



Parker Russell International
Awards
2024

Acknowledging & Rewarding Quality



Call for entries

Parker Russell International is pleased to present the 2024 Member Firms Awards, aimed at rewarding outstanding achievement within the Parker Russell network. Each award represents the highest recognition for member firms whose actions have served to develop our network, and to provide clients with an enhanced quality of service.

For eligibility, each candidate is required to submit a written application (no longer than 420 words), detailing how the firm's achievements meet the relevant award's specific criteria. In addition, a 200-word summary is to be presented, that serves to elucidate why the candidate firm feels they should win the award. All entries should be supported by case studies, and should also clarify how the candidate firm's actions, across each service area, have provided clients with a distinct competitive edge. The rubrics of each application, therefore, must adhere to the following format:

- 100-word overview
- 420-word analysis of how award criteria has been met
- 200-word summarisation

Each successful firm is to be honoured during an award ceremony that will take place at the end of the PRI Global Forum on 18 October 2024 in London.

Please submit your nomination by 31 July 2024 to:

jgriffiths@parkerrussell.co.uk



Best Audit firm 2024

For consideration of the Best Audit Firm of the Year Award, applicants will need to demonstrate proof of audit works that have delivered to clients outstanding professional advice. The service provided by the winning firm will demonstrate a level of audit performance that has shown to consistently elevate the activities of clients in terms of business, profit, costs and competitive position. Proof of high quality professional service is integral to this award. Candidate suitability will be assessed according to the following judging criteria:

Improvement:

How progressive was the auditing, in terms of presenting the client with a new outlook and an improved approach to working practices? Has the advice led to significant developments regarding future innovations for the client? Has the client been clearly able to gauge the positive impact that the audit has had on their business?

Achievement:

Are the core goals of the client significantly more attainable as a result of auditing: how is this measurable? Has the work improved the client's business process, and/or presented the client with a competitive edge? Is the client able to offer an improved service to its customers: has the audit resulted in peripheral benefits for the client?

Quality:

Were budgetary projections and timescales adhered to during the process? Were the objectives of the client realised by the audit – were they exceeded? Were problems dealt with efficiently? What lessons were learned, and how will they be used to better manage the audit process in the future?

Employee:

The successful firm will be required to demonstrate a culture that engenders positive staff outlook, in terms of both the direct working environment, and the role of accountancy as a whole. The recognition of achievement, along with scope for career and skills development, must be demonstrable. A progressive approach towards employee benefits is essential.



Best Tax adviser firm 2024

In allocating the Best Tax Adviser Firm of the Year Award, we are looking at firms whose tax works show to have significantly benefitted clients in seeking professional accountancy advice. The winning practice will be able to evince that their work has created positive change for the client, improving business and profits, as well as costs and the position of the client in relation to its competitors. Examples must serve to define the indispensability of professional accountancy expertise. Applicants will be assessed according to the following judging criteria:

Improvement:

How progressive was the advisory process in terms of presenting the client with a new outlook and an improved approach to working practices? Has the advice led to significant developments regarding future innovations for the client? Has the client been clearly able to gauge the positive impact that your work has had on their business?

Achievement:

As a consequence of the advisory process, have the core objectives of the client become markedly more achievable? In what ways has the advice given the client a competitive advantage? Has the work improved the client's business process, and/or presented the client with a competitive edge? Is the client able to offer an improved service to its customers: has the audit resulted in peripheral benefits for the client?

Quality:

Were budgetary projections and timescales adhered to during the process? Were the objectives of the client met – were they exceeded? Were problems dealt with efficiently? What lessons were learned, and how will they be used to better manage the advisory process in the future?

Employee:

The successful firm will be required to demonstrate a culture that engenders positive staff outlook, in terms of both the direct working environment, and the role of accountancy as a whole. The recognition of achievement, along with scope for career and skills development, must be demonstrable. A progressive approach towards employee benefits is essential.



Best Consulting firm 2024

In allocating the Best Consulting Firm of the Year Award, we are looking at firms whose approach to consultancy has significantly benefitted clients in the pursuit of professional accountancy advice. The winning practice will clearly be able to show that their work has created positive change for the client, improving business and profits, along with costs, and the position of the client in relation to its competitors. Examples must serve to define the indispensability role of consultancy within the accountancy profession. Applicants will be assessed according to the following judging criteria:

Improvement:

How progressive was the consultancy process, in terms of presenting the client with a new outlook and an improved approach to working practices? Has the advice led to significant developments regarding future innovations for the client? Has the client been clearly able to gauge the positive impact that your work has had on their business?

Achievement:

Are the core goals of the client significantly more attainable as a result of the consultancy process: how is this measurable? Has the work improved the client's business process, and/or presented the client with a competitive edge? Is the client able to offer an improved service to its customers: has the consultancy process resulted in peripheral benefits for the client?

Quality:

Were budgetary projections and timescales adhered to during the process? Were the objectives of the client met – were they exceeded? Were problems dealt with efficiently? What lessons were learned, and how will they be used to better manage the consultancy process in the future?

Employee:

The successful firm will be required to demonstrate a culture that engenders positive staff outlook, in terms of both the direct working environment, and the role of accountancy as a whole. The recognition of achievement, along with scope for career and skills development, must be demonstrable. A progressive approach towards employee benefits is essential.



Best Region 2024

In allocating the Best Region of the Year Award, we are looking at regions that have shown a substantial increase in member firms. Additionally, the winning region will be able to demonstrate that across the region an exemplar level of service has been delivered, thus ensuring a distinct competitive advantage. Applicants will be assessed according to the following judging criteria:

Growth

The winning region will need to demonstrate a high level of financial improvement over a twelve-month period, with positive changes in terms of both fee income, and profit per equity partner. Outstanding performance in winning new clients, as well as retaining existing clients, is essential, and it will be necessary to provide sound insights into how this was achieved. Client base growth and average client value will also be assessed. The inclusion of full financial statements is essential.

Compliance

The winning region will need to provide evidence of having met or eclipsed the requirements and expectations of PRI rules and regulations. The ability to adhere to demanding objectives whilst delivering an exceptional standard of accountancy services, is an obligatory factor in being considered for the award.

Responsibility

An essential consideration in choosing the region most deserved of this award, will be responsibility. Each region has an obligation to practice proper communication in regards to the exchange of ideas, along with inter-regional client referral.



Rising Firm 2024

In allocating the Rising Firm of the Year Award, we will be looking at those firms whose activities have brought about an outstanding level of growth, and whose ambition and innovative approach has served to bolster their position in the marketplace. The quality of service that the winning firm has delivered to its clients will be of particular significance. In addition, the recipient of the Rising Firm award will be able to show a vast increase in clients, both locally, and overseas. Applicants will be assessed according to the following judging criteria:

Quality

The successful firm will need to demonstrate a cutting-edge approach towards the application of new technologies, along with proof that these advancements have engendered an increased level of service. These innovations will have served to provide clients with a unique experience that sets the firm apart from its competitors.

Client retention

This award seeks out those practices that have shown an innovative outlook that increases their scope when acquiring and retaining clients. Practices will need to demonstrate pragmatism, and with it the ability to strategically manoeuvre various aspects of services and approaches in order to benefit clients. The perspicacity and endeavor to work with its own business model and those of clients, along with the confidence to make adjustments that will bring about a positive impact, is an essential part of becoming the Rising Firm of the Year.

Employee

The successful firm will be required to demonstrate a culture that engenders positive staff outlook, in terms of both the direct working environment, and the role of accountancy as a whole. The recognition of achievement, along with scope for career and skills development, must be demonstrable. A progressive approach towards employee benefits is essential.



Lifetime Achievement

The Lifetime Achievement Award is all about showing recognition and appreciation to individuals who have dedicated a minimum of 25 years' worth of outstanding service to our profession.

We will be seeking to reward someone, within the network, whose aggregate contribution has seen them excel on every level, including dedication, leadership and inspiration.

The winner will be someone whose countless achievements serve as an asset to the profession, its clients, but most of all, themselves.

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Parker Russell International is a member of the Forum of Firms. The Forum of Firms is an association of international networks of accounting firms. The objective of the Forum of Firms is to promote consistent and high quality standards of financial and auditing practices world-wide.