AccountancyAge

Mid-Tier Power Index 2022

Because excellence demands recognition

Entry Pack

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1 Introduction

AccountancyAge
Mid-Tier Power Index

The Mid-Tier Power Index is the brand-new ranking for UK accountancy firms that champion true accountancy excellence among the UK's mid-sized firms.

The Mid-Tier Power Index will rank UK practices based on highest quality of service to clients, adding significant competitive advantage, and the demonstration of professional excellence. Practices will show how the services it has provided have been fundamental in enabling their clients to achieve their specific business goals, increase revenues and satisfy and delight their customers. This ranking recognises excellence in the profession during the last twelve months.

The Mid-Tier Power Index recognises practices with UK fee income between **£3m and £700m** as reported in the last financial year.

2 Why Enter?

- Showcase your practices excellence in accountancy – educate, motivate and inspire
- Benchmark your practice against others across the UK
- Put forward your outstanding achievements to our expert panel of board level executives from across accountancy alliances and networks, and international practices.

Save the dates:

Entries close on **1 August 2022**

Mid-Tier Power Index release in **September 2022**

Enter Now

3 Meet the Judges

Aaran Fronda

Aaran Fronda is the Managing Editor at Accountancy Age. Previously, he worked as a financial journalist and market reporter at various publications including Euromoney, Mergermarket and Dealreporter.

He is excited to be a member of the judging panel for Accountancy Age's inaugural Mid-Tier Power Index (MTPI), which aims to provide mid-tier accounting firms with the recognition that they deserve by placing a spotlight on the industry's best performers and rising stars.

He believes that the MTPI is the perfect addition to Accountancy Age's strong portfolio of long running rankings and awards, including the annual 50+50 which provides a comprehensive league table of accounting firms ranked by fee income, as well as the 35 under 35 which for over 10 years has highlighted the brightest young talent in the sector.

Subarna Banerjee

Subarna is the Managing Partner of the London and Nottingham firm of the UHY Hacker Young Group, the Top 20 UK network. He is also Chairman of UHY International, the global network of accounting and consulting firms.

In addition to these roles, Subarna has an active client portfolio, with a specialism in auditing charities and not-for-profit organisations. Subarna also audits a portfolio of commercial entities operating in the property and publishing sectors, amongst others.

Alongside his more than 20 years' audit experience, Subarna also chairs the firm's Executive Committee and is a member of the UHY Hacker Young Group's UK Board.

3 Meet the Judges

Paul Ginman

Paul Ginman is the Chief Operating Officer (COO) & Global Head of Quality for Nexia International, a leading, global network of independent accounting and consulting firms.

As Global Head of Quality, Paul is responsible for driving quality initiatives across all service lines through the Nexia service committees. This helps to ensure that Nexia member firms deliver quality services across the globe. He also works as a COO to develop and deliver Nexia's ambitious strategy, which is based on building collaboration between members, increasing the sharing of resources on a global basis and maximising the use of new digital tools.

James Kergon

James is Senior Partner for KPMG in Scotland as well as leading KPMG's Deal Advisory business in Scotland.

He has been with KPMG since he graduated and has more than 24 years' experience with the firm. He has specialised in Deals since 2003, playing a leading role on a wide variety of transactions for both Scottish-based and international Corporates and Private Equity clients. He has also spent 2 years in KPMG's San Francisco office.

4 How to Enter

To be recognised as the top firms in the industry, enter the Mid-Tier Power Index by completing the online form here (cta).

The entry form is broken down into four key criteria; strategic planning, profitability/growth, professional excellence and people/ community. You will be asked to provide evidence on how you have excelled in each of these areas (200 words max per criteria) and will have the opportunity to add supporting materials at the end.

Not ready to submit?

Once you have started your entry, you will have the opportunity to 'Save and Continue Later' via the button on the top right of the screen.

You will then receive an email from 'Alchemer' providing you or your colleague the option to jump in where you left off.

If you'd like to see the full entry form before starting the online submission, then click here to download the PDF preview.

Supporting material

Upload up to two supporting materials to illustrate your entry.

Suggestions of supporting material you can upload:

- 1 page (A4) of written material – this could include a chart, testimonials, or financial reports to represent achievement against objectives
- Up to 3 minutes' video.

These images must be a single page image, e.g. a photo of a manual, report or communication piece, rather than a pdf of the full document.

4 How to Enter: Categories & Criteria

Applications will be judged against four key criteria which you will see clearly indicated in the entry form (online):

1. Strategic Planning

Provide evidence of a clear strategic plan.

This should include:

- Strategy and vision with measurable KPIs to monitor performance against the strategy
- Detail of what makes the firm different and stand out from what already exists in the market
- Analysis of traditional revenue streams compared to specialist services to demonstrate the proactive approach with clients and value add that you are providing beyond traditional accounting practices

2. Profitability/Growth

Please demonstrate how your practice has grown/ been profitable over the past 12 months.

This should include:

- Financial improvements in the past twelve months, indicating changes to fee income, source of income and profit per equity partner
- Winning new clients, client retention and strategy implemented to achieve these goals
- Client base growth and an increase in average client value
- If growth has been by acquisition, it would be useful to see a split between additional size due to that and organic growth

Here you will have the opportunity to upload financial statements.

4 How to Enter: Categories & Criteria

3. Professional Excellence

Please provide evidence of a time your firm showed excellence with regards to conduct, integrity and/or performance.

This may include:

- Evidence of meeting or exceeding the requirements and expectations of internal and/or external customers
- Consistently meeting or exceeding challenging objectives, without compromising professional integrity
- Explain how high standards of professional conduct are embedded in the firm and permeate all its activities

4. People & Community

Please provide evidence of the value and investment of your practices' workforce.

This may include:

- Evidence that the employees view the business as a great place to work
- Examples of career investment, CPD, skill development and training programmes within the practice
- Highlights of any rewards and recognition for personal achievement and industry-leading employment benefits

5 Entry Form

Your entry should be submitted on our entry portal found here:

Enter Now

You can save your entry if you wish to complete in stages, simply click **'save'** in the top right corner of the portal and you'll receive a unique link which you can return to in order to complete your entry.

If you'd like to see the full entry form before starting the online submission, then click here to download the PDF preview.

Entry Form Preview

6 FAQs

If your question is not answered here and you'd like to find out more, please get in touch with the team.

Am I eligible if I'm not an accountancy practice?

Only UK accountancy practices are eligible to apply. You must confirm that you are eligible for this ranking by confirming a UK fee income of between £3million and £700million.

Can accountancy alliances and networks apply?

No, however, individual practices within a network or alliance are invited to attend based on qualifying based on the above criteria.

How will the index be judged and the ranking established?

All entries will be reviewed by our judging panel and quantitative scoring assigned to each of the four criteria to establish the final index.

Any judges with a direct interest in any entries will declare ahead of judging and will be removed from scoring said entry/ies.

I feel concerned about sharing confidential information on my practice, how will you ensure data security?

All of our judges will sign an NDA ahead of the judging process. All of our systems used to host and share data for judging will be secure.

7 Contact Us

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