

Case Study – The Crown Hastings

About McPhersons

McPhersons Chartered Accountants is a well-established firm employing 25 permanent staff in Hastings and Bexhill-on-Sea. With a loyal client base, they offer business consultancy, profit improvement, management reporting, tax planning as well as the traditional accounting, audit and taxation services.

Their approach is dynamic, modern and hi-tech and they are entirely cloud-based.

Their team of directors and senior accountants have many years of experience across a range of disciplines.

The McPhersons experience is different from other accountants where actionable information is provided in real time aiding tax planning and business strategy.

Book your free initial meeting by emailing info@mcphersons.co.uk or calling our Head Office on 01424 730000.



Tess and Andrew Swan with the team at The Crown in Hastings Old Town

www.thecrownhastings.co.uk

From workshops to local art, haircuts to indoor gardening – not just another pub!

The Crown Hastings is an independent freehouse in the heart of Hastings Old Town.

Locally sourced, home cooked food, local ales, craft beers, fine wines, specialist gins, whiskeys and ciders are just a few of the offerings. The Crown also runs regular events from a haircut and drink to creative workshops and indoor gardening clubs. It has really become the place to meet in Hastings Old Town.

If this weren't enough, you will find local art on the walls, daily newspapers, it's dog friendly, has great music, free wifi, open fires and games tables, there's plenty here to keep all the family happy.

Today's Crown is the brainchild of Tess and Andrew Swan who took over the business in 2014. Since then, they have not looked back. They were awarded The Best Place to Drink in the Observer Food Monthly Awards 2017 as well as runner up for the Best Sunday Lunch. In the same year The Telegraph also rated them as one of Britain's top pubs for Sunday lunch and included them in Britain's 50 cosiest pubs. They also appeared in the Good Pub Guide with an excellent review.

But this is only the tip of the iceberg – The Crown is well and truly on the map of places to go in the UK.

With a client clearly focused on building their business and staying ahead in a competitive market, it is even more important that their accountant has their eye on the ball, not only to ensure compliance but also to identify areas where the business can make savings and increase efficiencies. Mark Finch started working with the team on a consultancy basis through the year before starting the business and has been their accountant ever since. He regularly meets to share ideas and experiences with them. Indeed, Tess Swan understands the difference between a good and bad accountant;

"The McPhersons team are always proactive and on hand to assist, whether it's payroll, accounting or anything else. I would compare their services to having our own team in-house – just at a fraction of the cost!"

With a steady stream of new ideas, we are confident that The Crown will continue to stay one step ahead for many years to come.