

Mid-Tier Power Index

Accountancy Age Rankings



Does your practice deliver the highest quality of service to your clients, add significant competitive advantage, and demonstrate professional excellence? The Accountancy Age Mid-Tier Power Index recognises the exceptional within UK accountancy firms.

The Mid-Tier Power Index will be released in September 2022 and is the first index in the UK to give such a comprehensive measure of the firms that are really getting it right. Applications will be judged against four key criteria and ranked accordingly:

- Strategic planning
- Growth
- Professional Excellence
- People and community

Practices with UK fee income between £3-700 million are invited to apply. This entry form is divided into 5 parts, with 1-4 asking you to provide address each of the above 4 pillars (in 200 words), with part 5 allowing you to upload supporting material.

Please note, this is just an example of the entry form you will find on the portal. To enter the Mid-Tier Power Index, you will need to complete the online entry form here

[>> Enter Now](#)

Supporting Material

Upload up to two supporting materials to illustrate your entry. Suggestions of supporting material you can upload:

- 1 page (A4) of written material – this could include a chart, testimonials, or financial reports to represent achievement against objectives
- Up to 3 minutes' video.

These images must be a single page image, e.g. a photo of a manual, report or communication piece, rather than a pdf of the full document.

Entry Qualification

Please confirm that your company turnover is between £3-700 million (as reported in the last financial year):

- Yes
- No

Strategic Planning

Provide evidence of a clear strategic plan. This should include:

- Strategy and vision with measurable KPIs to monitor performance against the strategy
- Detail of what makes the firm different and stand out from what already exists in the market
- Analysis of traditional revenue streams compared to specialist services to demonstrate the proactive approach with clients and value add that you are providing beyond traditional accounting practices

Please provide evidence of your practices' strategic plan: (200 words max)

Growth

Evidence and demonstration of growth and profitability. This should include:

- Financial improvements in the past twelve months, indicating changes to fee income, source of income and profit per equity partner
- Winning new clients, client retention and strategy implemented to achieve these goals
- Client base growth and an increase in average client value
- If growth has been by acquisition, it would be useful to see a split between additional size due to that and organic growth

Please demonstrate how your practice has grown/been profitable over the past 12 months: (200 words max)

We recommend that to demonstrate financial improvement by attaching management accounts/financial statements on one, single sided page in A4 format. This could include evidence of practice turnover/fee income and profit per equity partner for the last financial year. It is encouraged to support your entry with supporting documentation so that judges can see financial corroboration.

Professional Excellence

Demonstrate professional conduct, integrity and performance. This may include:

- Evidence of meeting or exceeding the requirements and expectations of internal and/or external customers
- Consistently meeting or exceeding challenging objectives, without compromising professional integrity
- Explain how high standards of professional conduct are embedded in the firm and permeate all its activities

Please provide evidence of a time your firm showed excellence with regards to conduct, integrity and/or performance: (200 words max)*

People and Community

Evidence the value and investment of people and the way in which staff are motivated by this. This may include:

- Evidence that the employees view the business as a great place to work
- Examples of career investment, CPD, skill development and training programmes within the practice
- Highlights of any rewards and recognition for personal achievement and industry-leading employment benefits

Please provide evidence of the value and investment of your practices' workforce: (200 words max)*

Supporting Material

Upload up to two supporting materials to illustrate your entry. Suggestions of supporting material you can upload:

- 1 page (A4) of written material – this could include a chart, testimonials, or financial reports to represent achievement against objectives
- Up to 3 minutes' video.

The above document must be a single page image, e.g. a photo of a manual, report or communication piece, rather than a pdf of the full document.

Contact and Company Information

- Email address:
- Phone number:
- Company logo (upload image here):
- Secondary contact information:
- First Name:
- Last Name:
- Title:
- Email Address:
- Phone Number:

For any questions about the entry process, please contact aaran.fronda@contentive.com

Mid-Tier Power Index
Accountancy Age Rankings

