit independence, we are not constrained by internal diktats, allowing us to work collaboratively and commercially with you in a way that is designed to enhance equity value in your business.



### PEOPLE FOCUSED

We recruit well-rounded, passionate, people-focused colleagues and train them to be great advisers and accountants. We find it’s much easier than the other way around!



### VALUE FOCUSED

Simply, we have the flexibility and autonomy to spend time with our clients throughout the year. Only by spending time with you can we properly understand your needs and objectives, allowing us to build an offering that is bespoke to every client and is focused on delivering real, measurable added value.

# OUR SERVICES

Much like large international accounting firms, Armstrong Watson offers a true 'one-stop-shop' solution to businesses and their owners.



# OUR VALUES

We also believe that how we work with our clients is as important as what we do. That's why our approach to our own internal values and culture is central to everything we do.



# SUPPORTING YOUR BUSINESS

## AUDIT AND ASSURANCE



Your audit should not be seen as a box-ticking exercise or a necessary evil. Your annual audit should be a process from which you should receive real, measurable added value.

By spending time with you and allowing us to understand your business at a strategic level and by giving our team of qualified professionals access to your business at an operational level, your annual audit should be an opportunity to align the operational with the strategic, creating within the business the conditions to facilitate profitable growth and increased business value.

With a track record of delivering large and complex audit assignments to tight timescales, you can trust us to meet your deadlines, through a combination of rigorous planning, focussed execution, and a collaborative, commercial approach.

## ANNUAL ACCOUNTS AND TAX RETURNS



We offer a range of service levels depending on your own specific requirements, and whatever package you decide upon, our expert teams will prepare your accounts and tax returns, claiming all the available allowances to minimise your tax liability. With your own dedicated Relationship Manager they will provide you with practical and commercial advice - focusing on your future, understanding your business and helping you to get where you want to be.

## TAX CONSULTANCY AND STRATEGIC TAX ADVICE



We ensure our tax planning solutions meet with your commercial or personal needs. Our team are ready to help you deal with the complexities of our tax system, offering good tax planning advice and reducing your tax risk. Your specific circumstances, issues and goals are our priority. Our aim is to develop a strong relationship with you in order to gain a detailed understanding of this. The result is a recommendation for strategic tax advice which suits your circumstances and is tailored to you.



## VAT AND INDIRECT TAXES



VAT can be a complex area even in the most simple business. We can help you make sense of the complexities for every situation, whatever your sector, and whether you operate a single site or multiple locations, ensuring you remain compliant and take advantage of any reliefs available. We provide pragmatic advice focused on mitigating the impact of VAT on businesses as a cost, cash flow issue, area of risk or administrative burden.

## CORPORATE FINANCE



Whether you are thinking about expanding or selling your business, looking for additional finance or want to explore and understand your M&A options - our trusted corporate finance team can bring their experience, original thinking and proactive approach to advise and support you to find the right way forward for you and your business. We can help you raise finance for your business to support your growth objectives, prepare your business for sale, help you find the right buyer for your business and help you to put into place the correct succession planning to support your objectives.

## BUSINESS FUNDING



We provide a truly holistic and independent debt advisory service, sourcing the most suitable and competitive funding, tailored around your individual needs.

We take time to fully understand the requirements of your business, before approaching our network of over 100 different lenders to obtain the right funding for your business.

## FINANCIAL PLANNING AND WEALTH MANAGEMENT



Our chartered financial planning and wealth management team are here to offer independent financial advice for you and your business. They will help you develop a clear financial strategy that evolves and grows alongside your business and personal financial needs. From pensions, inheritance and retirement planning, through to business protection and employee financial education and wellbeing.



“Armstrong Watson have been our accountants since 2018, and during that time we have built a close working relationship. They have an excellent understanding of both our business and the leisure and tourism sector in general...They help to ensure that we adopt best practice, and that our tax position is optimised...We are very comfortable dealing with the Armstrong Watson team and look forward to dealing further with them in the future.

*Alastair Hunter -*  
**Managing Director, Brown Rigg Lodges & Guest Rooms**

## PAYROLL SERVICES



Providing services for more than 1500 employers, our qualified and dedicated payroll team fully understand the specific payroll issues faced by all types of industries, including seasonal workers, foreign workers, live-in allowances, Auto Enrolment and the National Living Wage.

## CREDITOR SERVICES



Armstrong Watson's National Creditor Services team can take away the headache and worry caused by creditor debts, whilst at the same time saving you significant amounts of money, acting on your behalf and providing clarity on the most appropriate way of dealing with each individual case and maximising dividend prospects.

Our dedicated team provide bespoke, tailored services for creditors and potential litigants, plus practical advice for individuals and companies in distress.

## OUTSOURCING



Save yourself time and costs by outsourcing essential business functions to us. We can provide VAT returns and book keeping, outsourced payroll, company secretarial services, management accounts through to a full virtual finance department. You will have the peace of mind that accounting professionals are dealing with your compliance requirements and adding real value to your business. We work seamlessly with you and harness the latest cloud technology to provide these essential functions to your business. Our outsourcing services work for a range of business sizes and industries, and we can support your business in a way that suits you.



## MANAGING CASH FLOW & IMPROVING PERFORMANCE



Identifying issues and taking the right action at the first opportunity can make a huge difference to the success and longevity of your business, and our team of experts can work with you to understand and overcome those challenges, helping to restore stability, and improving operational and financial performance.

## ACCOUNTING SOFTWARE & MANAGEMENT INFORMATION



Choosing the right accounting software for your business needs is vital. Cloud accounting allows you to easily track your management information and budget effectively to help drive the business forward, and also allows you to operate your business from any device and from anywhere.

We can produce management accounts and track key performance indicators for your business, so you can invest time in what you do best – running your business!

With the largest number of clients in the UK enrolled on the Xero cloud accounting platform, we have extensive knowledge of the software and, alongside providing businesses with solutions for maintaining their accounting records, we are also able to provide a huge range of additional cloud based accounting services, including bookkeeping, VAT returns, tax returns, payroll services and management accounting via Xero.

**“** I would regard Armstrong Watson as a confidant. I can put any scenario in front of them and I know as a business owner, I'll get absolutely class advice, in complete confidence, which is really important.

*Dave Meldrum -  
Meldrum Construction*



## OUR ADVICE PROCESS AND PROMISE TO YOU

No two people or businesses are the same. Whilst there may be some similarities, just like individuals, each situation is unique. Taking the right amount of time to understand your goals and aspirations is vital to provide you with the tailored advice and services needed to achieve your business objectives. As time moves on, your circumstances and priorities, together with external factors, can change and that is why we offer a circular approach, with a promise not only to revisit your goals regularly, but to offer access to our wider specialist team where required.



### DISCOVER - UNDERSTAND YOUR BUSINESS & YOUR OBJECTIVES

We take the time to understand your business. We focus on understanding your current circumstances together with your goals and aspirations for a secure future.



### PLAN - PROVIDE A TAILORED & TRANSPARENT PLAN

Once we understand your objectives we will provide you with a tailored plan for services to meet your compliance and advisory needs. This will include transparent pricing and payment options together with timelines for delivery.



### ACTION - DELIVER ON OUR PROMISES

We will deliver the services and advice you need, whilst providing progress updates along the way. Giving you the peace of mind that everything is dealt with on time.



### REVIEW - REVISIT, REVIEW, REFRESH & RECOMMEND – REGULARLY

Revisiting your goals and aspirations is essential as your circumstances and priorities evolve over time. We will review this regularly to ensure your requirements are met, providing access to our full range of specialist business, tax and financial advisers, and enabling us to explore new options and opportunities that could benefit your business.



# MEET OUR NEWCASTLE TEAM

At Armstrong Watson, we believe that our team provides the perfect balance of home-grown talent and experienced hires.

We're proud of our track record of supporting and nurturing our own talent. Successful applicants to our graduate trainee scheme have access to industry-leading soft-skills training, which means our people are not only technically capable, but people-focused too.



**MICHAEL MORRIS**  
AUDIT & ASSURANCE  
PARTNER

## AUDIT AND ASSURANCE

**Michael** has recently joined Armstrong Watson from UNW. With a career spanning over 25 years in the accountancy sector, Michael has had the privilege of serving as an Audit Partner at UNW for the past fourteen years. His portfolio is diverse, encompassing entrepreneurial, privately owned, and PE-backed businesses, as well as subsidiaries of overseas-owned groups. Prior to UNW, Michael spent thirteen fulfilling years at Deloitte in Newcastle, where he led their Entrepreneurial Business Team.

Tel: 07717 004845 | Email: michaelmorris@armstrongwatson.co.uk



**SIMON TURNER**  
AUDIT & ASSURANCE  
PARTNER

**Simon** has a wealth of experience spanning more than 10 years, gaining a strong reputation for being pragmatic and providing solutions to meet client challenges. Previously working for KPMG, Simon has also worked for a mid tier national practice, focusing predominantly in the private capital space, helping owner-managed and private-equity backed businesses to meet their statutory obligations.

Having also operated in the listed business environment, Simon has worked with both full and AIM list companies, and has a great depth of experience of complex accounting and financial reporting issues.

Tel: 07989 154139 | Email: simon.turner@armstrongwatson.co.uk

## CORPORATE FINANCE

**David** has more than 15 years' experience in Corporate Finance and has completed in excess of 100 transactions including MBOs, MBIs, trade acquisitions, disposals PE investments and numerous restructures.

He joined Armstrong Watson in 2023 after eight years with Clive Owen LLP, where he was head of Corporate Finance. David has vast experience and knowledge of the finance market and is responsible for M&A transactions for clients across the business, in which he prides himself on offering a first-class service.

Tel: 07867 356124 | Email: david.wilson@armstrongwatson.co.uk



**DAVID WILSON**  
CORPORATE FINANCE  
PARTNER



**DAVID GOLD**  
ACCOUNTING PARTNER



**CHRIS REAH**  
ACCOUNTING PARTNER

## ACCOUNTANCY AND BUSINESS SERVICES

**David** trained in audit and qualified as a chartered accountant with Ernst & Young in Newcastle before moving to Joseph Miller, where he was a partner for over 30 years until the firm merged with Armstrong Watson in January 2023. He is based in our Newcastle office and has considerable experience of providing business and taxation advice to a wide range of businesses, charities and private clients.

Tel: 01914 340933 | Email: david.gold@armstrongwatson.co.uk

**Chris** is based in our Newcastle office and has extensive experience in advising a diverse range of owner-managed businesses, professional partnerships and private clients.

Chris trained with the Big 4 firm PwC, is a Chartered Accountant (ICAEW), Chartered Tax Adviser (CTA) and a member of the ICAEW Tax Faculty.

Tel: 01914 340931 | Email: chris.reah@armstrongwatson.co.uk



**EDITH CHAPMAN**  
ACCOUNTING PARTNER

**Edith** is based in our Newcastle office and works with a wide variety of businesses, providing accountancy and taxation advice. She joined Joseph Miller in 2008 where she gained the ACA qualification, and became a partner in January 2020. Edith joined Armstrong Watson in January 2023 when the two firms merged.

Tel: 01914 340935 | Email: edith.chapman@armstrongwatson.co.uk



**RYAN ANDERSON**  
FINANCIAL PLANNING  
CONSULTANT

## FINANCIAL PLANNING & WEALTH MANAGEMENT

**Ryan** takes great pride in having been one of the youngest in the UK, when he was only 20 years of age, to be awarded The Regulated Diploma in Financial Planning. He provides advice across the North East in all areas of corporate and individual financial planning, ranging from investments and inheritance Tax Planning through to company pensions and business protection.

With a 4.9/5 rating from independent client reviews through VouchedFor, Ryan is featured in the '2023 Guide To The UK's Top Rated Financial Advisers'.

Tel: 07879 458428 | Email: ryan.anderson@armstrongwatson.co.uk





**HYDEAM SULTON**  
TAX PARTNER – HEAD  
OF VAT & INDIRECT TAX

## VAT & INDIRECT TAX SERVICES

**Hydeam** brings over 20 years' experience gained in the Big 4, in-house with a FTSE 100, HMRC and prior to joining Armstrong Watson, as Head of VAT and Indirect Tax at a large independent accountancy practice.

As a former HMRC Head of Tax Professionalism and operational lead VAT specialist for HMRC's key international VAT business units and campaigns, Hydeam's experience allows him to provide our clients with a unique insight and expertise around HMRC's approach to VAT compliance and risk. Hydeam assists our clients in effectively managing their own VAT risk and provides support with dealing with HMRC, including advising on the best approach to managing HMRC business risk reviews, VAT investigations and compliance checks.

Tel: 07765 620318 | Email: hydeam.sulton@armstrongwatson.co.uk



**HAYLEY DEEMING**  
TAX DIRECTOR

## CORPORATE TAX

**Hayley** leads Armstrong Watson's corporate tax team in Newcastle and has a wealth of experience, working with a broad portfolio of clients in a range of industries including large corporate companies and SMEs. She is experienced in tax reliefs, including capital allowances and R&D tax relief, and advises on restructuring and corporate finance transactions.

Hayley qualified as a Chartered Accountant in 2006, training at PwC in Corporate Tax. She joined Armstrong Watson in 2023 after eight years with UNW in Newcastle.

Tel: 07523 271282 | Email: hayley.deeming@armstrongwatson.co.uk

“Following our move to Armstrong Watson in 2019, I have been particularly impressed by their responsiveness and proactivity, as well as their breadth of knowledge and expertise. They always respond quickly and expertly with technical queries.

*Paul Armstrong –*  
Finance Director, Thomas Armstrong (Holdings) Ltd



## SOME OF OUR CLIENTS

Although our core purpose will always be to support, advise and protect privately owned businesses, we also act for a number of international, corporate, not for profit and private equity owned businesses. Here is a selection of our clients:







# NEWCASTLE

## 0191 434 0830

### ADDRESS:

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One Strawberry Lane  
Newcastle upon Tyne  
NE1 4BX

Contact your Newcastle office via the telephone number above  
or email: [help@armstrongwatson.co.uk](mailto:help@armstrongwatson.co.uk)

### OFFICE LOCATIONS:

Carlisle  
Cockermouth  
Dumfries  
Glasgow  
Hexham  
Kendal

Kendal, J36  
Auction Mart  
Leeds  
London  
Manchester  
Maryport

Newcastle  
Penrith  
Settle  
Skipton  
Tees Valley/  
North Yorkshire

Whitehaven  
Wigton  
Workington

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