

# CASE STUDY

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Outsourcing their accounting to Haggards Crowther has transformed the way ANM manage the business, enabling growth and giving them control to expand and acquire.

ANM is an independent communications agency based in London. Founded in 1963 and typically supporting around 30 clients at any one time, ANM offers a range of PR and communications services to an enviable client list.

ANM provides flexible access to its service offering, with each engagement tailored to the unique needs of the client, campaign or a specific brief. Around 70% of clients work with ANM on a retained contract basis, whilst the other 30% is made up of ad-hoc projects, supporting new and existing clients with specific campaigns. In 2018, ANM merged with an competitive agency which, combined with organic growth, has seen the company increase in size by around 40% over the last 3 years. From its offices in Bermondsey, the 30 strong ANM team works with media outlets, influencers and opinion formers around the globe to create bespoke content and stories for clients across traditional, print based and digital media platforms.

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## AT A GLANCE

**Client:** ANM Comms | **Offices:** 1 – London | **Established:** 1963 | **Employees:** 30+  
**Sector:** Public Relations and Communications | **Clients:** 30+ | **Trade:** UK and Global  
**Years with Haggards Crowther:** 3 (2016)

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### Why Haggards Crowther?

Before appointing Haggards Crowther to manage its affairs, the accounting function at ANM had been handled in-house. But ambitious plans for growth quickly revealed a lack of skills and competence, presenting several challenges for the Directors. Keen for better quality information delivered in a timelier format, Dominic McCarthy, Founding Partner, contacted Tim Haggard, a close and trusted adviser, to ask whether Haggards Crowther would be in a position to take over the entire function.

Dominic explains "I wanted to give the work to someone I trusted. I did not want to run a beauty parade or engage someone only to find out that they let us down along the line". He continues "I knew Tim, respected the company and most importantly, I was absolutely convinced that he knew our business and would act in our best interests".

### The Service Provided by Haggards Crowther

The decision taken in 2016 was to outsource the entire accounting function to Haggards Crowther, from sales invoicing, to management information and statutory accounts. "There was no point in trying to continue to manage some of it in house and then pass the remainder out. I wanted and needed a skilled team to take the work off our hands, allowing us to concentrate on our clients" says Dominic.

In terms of how an offsite accounts office function works, Dominic is clear that it is very effective and efficient. "We are regularly in contact with the team at Haggards Crowther on everyday matters such as credit control, invoicing and banking and then they provide us with our monthly management information and occasionally join us on site for more strategic discussions". He adds "The Haggards team is really efficient, and they always do a good job, it was the right decision".

In 2018, Haggards Crowther supported Dominic and ANM in the acquisition of another agency, managing the due diligence and management reporting. On growth and Haggard Crowther's ability to respond, Dominic explains "Over the last 3 years our business has increased by 40%, as a result of natural growth and the acquisition, and the Haggards team have supported us through this phase".

## Services provided by Haggards Crowther

Bookkeeping  
Sales Invoicing  
Purchase Ledger and supplier payments  
VAT management and returns  
Payroll  
Credit control  
Management Information  
FD level support as required  
Tax advice  
Day-to-day accountancy support  
Year end accounts  
Corporation tax

### ANM on Haggards Crowther

Having taken such a fundamental decision to outsource the entire accounting function, how does Dominic feel about that decision 3 years on? "Best thing we ever did was outsource our accounting to Haggards Crowther. They've been transformational in how we manage our business and has allowed us the control to expand and acquire".

And for others thinking of doing the same, Dominic offers this advice. "Do it. I am absolutely happy with the service I receive and the level of fees we pay. There is no one thing I would pick out, they (Haggards Crowther) just do a fantastic job across the board". He concludes "If you want to focus on your business and know that your accounting is being taken care of, go to Haggards Crowther.

### Haggards Crowther on ANM.

Tim Haggard, Partner, explains "The relationship with ANM is exactly what we strive to deliver for all our clients. Dominic and his team have access to a wide range of skills across accountancy and tax and at a fraction of the cost of building a similar team in house. We have an intrinsic understanding of the ANM business and can therefore provide a highly tailored level of advice and strategic support". He concludes "It's a pleasure working with ANM and we value the long term relationship we are building".