

TaxAssist Accountants

Planning Authority Guide



Introduction

Our Background

TaxAssist Accountants are the largest network of accountants in the UK who specialise in providing bookkeeping, payroll, tax and accountancy services to small businesses.

Each franchise owner runs his or her own business, and is supported by the TaxAssist Accountants network – one of the fastest-growing franchise networks in the UK with over 35,000 satisfied clients.

TaxAssist Accountants is an award winning franchise and is the 28th largest accountancy organisation in the UK, according to the Accountancy Age 2011 Top 60 Survey. Founded in 1996 by a group of dedicated professionals, the TaxAssist Accountants franchise is based on a concept that was, and still is, fundamentally simple: to bring first class professional services to the small business owner.

Whilst TaxAssist Accountants are a network of accountants with national coverage, each TaxAssist Accountant is a small local business in their own right. We trade with local businesses and are very much a part of the community.

‘Retailing’ Accountancy Services

We currently have 125 shops across the UK and a further 16 are in the process of opening.

At TaxAssist Accountants we have recognised the changing marketplace for accountants and with our target market being the small business sector it is vital that we can relate to them in a way that is not intimidating.

Our intention is to depart from the look and characteristics of traditional accountancy practices. Our shops provide modern, accessible and welcoming locations for our small business clients or prospective clients to meet with an accountant and access our services at their convenience.

The Shop Front Concept

Our first shop opened in 2003 and our shop front concept remains an integral part of our business development strategy.

When joining TaxAssist Accountants, franchisees make a commitment to operate the franchise from shop front premises within 36 months of joining. We currently have 200 branches across the UK – 120 of which are shop fronts.

Management information shows that walk-in business from shop fronts accounts for **40% of all new business gained** for shop based franchisees.

Visibility, confidence, credibility, walk in business and brand reinforcement are just a few of the benefits to franchisees that operating from shop front premises brings.

The Shop Approval Process

Each shop is formally approved at a site visit by the Business Development team at the TaxAssist Accountants Franchise Support Centre to ensure that the shop is in the right location and will have the desired impact.

This approval process includes an onsite evaluation of the location, an evaluation of the shop itself and also discussions with the franchisee to ensure that the shop front move is right for their business.

For more information about TaxAssist Accountants and our shop fronts contact
Danielle Fish on 01603 447502 or visit www.taxassist.co.uk

Shop Front Examples

Sidcup



Shepshed, Loughborough



Thirsk



Herne Bay



Stalybridge



Before and After Examples

Huddersfield



Doncaster

Before



After

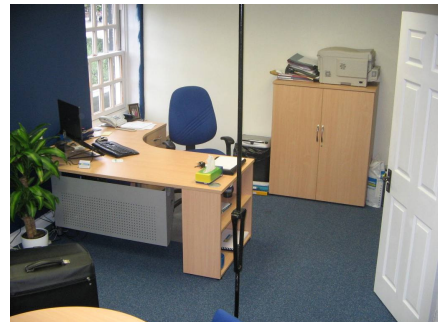


Stevenage

Before



After



Ipswich



Conservation Areas & Listed Buildings

Where our proposed premises have fallen into conservation areas, or involved listed buildings, we have worked closely with the local authorities and altered our franchise specifications in order to comply with planning requirements.

We have several shops in our network where specification changes have needed to be made including our Colchester, East Grinstead and Harpenden branches.



Our East Grinstead shop (pictured above left) is located on the high street in a conservation area and required hand-painted fascia and alternative window displays rather than our standard window graphics.

Our Colchester shop (pictured above right) is located in a conservation area and required hand-painted fascia, colour alterations and alternative window displays.

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