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FCA FRSA

Director
Millcove Solutions Ltd

Personal introduction:

I qualified 30 years ago with Coopers & Lybrand (as it was then). Having spent a few years gaining experience with smaller firms, I set up my own practice in 1994, based in the London Borough of Bromley. I grew this practice and ran it successfully for 22 years, before merging it with a larger practice in Bromley two years ago. Since then, I have worked as a consultant, writer & speaker, advising micro-businesses. My clients include small accountancy practices seeking support with practice management, rather than technical issues.

<https://www.linkedin.com/in/vickyandrew/>

Involvement with ICAEW:

Over the past few years I have served as a committee member for The South East London Area Society (SELAS), most recently as its chair since July 2016. As part of this role, I have also attended and contributed at meetings of London Society of Chartered Accountants (LSCA) Main Committee, LSCA Area Societies Development and Communication Committee (ASDAC), and the ICAEW Practice Committee (IPC). More recently, I have been involved with the LSCA Business Board, and served as Chair of ASDAC. I am currently looking into becoming a mentor for BASE (ICAEW's National Business and Accounting competition for students in school or college aged 16-17).

Motivation and ability to be a member of Council:

One of my key drivers is the desire to be of service in my community, including my professional community. Coming from a family of four Chartered Accountants, I care about the tradition of our great profession, as well as its future. I believe that serving on Council would be a natural extension of my current and continued activities at a local level. I also believe that I can make a valuable contribution towards ensuring that ICAEW meets its Charter objectives, including the provision of education and training, the maintenance of professional standards and the delivery of technical excellence in the public interest. I look forward to helping to influence & develop the profession, to being an effective ambassador for ICAEW, to representing the views of all London-based ICAEW members, and to participating actively in discussions about strategy, operational plans & budgets.

Away from my unpaid professional activities, I have done additional voluntary work, for example, serving on the Patient Participation Group at my local doctors' surgery, doing fundraising and publicity for a breast cancer charity, and acting as treasurer of my son's rugby club.

As an independent consultant, I have the flexibility to give sufficient time to be an effective member of Council, and to ensure my availability for all relevant meetings. Moreover, I have recently reduced my voluntary activities in non-professional areas (mentioned above), to ensure that I can give my full commitment to the role.

Strategic focus:

From listening to my fellow members, I believe that the issues facing all of us in the profession include: increased use of technology and the consequent extension of our role as advisors rather than technicians; obtaining value for money for our subscriptions; getting members to engage with ICAEW by listening to what they would like from ICAEW and ensuring that they are informed about all that ICAEW provides (not always easy within the current "tick-box" communication preference system – which is governed by GDPR); ensuring that Chartered Accountancy continues to be an attractive proposition for young people on the threshold of choosing a career; valuing and harnessing the knowledge, skills and experience of our retired and semi-retired members.

My experience so far, and my current “day job”, give me an insight into the issues faced by the small accountancy practice, as well as by members running micro-businesses. However, as a member of Council, it is my intention to represent the main sectors and interests of the whole London-based membership. The recent issue of data packs by our regional office, analysing members in each London area by activity and life stage, has highlighted the large number of younger members and retired members. I am neither, but I appreciate the importance of keeping both of these groups engaged.

Communication with members in the constituency:

As a member of LSCA Main Committee and a regular attendee at LSCA events, I am able to meet and share views with a wide range of members. I hope to build on this by serving as an LSCA office holder in the future.

As a Council member, I will ensure that all London-based non-Council members I meet in the course of my activities are aware of my membership of Council and that I am in a position to take their concerns to Council, if it is appropriate to do so. Alternatively, I will point them in the direction of the relevant office or individual, if that better fits the issue under discussion. Any communication with members other than face-to-face will be subject to GDPR.

The above approach is one I already adopt in respect of taking concerns of our members in South East London to LSCA.

NOMINATED BY:

- Helen Rahman Brennan
- Nathan Anthony Steinberg
- Philip Martin Landergan
- Susan Field
- Nigel David Hewson