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# LBB - as easy as ABC

When it came to selling YouTube children's channel **Little Baby Bum**, the owners chose Kingston Smith Corporate Finance to smooth through the deal.

Unless you are parent or grandparent of a small child, it is entirely possible that Little Baby Bum has eclipsed your radar. If you have a toddler in your midst, however, Mia, Jacus, Twinkle the Star and the other characters of the YouTube nursery rhyme channel will need no introduction.

LBB is the innovation that has proved to be a global sensation. Founded in 2011 by Derek Holder and his wife to entertain their infant daughter, it has regularly featured among the top ten most-viewed YouTube channels on earth, overtaking X Factor, One Direction, Ed Sheeran and the theme tune from Disney's Frozen – and winning multiple awards on the way.

Last year, when the Holders decided to sell their remarkable venture – which now has 25 million subscribers worldwide – they chose Kingston Smith Corporate Finance to manage the deal. "LBB has been mind-blowing, and we were definitely lucky to be in the right place at the right time," says Derek. "But for us, the real emphasis has always been on having the right people alongside us. From the start with Kingston Smith, it felt right – professional, structured, straightforward and with trust and respect on both sides."

Now in his 40s, Derek has a background in business development within the IT industry, while his wife previously worked in corporate design, running her own agency in Hong Kong. The birth of their

daughter in 2010 coincided with the rapid growth of YouTube, but when Derek searched for nursery rhyme video clips he quickly realised he had found a gap in the market. "The stuff out there was just awful and yet it was getting 10-20 million views, so we decided to see if we could do better, thinking we might get a family holiday out of it," he says.

because of her Hong Kong-Chinese heritage, "came at traditional lyrics with this wonderfully fresh eye for visuals." In 2014, Derek gave up his day job to dedicate himself to LBB full-time and that same year, as the Holders learnt from a YouTube symposium, there was a huge demand for compilations. "We launched our now famous 54-minute

"From the start with Kingston Smith, it felt right – professional, structured, straightforward and with trust and respect on both sides."

They crowdsourced an animator and made a 30-second version of Twinkle Twinkle Little Star – their daughter's first nursery rhyme. They called the channel Little Baby Bum because that was their nickname for her. "If we'd been a corporate entity, that name wouldn't ever have been on brand. But the project was always driven by what we wanted for our child, rather than from a business perspective – and I think that probably resonated with other parents," Derek explains.

For two years, the channel grew steadily – Baa Baa Black Sheep in a space rocket was another early animation – a wacky concept dreamed up by Derek's wife who,

long Wheels on the Bus compilation, and that was the catalyst," says Derek. That compilation has been recognised as the number one educational video by the Guinness World Records for three years running and to date, has measured more than two billion views.

LBB's content is available in ten languages and its reach has expanded beyond the Holders' wildest expectations. But the couple always kept their feet firmly on the ground. They were LBB's only employees, and operated largely from their kitchen table, outsourcing to a maximum of 55 suppliers, including Calcutta-based animators Dream 4D "who became like

family to us,” says Derek. And even as they rode the crest of the YouTube wave, Derek recalls being conscious that they needed to prepare for an eventual exit.

“I had been involved in two company sales in previous roles and they had been dreadful experiences – each time bringing the business owners to their knees. We wanted to avoid that sort of horror show so we were very aware of securing the best advice.”

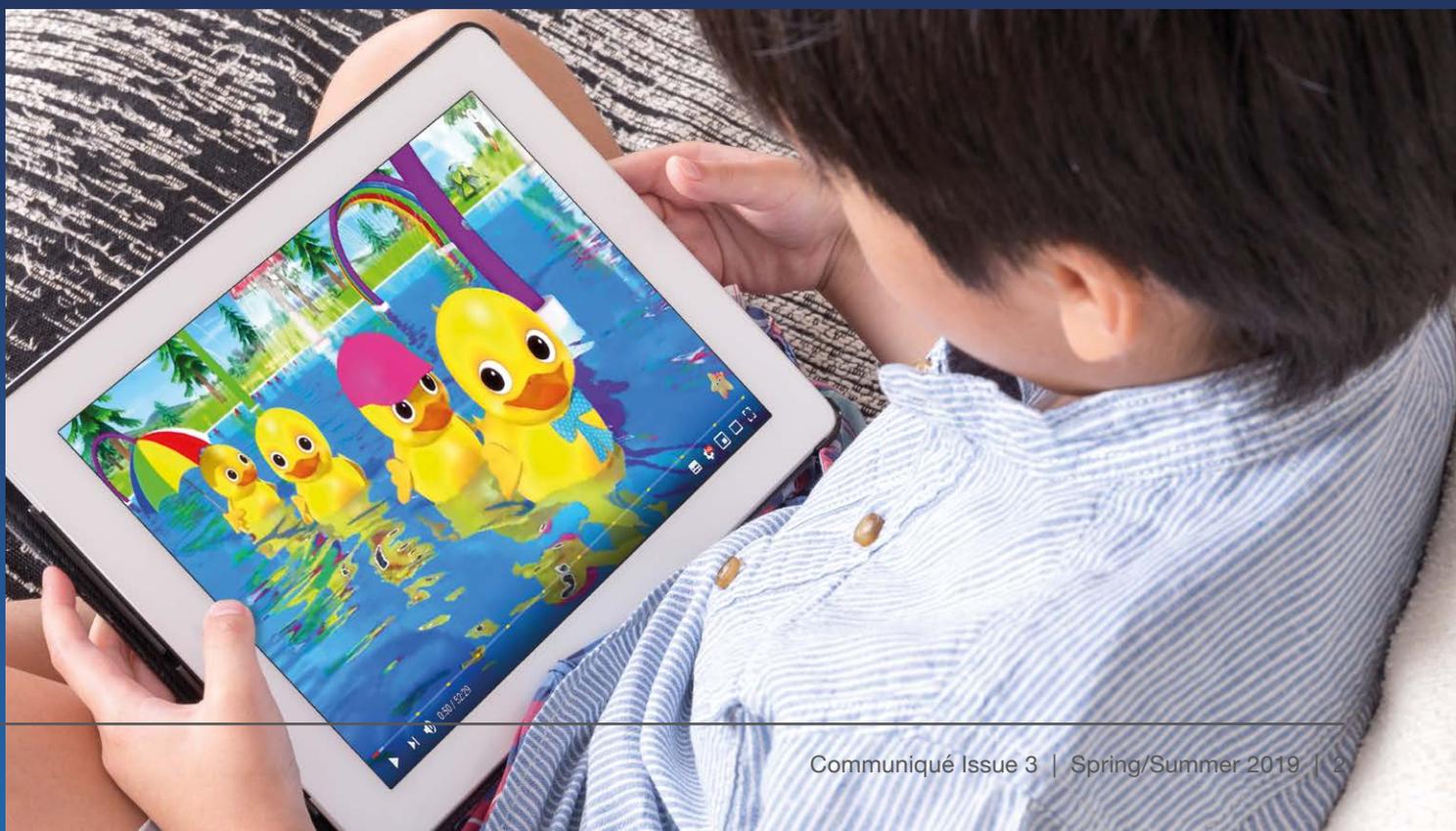
In late 2017, with huge interest being shown in LBB from several global media enterprises, the Holders had meetings with seven different corporate finance teams. Among them was one led by KS partner John Cowie.

“As soon as we met John, it was an easy decision. There was none of the sales razzmatazz that I hate, he was completely professional, spoke

“We didn’t want a yes man – we needed someone who was going to guide us, but also challenge us.”

to us in plain English and I liked him – that last bit is very important,” says Derek. “We didn’t want a yes man – we needed someone who was going to guide us, but also challenge us. He asked telling questions and, when it came to dealing with potential purchasers, we realised just what a brilliant conduit he was – taking the heat, filtering need-to-know information, negotiating with a killer instinct, but always in a gentlemanly fashion. Within a few months, the deal was done and I can honestly say it was painless.”

LBB sold to children’s entertainment company Moonbug for an undisclosed sum in September 2018. The Holders are now developing more innovative projects including an online music-production education initiative. “We could have sat in a hammock for the rest of our lives, but that would get rather boring,” says Derek. “We had seven exhilarating years with LBB and a great ending, thanks to John and his team at Kingston Smith. We’d recommend them in a heartbeat.”



# Latest news

2019 is already proving to be a hugely positive year for Kingston Smith. Read on for a roundup of our recent awards, client news, sector reports and a major announcement about our enhanced international services.

## Kingston Smith wins awards and accolades

Kingston Smith's innovative approach to business has once again been recognised, with the firm winning an **operational excellence award** at the **Managing Partners' Forum Awards**.

This prestigious accolade reflects the value created by our management team through the introduction of KS Cohere – a unique innovation in business process.

The awards are organised in conjunction with Harvard Business Review and The Financial Times and winners were announced in March. Maureen Penfold, managing partner at Kingston Smith, commented:

"KS Cohere was tailor-made by our innovative team to offer clients faster access to relevant business data in real-time, enabling them to make better business decisions more quickly.

"It's been revolutionary in equipping clients with the information and advice they need to improve their businesses, and we couldn't be more thrilled to receive this highly sought-after award in recognition of our innovative client service."

This award for KS Cohere follows Kingston Smith's win for **Large Firm Innovation of the Year** at the **British Accountancy Awards** last September.

Meanwhile, Kingston Smith has also won **Employer of the Year** in the **Gatwick Diamond Business Awards 2019**. This award celebrates our dedication to employee engagement through innovative and inspiring staff initiatives.

Judges identified several key highlights to Kingston Smith's ethos. These included the way the firm challenges its people to do things differently. Among recent examples are the agile working policy to improve employee work-life balance and the implementation of changes based on feedback from an annual employee engagement survey.

Further initiatives have included actively raising awareness of mental health issues in the workplace by

partnering with the charity Mind and training a team of mental health first aiders. We also run regular wellbeing activities for employees.

Paul Samrah, partner at Kingston Smith's Redhill office, said:

"We are very excited to win this award. It's a great acknowledgement of our dedication to our employees through talent progression, flexible working and family-friendly policies."

Kingston Smith is also proud to have been awarded Bronze in Mind's Workplace Wellbeing Index 2018-2019. The index is a benchmark of best policy and practice and demonstrates that we are achieving change when it comes to addressing mental health within KS.

Kingston Smith has been ranked first for charity expertise, in Charity Finance's 2018/19 Audit Survey, thereby maintaining our position as number one for overall service amongst the top 20 charity specialist firms.

Neil Finlayson, Head of Not for Profit Sector, said: "Being ranked top for charity expertise is a great endorsement from our clients. A big thank you to everyone for the positive feedback. I am also incredibly proud of the hardworking team here whose efforts this accolade recognises; it is a fantastic achievement for everyone involved."

Kingston Smith is further delighted to be a finalist for both **Best Corporate Tax Practice** and **Best Private Client Tax Practice** in **Tolley's Taxation Awards 2019**. Both nominations recognise the firm's excellent levels of service, growth, innovation and client satisfaction. The corporate tax team has grown significantly in 2018 while the private client team is unusually dynamic in the sector. Winners will be announced on 16 May 2019 at an awards ceremony at the London Hilton.

Finally, Hertfordshire Chamber of Commerce has shortlisted Kingston Smith as a triple finalist in the **Inspiring Hertfordshire Awards 2019**. The firm has been nominated for awards in people development, best use of technology and workplace wellbeing. Winners will be announced at the Inspiring Hertfordshire Awards Gala Dinner at St Albans Cathedral on 13 June 2019.

## Transferring wealth across generations

Kingston Smith partner Lynne Rowland has been advising on intergenerational transfer of wealth for eprivateclient – the leading website and news service for private client practitioners. Lynne brought clarity to this topic of often passionate debate in an article addressing some of the familiar themes, priorities and tax angles for those wanting to protect wealth and make the best decisions for their families.

Her article set out the considerations when gifting assets and setting up a trust and explored other options including the creation of a family investment company. Lynne's overriding advice was to ensure that heirs are left with a financial legacy that is both documented and understood. If you would like advice on personal wealth strategy, contact either your Kingston Smith adviser or Lynne at [lrowland@ks.co.uk](mailto:lrowland@ks.co.uk) for an initial discussion.

# Kingston Smith joins Moore Stephens International network

Kingston Smith is immensely excited to announce the firm has joined Moore Stephens International, one of the world's leading global accounting and advisory networks.

Our membership, effective from 1 May 2019, means that we have become the go-to London-based firm of a professional network covering over 600 locations in 112 countries. The network incorporates more than 260 firms worldwide and more than 30,000 people.

As a top 20 UK accounting and business advisory practice with 62 partners and 550 staff, Kingston Smith was Moore Stephens' first choice among firms located in the UK capital.

Anton Colella, global CEO of Moore Stephens International, said:

"I am delighted to welcome Kingston Smith to our network. The firm has a justifiably strong reputation and its people bring not just expertise, but also an outlook and purpose shared with the existing Moore Stephens professional community. I look forward to their contribution to our global network's continued growth."

Maureen Penfold, managing partner of Kingston Smith, said: "Joining the Moore Stephens International network is a natural next step for us in supporting our clients to reach their potential for international expansion. Being a part of this powerful global network enables us to offer a fully integrated service to those seeking growth across the world. We are equally excited about the new opportunities it will bring to our people, as we will be able to offer enhanced global mobility and greater collaborative knowledge sharing on an international scale."

## Kingston Smith & Partners secures purchase of MADE-BY's key assets

Kingston Smith is pleased to announce the sale of MADE-BY's intellectual property assets to Anthesis Group, the global sustainability consultancy. Brian Baker of Kingston Smith & Partners LLP was appointed liquidator by Hilco Streambank – specialists in selling intangible assets.

MADE-BY is an award-winning global not for profit organisation which acts to improve environmental and social conditions within the fashion industry. It has worked with top fashion brands including Hugo Boss, Ted Baker, Tommy Hilfiger and G-Star. Brian commented: "Given all the good work that MADE-BY had carried out, and the impact its work was having on the sector as well as the environmental implications, we were determined to find a home for the key assets. We're delighted Hilco Streambank has been successful and this work can now continue through Anthesis Group. It is a great example of how Kingston Smith's restructuring team creates positive outcomes from difficult situations by guiding businesses towards a successful recovery."

## Design and branding top in Kingston Smith Annual Survey findings

Design and branding has established itself as the top performing discipline among its peers, according to the Kingston Smith 2018 Annual Survey of the financial performance of marketing services companies. Our analysis showed that the discipline is leading the way with an operating profit margin of 14.9%, compared to a

broader sector average of 12%. Historically, design and branding has struggled against other marketing services disciplines, but it has improved for the second year running. Commenting on the discipline's rise to success, Ian Graham, Kingston Smith partner and co-editor of the survey, said:

"Design and branding has managed to overtake the more traditionally lucrative disciplines and appears to be on an upward curve."

He added "There are many possible contributing factors for this, but we credit agencies with providing more high level brand consultancy that involves more C-suite relationships. Design and branding agencies are also doing a good job of selling their services around the world, which has no doubt helped."

The Kingston Smith Annual Survey is an important reference tool for industry insiders, providing benchmarking of key performance indicators for all the individual marketing services sectors reviewed, and an analysis of how various trends have affected the industry's financial performance.

Keynote speaker for the launch event of the 2018 survey was Sir Martin Sorrell, Executive Chairman of S4 Capital and former CEO of WPP. Commenting on the findings, he said:

"The Kingston Smith Annual Survey is a very valuable look at the historic financial performance of the advertising and marketing industry, looking at the top 50 independent companies, the quoted sector and individual marketing disciplines. It's produced by sector experts with 30 years of sector experience. It's very well done."

# Driving innovation forward



Becky Shields explains how becoming a Kingston Smith partner kick-started an exhilarating new chapter benefiting clients as well as enhancing her career.

When, five years ago, Becky Shields was promoted to partner at Kingston Smith, there was much cause for celebration. But even as Becky toasted her success, she admits to a fleeting sense of, ‘What now?’

“It was a weird moment,” she recalls. “I’d worked so hard to achieve my ambition. But at the same time, my big question was, ‘How do I find my next goal?’”

Fortunately, she didn’t have to wait long for the answer. “Kingston Smith is such an innovative firm that I realised it was in front of my nose. The leadership team are always open to ideas and I had plenty of thoughts about how to keep us ahead in the rapidly changing advisory services environment,” she says.

Becky combines her client relationships with a key role in developing data informed decision making within Kingston Smith. She has been the driving force behind KS Cohere – our predictive analytics platform that has already won two major awards – the prestigious Large Firm Innovation of the Year at the British Accountancy Awards and the operational excellence award for the most innovative business process at the Managing Partners’ Forum Awards.

KS Cohere uses cutting-edge technology to help future-proof businesses through the use of real-time data. It is a ground-breaking tool in client service provision and the vision behind it owes much to Becky’s background, both professionally and personally.

Now aged 40, Becky has spent most of her career advising owner-managed businesses. Clients value her accountancy expertise, but also her highly personable, can-do approach, which stems from her grounded upbringing. The second of seven children, Becky went to her local comprehensive school in Peterborough, where dedicated teachers recognised the particular maths ability of four pupils in her year and provided them with out-of-hours tuition to help them achieve the best possible grades. After reading chemistry at the University of Salford, she fell into accounting “and was instantly surprised that it was as much about being able to form

relationships with clients as it was about crunching the numbers.” It is also, she points out, a profession with excellent social mobility. “And that is why I regularly give careers talks in schools and colleges – because there’s this stereotypical view that accountancy is boring and that is absolutely not my experience.”

Having qualified, Becky came to Kingston Smith 13 years ago. “I wanted to be in a firm that would give me scope to progress, while continuing to support small and medium businesses and Kingston Smith ticked all the boxes,” she says.

“I’m meeting innovative, inspiring clients all the time and I love that aspect of my work. I also love the fact that I can make a difference – I think that feeling is harder to achieve in a bigger firm.”

Throughout her career, Becky has taken an interest in technology and she joined the IT strategy group shortly after arriving at Kingston Smith. Today she leads the Institute of Chartered Accountants in England and Wales mid-tier tech forum and has helped establish the firm as a pioneer in the market. She points out that Kingston Smith was one of the first firms to implement artificial intelligence software in the UK and that trainees are being actively encouraged to embrace coding across the firm. “I’m competitive – that goes back to my schooldays when I played football, netball and ran cross country for the county – so I’ve always seen IT as the means of finding better ways of doing things. For me it is about using tech to make the best difference for our clients and that, in turn, puts us out front as a firm.”

With timely insights at a premium, Becky’s focus has been on innovating systems that help clients make key decisions. The award-winning KS Cohere platform has the capability to evaluate potential growth areas and/or risks and therefore shape future success.

“Running a business can be a lonely journey at times and the human relationship is still vital if we are to empathise with clients and understand their ambitions and motivators,” she says. “But KS Cohere means that we now have at our fingertips the valuable information business owners need for the big picture and also the deeper dive. It really does place us at the heart of our clients’ businesses.”

# New partners

We are delighted to announce that Nick Thompson, Ruth Brennan, Ryan Davies and Ryan Day have been promoted to partner. These are all internal appointments. Maureen Penfold, managing partner at Kingston Smith, said:

“Between them, Nick, Ruth, Ryan Davies and Ryan Day have clocked up some 40 years with us. It is fantastic to see their careers progressing and we look forward to following their ongoing development in their widely differing areas of expertise.”

Kingston Smith is also delighted to announce that Clare Harrall has joined our property and professional firms teams as partner. Clare brings significant experience of advising SMEs and owner-manged businesses in the property and professional practices sectors.

## Gender pay gap

Kingston Smith's 2018 gender pay gap report shows a mean gender pay gap of just 4.8%. This compares with a gender pay gap of 7% for 2017 and places the firm even further ahead of the national average of 18.4%. The firm also reports a marked improvement in its mean gender bonus gap, which stands at 37.2% compared to 50% for the previous year.



Left to right: Nick Thompson, Ruth Brennan, Ryan Davies, Ryan Day, Clare Harrall.

## Advanced-level exam accolades

Kingston Smith offers congratulations to all our trainees for their success in the ICAEW Advanced Level exams.

Three individuals gained exceptional marks. Jason Bowes, who is based in our Redhill office, won first place overall in the advanced annual international order of merit, receiving the Peat prize. Jodie Evans, in the West End office, was placed eighth overall, also in the advanced annual international order of merit. Angus Archer, in the City office, took first place and the Walton prize for Strategic Business Management in the international subject orders of merit.

Kingston Smith managing partner Maureen Penfold, said:

“I’m extremely proud of these results which illustrate the excellent calibre of talent rising through the ranks within Kingston Smith.”

## Agile working

Flexible recruitment agency Ten2Two has highlighted Kingston Smith's agile working initiative. Implemented in 2018, this innovative policy has harnessed leading edge technology to enable our employees to work from home as if they are in the office. The agile working infrastructure is designed to improve personal wellbeing and address the different needs of our diverse workforce. An article in Ten2Two's magazine highlights the positive impact it has had on many employees, improving efficiency, making better use of office space and reducing the cost, time and pollution of travelling. The article commented:

“With a female-to-male ratio across the firm of 50%, this policy is supporting people to enter, remain in or return to employment where it might otherwise be difficult.”

## Farewell and thanks

Kingston Smith bids farewell to four retiring partners in this Communique issue – Sandra De Lord, Adrian Houstoun, Graham Morgan and Andrew Shaw. Senior partner Martin Muirhead said:

“We would like to thank Sandra, Adrian, Graham and Andrew for their enormously valuable contribution to Kingston Smith's success and extend our best wishes to them for a happy and fulfilling retirement.”

# OUTSOURCING INNOVATION

Kingston Smith's outsourcing services offer the latest innovations in cloud accounting while creating bespoke practical solutions for your business or organisation. Read on to find out how we can enhance your success.

If you are enterprising and on the up, you'll already know that outsourcing makes sense. Offloading administration tasks saves time and money and enables you to focus on driving your success forward.

But while innovations in outsourcing are designed to make your life simpler, we understand that they can appear increasingly complicated. With multiple cloud accounting packages now available and thousands of specialist apps coming on stream, how do you know whether you are getting the best out of the innovative tools on the market?

**That is where our Kingston Smith outsourcing team comes in.**

Our experts work alongside you to navigate the new and rapidly developing outsourcing landscape. If you want to run much of your business via a smartphone, we can make that happen. Whether you need a customer relationship management system, project management analytics, performance benchmarking or debt chasing – we can advise on the most relevant and suitable products for your organisation.

Before you jump in, we help you step back and view the over-arching picture. We maximise your data insights, cut out any costly duplication and create the bespoke solution for your business. With Kingston Smith outsourcing, you only ever pay for the outsourcing packages you need. And you are assured of an excellent, consistent service on tap, whenever you need it.

## How we work

Our goal is to provide you with the insights and support you need to improve the performance of your business or organisation.

### STEP 1

We get to know your business or organisation – what it does, how it works and what you want to achieve.

### STEP 2

We recommend the most efficient systems for you along with the plug-in apps that are going to save you time and money and make you more effective.

### STEP 3

We help migrate data and train your team.

### STEP 4

We offer direct access to data analytic tools that enable you to measure key performance indicators (KPIs) and forecast goals.

### STEP 5

We provide you with a dedicated adviser who keeps you informed with upcoming innovations and ensures your finance system and planning for your business or not for profit organisation is always on the front foot.

### STEP 6

With our holistic approach to partnering clients, we offer extended support across our entire range of tax, accountancy and business advisory services. Whatever your needs, you can count on us.



If you would like to discuss what our outsourcing innovations and insights can do for your business, contact your client partner or our outsourcing team on 020 7566 4000, or visit

<https://www.kingstonsmith.co.uk/services/business-outsourced-solutions/>

## Benefits of outsourcing with Kingston Smith



### Save time

Spend more time running your business and less time on bookkeeping, payroll and general administration by consolidating these functions in one place.



### Save money

Reduce your overheads by using an online accounting solution. This is already a requirement for VAT managed businesses under Making Tax Digital (MTD) – the government's plan to modernise the UK tax system. We can take you beyond the standard packages to a tailored service which fine-tunes the features you need to run your business or organisation.



### Keep it real

Our systems place real-time data at your fingertips ensuring that whenever you are seizing opportunities, you are doing so on the best, most up-to-date information available.



### Maximise business intelligence

The KS Connect dashboard plug-in gives you minute-by-minute financials to make key business decisions and monitor the health of your organisation. We also have the tools to help you benchmark yourself against your competitors and decide how you are going to change, grow and sell – if and when the time is right.



### Create clarity

If you are a not for profit entity, we can organise read-only access of your finance systems for your trustees – offering the visibility and transparency they need to fulfil their role.



### Stay safe and sound

Our packages include all the necessary security systems to protect your data. And our outsourcing innovations can handle compliance issues so that you never have to worry about nasty surprises.

### Outsourcing for association management

Kingston Smith Association Management (KSAM) is one of the largest and most established association management firms in the UK.

If you are responsible for a trade or professional association, society or membership body, we have all the specialist back-up you need to deliver a streamlined service.

Our dedicated team creates tailored packages enabling you to flex our resources, keeping you cost-effective and efficient for your members. With operational matters taken care of, you have time to focus on strategy and moving your organisation forward.

You can access our comprehensive association management services through your client partner or our outsourcing team using the contact details above.

# Innovate for high performance



We regularly brief clients on emerging trends, offering practical advice as well as the chance to strengthen business connections. Our 'How to set up a bonus or commission scheme' event has proved so popular, we will be running it throughout the year. See our website for upcoming dates. Meanwhile, here's a summary of the key messages from Richard Cummings, managing director of Kingston Smith HR Consultancy.

Those of us who precede millennials may remember a time when, in exchange for some hard graft, employees received nominal annual pay rises, maybe also a Christmas bonus and, if they stayed the course, recognition for long service.

Today such reward schemes are as outmoded as our grandparents' carriage clocks – and yet still many business owners fear that by setting up commission structures, they will be eroding their profits.

The reality is the opposite. Bonuses and commission payments are not about giving money away – they are about creating a high performance culture.

Effective schemes reward, motivate and challenge employees, while also generating healthy competition and building team ethos. They can help businesses control salary costs, tether valuable employees and shed those who are not delivering. And, when well-designed, they will increase productivity along with staff morale.

At the heart of most innovative and successful reward programmes is the practice of Management by Objectives. This involves aligning performance to SMART principles – Specific, Measurable, Achievable, Realistic, Time. Schemes need to be fluid, allowing for the updating of objectives and stretching of bonuses for those who exceed targets.

Management by Objectives works exceptionally well with sales and business development employees, but it can also be adapted for those in account management and customer service who nurture long-standing client relationships.



"It's vital for SMEs to understand that there is no 'one-size-fits-all' scheme".

Richard Cummings, managing director of Kingston Smith HR Consultancy

Kingston Smith HR Consultancy regularly carefully designs structures to incentivise employees while minimising pitfalls. If you would like further advice, contact your client partner or Richard Cummings at [rcummings@ks.co.uk](mailto:rcummings@ks.co.uk) for an initial discussion.

Here are some of our top 'dos and don'ts' tips for bonus and commission schemes.

**DON'T link commission to salary.** Commissions and bonuses recognise exceptional work, not delivery of day-to-day tasks.

**DON'T automatically offer welcome bonuses.** They can be a tool for attracting people you want, but build goal-setting into any sign-on payments.

**DON'T pay attendance bonuses.** Once an employee has been absent, he or she loses the incentive to maintain an attendance record. The same advice applies to blanket lateness and error targets.

**DON'T forget that by law,** employees must not be penalised for taking holidays and that consideration needs to be built into any bonus and commission scheme.

**DO revise any archaic bonuses currently in your pay structure.** Christmas bonuses are a nicety. Long service awards may show appreciation for loyalty, but they can also encourage apathy. Start thinking about how you can replace such schemes with more targeted incentives.

**DO commission for low hanging fruit,** but grade your reward scales so that you are offering increased sums for more challenging sales.

**DO stretch bonuses.** If you know you can get more from your team, offer extra incentives for additional sales in a given quarter.

**DO base bonus and commission payments on client invoices paid** to ensure your sales employees secure client payments.

**DO consider end of contract bonuses.** These can be highly persuasive in keeping someone on the team until the end of a project, and they need not cost an employer any more if the contract terms are positioned effectively.

## Find out more about our events

Our seminars and events are free to Kingston Smith clients and offer supportive briefings and valuable networking opportunities.

For more information please visit [www.ks.co.uk/events](http://www.ks.co.uk/events).

# KS in the community

As a firm, we believe it is important to give back. One of the most innovative ways we do this is through the Kingston Smith Creative Vision Award (CVA). Here we explain how four outstanding charities are benefiting from our pioneering initiative this year.

The Kingston Smith CVA is a unique collaboration with Bournemouth University's BFX – the UK's leading competition in animation and visual effects.



## #iwill

The goal of the #iwill campaign, coordinated by Step Up To Serve, is to inspire and empower young people to engage in social action and increase the opportunities for them to do so. Communications officer Freya Trevor-Harris explains: "Our message is that when you take part in volunteering, campaigning or fundraising, you reap the double benefit – you get to make a difference, and also to develop your own skills and confidence. We are so excited about this project and how it is going to help us inspire a youth audience."

## Kentish Town City Farm

This community charity helps people connect with nature, animals and the environment. Based in north London, it is an inner city haven for young and old alike. Its CVA script centres on a young boy playing on his computer before visiting the farm and realising there is so much more to life. Mick Denton, interim CEO, says: "You can't help but smile when you come to our farm and that is the message we want to capture."



Now in its fifth year, the award gives four charities the opportunity to have a brand film made by some of the finest upcoming talent. Student teams from across the country are supported by film industry professionals to create animations worth an estimated £150,000 each. As marketing and awareness tools, the films are priceless, enabling the winning charities to reach mass audiences across their websites and social media.

Kingston Smith consultant Nick Brooks, who chairs the CVA judging panel, says:

"This award harnesses young filmmakers with amazingly innovative charities, both large and small. What excites us at Kingston Smith is that through the CVA, we are supporting multiple communities in a wholly positive way."

The four 2019 finalists are currently immersed in script development ahead of final film judging in September. Here's the lowdown on who they are, the work they do and what the Kingston Smith CVA means to them.

## Child Bereavement UK

It is a sad reality that every day in the UK, 111 children are bereaved of a parent. Child Bereavement UK supports families when a child is bereaved, and when a precious baby or child dies. Through the Kingston Smith CVA, the charity will be focusing particularly on reaching 12-25 year olds. Jane Keightley, director of communications, explains: "The death of someone close has a profound impact at any age, but teenagers and young adults can be hard-to-reach. This animation will be invaluable in letting them know the feelings they have are normal and that help is there for them."

## SANE

SANE is a UK-wide charity that believes no one should face crisis, distress or despair alone. Its Black Dog campaign has embraced the Churchill metaphor for depression and its aim, through the CVA, it to get even more people talking about mental health. Work on the animation script is revolving around Textcare, a SANE service offering support through text messages. Says Margaret Edwards, director of strategy and communications: "This film is going to be a beautifully uplifting way of making an invisible illness more visible."



keep up to date with  
all our CVA news

[cva.kingstonsmith.co.uk](http://cva.kingstonsmith.co.uk)



news

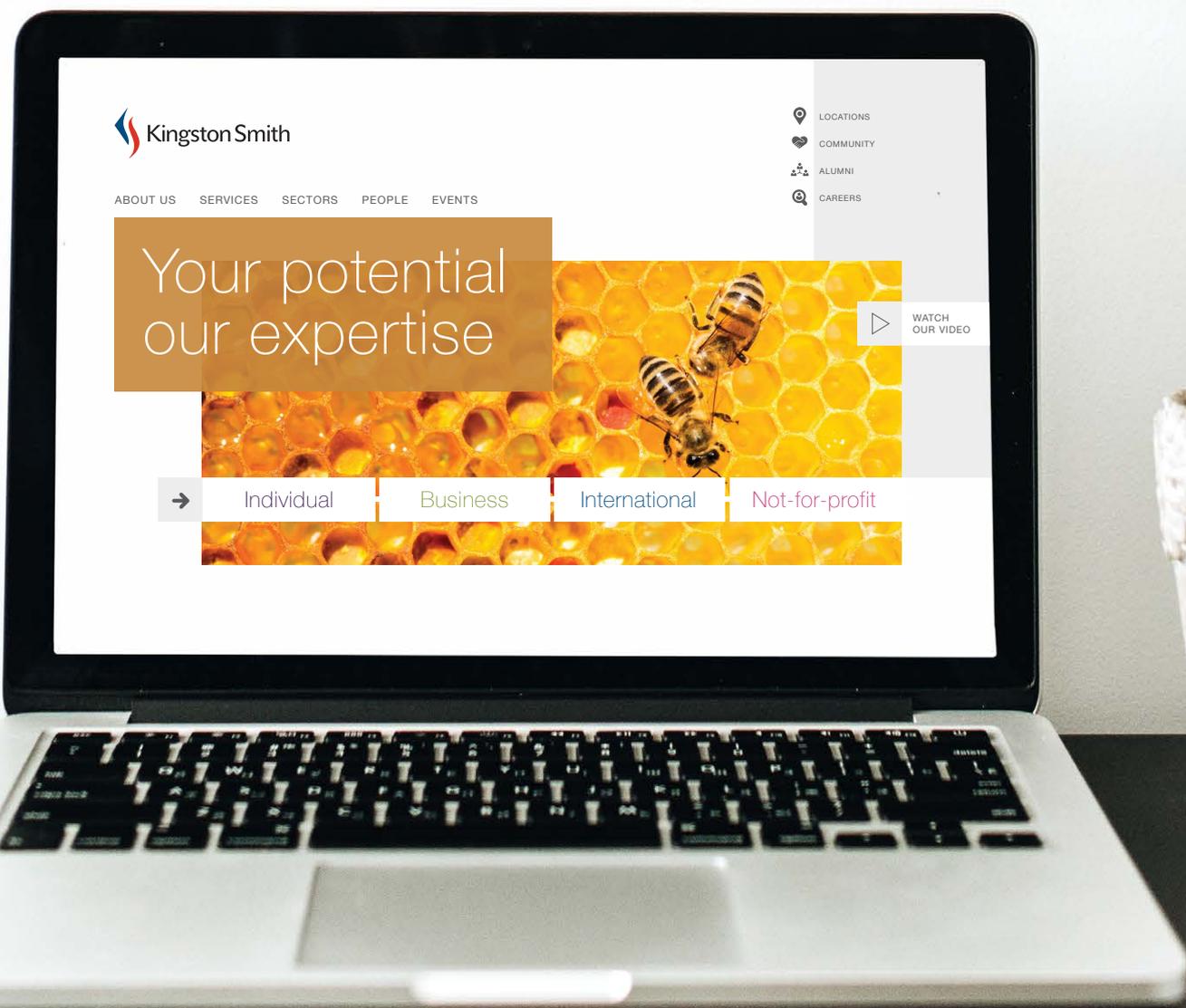


events



insights

For all our latest news, insights, events and Brexit Hub updates visit [ks.co.uk](http://ks.co.uk)



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