



# newsletter september 2010



## Editorial

## 20 years in Business

As we reach the milestone of 20 years in business we reflect on this achievement and look forward to some exciting times ahead. Our success in this time has given us an excellent client base, a strong team of professionals and an exceptional service offering which stands us in very good stead for the future.

Andrew will focus on growing the business both in the UK and internationally, whilst continuing to oversee our advisory work with clients. Meanwhile I will take an increasing role in managing the

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compliance aspects to ensure we continue to provide the high standards our clients expect, which will remain just as important to us in the next 20 years and beyond!

We have also taken the opportunity to rebrand with our new name **websters** – we hope you agree that this better reflects the size of the business.

Finally we look forward to continuing to work with you as we move into the next 20 years and hopefully we will see you in 2011 at one of our celebratory events following the office refurbishment! ■ **Catriona Freebairn**

**A**ndrew Webster Ltd. is celebrating 20 successful years in business. We are now a thriving, successful and international business with 20 staff. We still retain several of our very first customers.

**"Andrew Webster is celebrating 20 successful years in business"**

Back in July 1990 Andrew became self-employed with just one client working from home and it was over a year before the first full-time employee was recruited. Andrew was a very early adopter of the internet and built his own website by learning HTML coding from other sites as he went. His first email campaign in 1995, possibly now described as spamming, was incredibly successful in attracting new clients!

**"the company has prospered with a team which has steadily grown"**

Over the years, the business, like every other, has gone through its ups and downs, with the successful and the not-so-successful ventures. However the

Company has prospered with a team which has steadily grown.

Andrew comments, "Andrew Webster Limited has led me along the path followed by many businesses from tiny start-up to an established Company. The team and I have learnt many lessons on the way and we have grown into a successful, vibrant group who offer business and individual clients the full range of financial and business services. 20 years in business is quite a milestone to reach and I am extremely proud of what the team has achieved. Now, we look forward to the next 20 years!"

**"20 years in business is quite a milestone to reach and I am extremely proud of what the team has achieved"**

We intend to celebrate this milestone over the remainder of the year with a range of seminars and events. The refurbishment of our office will start in February 2011, and our main event will take place once this is completed.

■ **Cherryl Simpson**

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## Andrew Webster

*Claire Elbrow interviews our Managing Director*



Andrew Webster

**Andrew, you have worked in the tax and financial area for many years now, how did you decide to go it alone?**

**A.** I really did not intend to become self-employed. However, when I presented a paper on how to improve the management of the office where I was employed, and it was ignored – I decided to leave. This rather radical decision was backed up by the fact that another colleague left at the same time and this motivated me to think that if he could go it alone, so could I! My motto over the years has been, "If you have to work for a fool, you might as well work for yourself!"

**Once you had made the jump, how did you make the next moves?**

**A.** I had worked part-time for one client whilst I was employed so I had a vague idea of what was needed to meet client needs. Within six months of my move, I became fully self-employed with two clients on my books and worked from home. I am very proud of the fact that two of these very first clients, Neville Callaghan and Trevor Jarman are still clients of Andrew Webster Ltd.

**The next stage is obviously taking on staff? Sometimes avoided to**

**keep overheads down, but often to the peril of the business, but is this something you did quickly?**

**A.** Yes, I did. I took on my first employee in March 1991, a month after becoming fully self employed. Now Andrew Webster Ltd has over 20 employees with two based overseas and we offer a unique service to our clients, via Liz Hooley, our solicitor, who heads up the Andrew Webster Private Client Department.

**Marketing a small business is often resource heavy. How did you combat this?**

**A.** I was a very early adopter of the internet and my first website was in 1994. I built this myself by teaching myself how to write html by copying from other websites! My first email campaign was in 1996 and was very successful, attracting several new clients. It would probably be labelled as spam now, but in those days was unusual so people noticed!

**Going through the lifecycle of a business, there are often many ups and downs. Have you had either?**

**A.** Of course! I have had downs particularly in the early stage. One in particular springs to mind when I and a then colleague set up a partnership which did not work out and was messy to unwind. However, I have also had so many ups! Having clients for over 20 years is a fantastic 'up' and helping clients with complex tax circumstances or successfully navigating investigations for them is personally satisfying. I also take personal pride in the way in which staff here are so focused on customer service – something where I might not be at the forefront, but the team here are very dedicated to ensuring both our company and private clients are well looked after!

**It is an anniversary year for Andrew Webster Ltd, this year. You have been in business for 20 years and this is quite a milestone. Are you intending to celebrate?**

**A.** Yes, of course. Our first celebration was a small presentation to three of our longest standing clients as a

little thank you for their loyalty. All three have referred many others as clients over the years. However we will be having further celebrations especially after we refurbish our offices in February 2011 – we plan to have a big party to show off the offices.

**Why have you chosen to rebrand?**

**A.** We were originally called Andrew Webster Limited at a time when most clients thought of me as the main point of advice in the business. Now this is no longer true – we have been able to build a strong team and they have the ability to interact directly with clients. We decided that the name of the business should reflect that. We chose to call it **websters** since it retains the link with the original name – but sounds like a medium sized firm, not a one man band.

**So how will things change in the next 20 years?**

**A.** For me the challenge will be how to take a medium sized firm and grow it. Advising clients internationally will be a growth area. I will be visiting our Australian office in Sydney in March 2011 to boost the image there. We also now have an office based in France, so quietly we are becoming quite an international company. We are also looking at another office in the UK when the time is right. However there are still lots of opportunities to grow the business in Cambridge using our unique combination of skills so no chance to retire just yet – perhaps in 20 years time!!

**Sometimes it's hard to switch off from your own business, so, what do you like to do when you finish your day?**

**A.** My passion has always been for music – many styles. I am a guitarist. Some people think that 12 guitars is a lot to own – but I don't agree – it is just the bare essentials. In the last three years I have also discovered salsa dancing – and am quite an addict. Earlier this year I had three weeks in Cuba improving my dancing as well as my Spanish.

## Longstanding staff and clients awards

*Celebrating 20 years in business*

In July this year we held a small award presentation for some of our longest standing clients and staff. We wanted to say thank you for their loyalty – and for having told friends and colleagues about our services – who have then become clients. The attendees were: Dr Trevor & Mrs Beryl Jarman, Mrs Anne & Professor Archie Campbell, Dr Alan and Mrs Mary Munro, Andrew Webster, Liz Hooley and Catriona Freebairn.

"I was amazed it has been 20 years" said Alan Munro "I am impressed by how far the organization has come in this time, and remember attending the opening of the first office in Cowley Road. Mary and I were privileged to attend the event marking the anniversary of the 20<sup>th</sup> year. AW Ltd has been a great help to us during this time."

Our team of 20 includes Liz Hooley, Solicitor who has been with us for 12 years and Catriona Freebairn, Director of Operations for 9 years. AW Ltd does not have a high turnover of staff, so there is a great team feeling. It provides a consistency for our clients. As we get to know each other well it enables us to provide a better and more personal service. "Without doubt one of the most rewarding aspects of my role is the enjoyment and satisfaction of working with clients and the



variety of the work" said Catriona "It is also because we have a great team here".

Liz said "I cannot believe that my length of service with AW Ltd is 12 years. After a number of years in the City, I was keen to work in a small firm and Andrew had the foresight to take me on to add legal services to the accountancy and tax services his firm offered at that time. I have been very fortunate to work with supportive colleagues and given the talent within the firm, we have been able to retain an interesting range of clients.

My main reason for staying with the firm is the work / life balance it has given me. As the only lawyer in the team I have undertaken a huge variety of legal work for the firm which means that I am constantly challenged. At the same time my job has been part time, so I have had quality time to be a mother to my two sons.

In a short speech Andrew thanked all the clients who have been with the firm a long time and the great team who deliver a high level of service.

■ Gary Eves

## Name change to websters

*We change from Andrew Websters to websters*

After a lot of discussion, consultation and some very serious thinking we have decided to change the name of the business to be **websters**. It was difficult to decide whether to rename and if so what our name should be. It had to be something that captured the essence of our business, portraying us as we wish the market to see us. As they say – our name did not reflect our brand identity!

We have come from Andrew Webster Associates to Andrew Webster Limited. At this time most clients thought of Andrew as the main point of advice in the business, even though he had a small team working for him; he was very much the focal point of the business. Now this is no longer true – and although Andrew is



**websters**  
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still an important part of the business he has built a strong team and they have the ability to interact directly with clients and continue the ethos of the business.

We wanted the name of the business to reflect how we are, but yet retain the link with the original name. Hence **websters** was decided, it is felt that this gives the business more of the feel of a medium sized firm

and not a one man band and sends the right image to the market, whilst still retaining the personality of Andrew Webster Ltd – which is very important to all of us.

The name change will officially take place at the end of September – although we know that some clients have already been calling us **websters** informally for some time.

■ Catriona Freebairn

## Office accommodation

10 Wellington Street, Cambridge

One of the tenants on the second floor of Wellington Street has moved to new offices, this means that we have space available to lease. We are able to provide a range of services – from simple licence to fully serviced office accommodation, registered office etc. If you are interested in taking office space, or hiring meeting rooms, then please contact me by email [cheryl@tax.uk.com](mailto:cheryl@tax.uk.com).

One of the larger projects we will be undertaking is the refurbishment of 10 Wellington Street which will happen in February 2011. This project will cover

all three floors which include a new reception area and meeting rooms. With the new meeting rooms on our ground floor we will be looking to offer even more serviced office accommodation to our clients and more meeting spaces which will cater for a variety of numbers.

We are looking forward to the refurbishment and the effort involved with a mixture of trepidation and excitement.

Of course business will be operating throughout the refurbishment.

■ **Cheryl Simpson**



## Dr. Trevor Jarman

Rewarding client's loyalty



You always remember your first sale. I started in business with three clients who had been clients of my previous firm. However Dr Trevor Jarman was the first sale in my new business in 1990. I met Trevor socially just at the time he was about to start in business and I had handed in my notice with my employer. He was leaving Scientific Generics to start his own consultancy business – which became Protus. He is still a client and we were delighted to be able to present an award to him to thank him for being such a loyal client.

Trevor became the model for one of our core niches: Consultants. His consultancy

business led to the formation of a number of businesses – including Alizyme and Natures Remedies – and we have provided advice along the way. He has been very successful – for which we can take no credit – but we are delighted that he has been pleased with the advice and support that we have been able to provide for 20 years.

Trevor said "I have always been very pleased with the advice Andrew has given me. I am impressed by the way Andrew has been able to attract such a good team to create a successful firm offering a wide range of services and a very friendly approach". ■

## Thank you!

To 2000+ clients & 50+ staff

It would not be right to have a newsletter on the first 20 years of our business without saying "thank you" to the over 2,000 clients & over 50 staff (short & long term) who have been with us over 20 years.

Some clients only needed a single meeting or telephone conversation to solve a tax problem that has worried them. Others needed significant advice and help over many years.

We hope that everyone reading this article will have been delighted with the work that we have done. If not please tell us. If so please tell someone else!

We have only been able to grow our business because clients have made referrals. Please help us to give the same service to other people and pass on our details— or tell us who we should contact.

■ **Andrew Webster**

## Contact us

Please contact us with any questions that you may have. Feedback on our newsletter is also always welcome! [info@tax.uk.com](mailto:info@tax.uk.com)



INVESTOR IN PEOPLE

