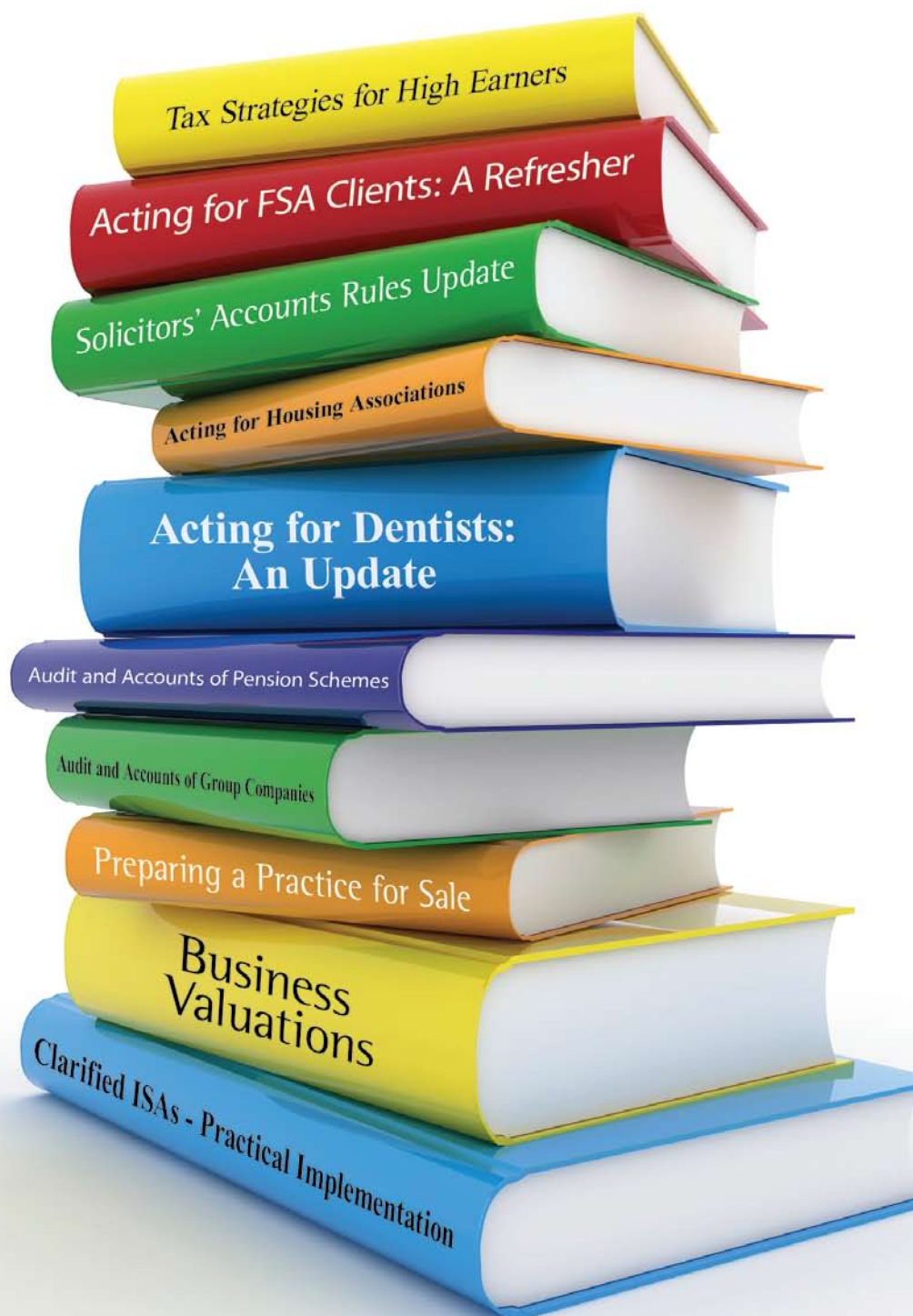


# CPD Specialist Courses



Autumn 2010



Prices from  
**£85**  
plus VAT

25% Discount for  
Local Members  
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High Wycombe   Leeds   Leicester   London   Nottingham  
Oxford   Peterborough

[www.mercia-group.co.uk](http://www.mercia-group.co.uk)

## Welcome

Our specialist course programmes are organised twice yearly in the spring and autumn. The programmes are planned in response to what is happening in the professional environment. There is no set pattern or regular programme as they address needs as and when they are identified.

The programmes are designed to provide you with a selection of highly topical and specialist courses which will not usually be found in our local CPD course programmes. Our presenters are very experienced and knowledgeable professionals and their delivery is always from a practical perspective. We don't just inform you about the facts but aim to interpret rules and regulations and explain how they will affect you and your clients.

If you have any comments on our autumn 2010 programme or would like any more information on any of the courses please contact me on 0116 258 1200 or [liz.coates@merciam-group.co.uk](mailto:liz.coates@merciam-group.co.uk)

**Liz Coates FCA, Director**

## Course Programme Autumn 2010

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Acting for FSA Clients: An Introduction	4										16 Nov	23 Mar 11		
Acting for FSA Clients: A Refresher	4			29 Sep							17 Mar 11			
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Back to Basics: Corporation Tax	8	29 Oct							19 Oct		14 Oct			
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Managing Risk in the Professional Practice	9			4 Oct	12 Oct				27 Sep		7 Sep			
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Money Laundering Update	10			16 Nov		8 Sep		3 Nov			2 Dec			
Clarified ISAs - Practical Implementation	10	9 Nov			30 Nov						6 Dec	3 Nov		24 Nov

Mercia reserves the right to vary the published programme

**Course details, venues and timings can be found on pages 3 - 10**

## About Mercia

We are one of the UK's largest providers of training and support services to the accountancy profession.

With a client base of over 5000 independent practices, we offer open course programmes in more than 50 different locations nationwide. We also have a programme of webinars and CPD courses on CD.

For more details visit [www.mercia-group.co.uk](http://www.mercia-group.co.uk) or contact [liz.coates@mercia-group.co.uk](mailto:liz.coates@mercia-group.co.uk) or call her on 0116 258 1200.

## Finding the right course for you

You can find out if Mercia is running a course you need by checking our database of courses online. Whether you are looking for a particular course or would like to view the complete range of courses available, go to [www.mercia-group.co.uk](http://www.mercia-group.co.uk) and click on 'Find a Course'.

This facility includes a wide range of search options making it easy for you to find just the right course. You can search by location, course type or course level.

Once you have enrolled on a course you can view and amend your enrolments online and also produce CPD records for your team.

## Tax Strategies for High Earners

**£110 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Andrew Burgess, Mercia Group Ltd

### OBJECTIVES

The 2010/11 tax year will see the introduction of the 50% band and the reduction in personal allowance for high earners. Changes in pension relief are relevant for 2010/11 and 2011/12. As a result high earners will need to consider the options open to them to mitigate the effect of these changes and HMRC will also consider their response to planning issues.

This course will provide details of the changes and consider the planning options which may be open.

### CONTENT

- The basic impact of the changes and planning a strategy
- Changes in pension contributions
  - the special annual allowance charge
  - the abolition of relief above the basic rate
- Likely areas of HMRC attack
  - adventure in nature of trade
  - land transactions
  - transactions in securities
- Going non resident
  - the conditions
  - the impact of Gaines-Cooper
- Incorporation
- Income extraction
- Investment strategy

### WHO SHOULD ATTEND

All partners and senior staff who advise clients on personal tax planning issues.

### CPD HOURS: 3

Jurys Inn, Birmingham	
9 September 2010	2.00pm - 5.00pm
Leicester City Football Club, Leicester	
13 September 2010	2.00pm - 5.00pm
Haydock Park Racecourse, Haydock	
16 September 2010	2.00pm - 5.00pm
Bristol Golf Club, Bristol	
21 September 2010	2.00pm - 5.00pm
Strand Palace, London	
27 September 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Use of Trusts for Tax Planning

**£110 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Andrew Burgess, Mercia Group Ltd

### OBJECTIVES

Trusts are a long-established vehicle for capital tax planning and although FA 2006 removed the use of some types of trust they remain useful tools for the tax planner. This course will provide a reminder of how trusts operate and they key planning roles that they can fulfil.

### CONTENT

Basic issues on trusts

- Identification of key participants
- Types of trust
- Basic drafting issues

Relevant property

- Identifying which trusts are relevant property
- Basic IHT rules on relevant property

Using trusts in lifetime planning

- General gifts of assets
- Family company shares
- Inter-action with Entrepreneurs' Relief
- Family home

Use in will planning

- Types of trust which can be used
- Implications legatees

### WHO SHOULD ATTEND

Partners and senior staff who advise clients on capital tax planning matters.

### CPD HOURS: 3

The Oxford Centre, Oxford	
18 October 2010	3.30pm - 6.30pm
Novotel, Nottingham	
25 October 2010	2.00pm - 5.00pm
Oak Tree Conference Centre, Coventry	
2 November 2010	2.00pm - 5.00pm
Haydock Park Racecourse, Haydock	
3 November 2010	2.00pm - 5.00pm
The Hatton, London	
22 November 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Acting for FSA Clients: An Introduction

**£230 plus VAT per place including buffet lunch**

25% Discount for Local Members  
£50 plus VAT for National Members

Speaker: Ian Fletcher, 2020 Consulting Group

### OBJECTIVES

Most mortgage, general insurance, stock broking and IFA type business are regulated by the FSA. This course is designed to introduce delegates to the FSA regime and to ensure that they have the compliance procedures and knowledge to comply fully with the rules and undertake audit and accounts work effectively.

### CONTENT

This course will cover:

- The key rules of the FSMA 2000
- Part IV authorisation
- The FSA web site
- Permanent information
- Engagement and representation letters
- RMAR reporting requirements
- Client monies and assets
- Audit exempt work
- Risk and common errors
- Audit procedures for planning, doing and completion stages

Case studies will form part of the course.

### WHO SHOULD ATTEND

Anyone who has clients who are regulated by the FSA and wants to get a thorough understanding of the rules and accounts/audit requirements.

**CPD HOURS: 6 (Audit related: 6)**

Strand Palace, London

16 November 2010 9.30am - 5.00pm

Novotel, Nottingham

23 March 2011 9.30am - 5.00pm

Mercia reserves the right to vary the published programme

## Acting for FSA Clients: A Refresher

**£130 plus VAT per place**

25% Discount for Local Members  
Free for National Members

Speaker: Ian Fletcher, 2020 Consulting Group

### OBJECTIVES

This course is designed to refresh delegates on the FSA regime and to ensure that they are up to date with all the latest FSA developments and rule changes.

It will also revisit key accounts and audit issues and any new APB, ICAEW, ACCA pronouncements in this specialist area.

### CONTENT

This course will cover:

- FSA rule changes
- APB, ICAEW, ACCA pronouncements
- Changes to the FSA web site
- Practice assurance and/or audit regulations
- Guidance on the preparation of accounts and the audit of FSA regulated businesses.

Case studies will form part of this course.

### WHO SHOULD ATTEND

Anyone who has clients who are regulated by the FSA and would like a reminder and update of the rules affecting them.

**CPD HOURS: 3 (Audit related: 3)**

Oak Tree Conference Centre, Coventry

29 September 2010 2.00pm - 5.00pm

Strand Palace, London

17 March 2011 2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Acting for General Insurance & Mortgage Brokers

**£130 plus VAT per place**

25% Discount for Local Members  
Free for National Members

Speaker: Ian Fletcher, 2020 Consulting Group

### OBJECTIVES

The objectives of this course are to ensure that all auditors of mortgage and general insurance brokers are fully prepared for the FSA regulatory environment and understand the procedures they must adopt to comply with their responsibilities to the client and the FSA.

### CONTENT

- An overview of the FSMA 2000
- Permanent information required
- Preparation and resources needed
- Planning and risk management
- Systems and the high level standards
- Conduct of business rules
- The specific requirement of an FSA audit as compared to a true and fair audit
- Completion and partner review
- Reporting and whistle blowing requirements
- Annual returns and reporting
- Accounting requirements for audit exempt clients
- New FSA and other regulatory developments

### WHO SHOULD ATTEND

All partners and staff who have general insurance and mortgage broker clients and who are involved in the accounts, audit or tax affairs of these clients.

**CPD HOURS: 3 (Audit related: 3)**

Novotel, Nottingham

24 November 2010 2.00pm - 5.00pm

Strand Palace, London

31 March 2011 2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Solicitors' Accounts Rules Update

**£110 plus VAT per person**

25% Discount for Local Members

Free for National Members

Speaker: John Welsford, Mercia Group Ltd.

### OBJECTIVES

The report required by the Solicitors' Regulation Authority under the Solicitors' Accounts Rules 1998 is one of the more onerous tasks of the independent accountancy practice.

On completion of this course participants will understand completely the changes made to the rules in the last couple of years including those introduced with effect from 31 March 2009. In addition they will have revised some of the basic requirements and been updated on current problems being encountered by the SRA.

### CONTENT

This course will concentrate on these organisations and will cover the following areas:

- SAR 98 – Changes introduced in July 2008 and March 2009
- Common errors found by the SAR and Reporting Accountants
- Where problems may occur under SAR 98
- How the reporting accountant should approach risk areas

### WHO SHOULD ATTEND

This course is aimed at partners and staff with SAR experience.

**CPD HOURS: 3 (Audit related: 3)**

Adams Park Conference Centre, High Wycombe	
13 September 2010	2.00pm - 5.15pm
The Hatton, London	
23 November 2010	2.00pm - 5.00pm
Holiday Inn, Leeds/Garforth	
7 February 2011	2.00pm - 5.00pm
Leicester City Football Club, Leicester	
17 February 2011	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Acting for Housing Associations

**£195 plus VAT per place including buffet lunch**

25% Discount for Local Members

£50 plus VAT for National Members

Speaker: Ann Strangwood

### OBJECTIVES

The course will provide an update of recent reporting developments for Housing Associations as well as a detailed review of the practical implementation of the requirements.

### CONTENT

- A general review of the regulatory framework
- Preparation of accounts under the current SORP
- Detailed examples of issues particularly significant to Housing Associations
- Regulatory financial issues eg target rent, annual returns
- Discussion of the critical audit issues

### WHO SHOULD ATTEND

All those involved with the preparation of the accounts for Housing Associations.

**CPD HOURS: 6 (Audit related: 6)**

Strand Palace, London	
7 October 2010	9.30am - 5.00pm

Mercia reserves the right to vary the published programme

## Acting for Dentists: An Update

**£110 plus VAT per place**

25% Discount for Local Members

Free for National Members

Speaker: Bob Trunchion,  
MacIntyre Hudson Advisory Services

### OBJECTIVES

The face of dentistry has changed dramatically over the last five years and most dentists now have potentially highly profitable businesses which will become less dependent on the NHS despite the introduction of a new contract/PDS. However, the credit crunch has had large effects on some areas of private practice so dentists must, therefore, adapt to this aggressive environment or see their practice shrink.

### CONTENT

- The NHS and dentists – an overview
- Fees/income sources for dentists
- Private dental practices
- Structure – associates, support structures, technicians, hygienists
- Accounts, tax, VAT, PAYE problems
- Tax planning – superannuation/pension provision; structure – sole practitioners, associates and companies
- Implications on buying and selling a dental practice

### WHO SHOULD ATTEND

Accountants who currently act for dentist clients or those wishing to enter this important niche market.

**CPD HOURS: 3**

Strand Palace, London	
20 September 2010	2.00pm - 5.00pm
Novotel, Nottingham	
1 October 2010	9.30am - 12.30pm

Mercia reserves the right to vary the published programme

## Limited Liability Partnerships

**£110 plus VAT per place**

25% Discount for Local Members  
Free for National Members

Speaker: John Welsford, Mercia Group Ltd

### OBJECTIVES

LLPs have now been with us for nearly 10 years and cover 25,000 have been formed. Although the Profession was wary in the early days, LLPs are now seen as a genuine option as a business vehicle. However, the decision to operate as an LLP or to convert to an LLP is not a simple one. The law, regulations and accounting requirements relating to LLPs are complex.

The extremely complex SORP relating to LLPs includes requirements that are positively counter intuitive but the course will clear the confusion. The SORP is revised for years to December 2010 and the highly complex amendments will be explained.

### CONTENT

Brief introduction to LLPs

Advantages of an LLP

The accounting of LLPs

- The legal requirements - CA 2008 implications
- The content of the accounts
- Audit and filing requirements

LLP SORP

- Main implications of the SORP
- Allocation of profits
- Members remuneration and capital
- Members annuities
- Changes introduced by the new SORP

The taxation of LLPs

### WHO SHOULD ATTEND

Partners and all senior staff who advise partnerships and LLPs.

**CPD HOURS: 3 (Audit related: 3)**

Adams Park Conference Centre, High Wycombe	
3 November 2010	9.30am - 12.45pm
Strand Palace, London	
2 December 2010	9.30am - 12.30pm

Mercia reserves the right to vary the published programme

## Audit and Accounts of Pension Schemes

**£110 plus VAT per place**

25% Discount for Local Members  
Free for National Members

Speaker: Mike Ulrich

### OBJECTIVES

- To provide a refresher and update to those professionals involved in the accounting and audit of pension schemes
- To consider the requirements of the Pensions Acts 1995 and 2004 in respect of defined benefit and defined contribution schemes
- The requirements of the SORP 2007
- To consider the issues raised by the Pensions Regulator
- To consider the requirements of Codes of Practice and the impact on accountants and auditors
- To consider the requirements of guidance issued by the APB in respect of pension scheme audits

### CONTENT

- SORP 2007
- Codes of Practice numbers 1, 3, 5, and 9
- Practice note 15 revised
- Pensions Act 1995
- Pensions Act 2004

### WHO SHOULD ATTEND

The course will be relevant for all those involved with pension scheme audits and accounts and who need to be aware of the developments following the introduction of the Pensions Regulator, the Pensions Act 2004 and the move to International Auditing Standards.

**CPD HOURS: 3 (Audit related: 3)**

Oak Tree Conference Centre, Coventry	
11 October 2010	2.00pm - 5.00pm
Strand Palace, London	
8 November 2010	2.00pm - 5.00pm
Holiday Inn, Leeds/Garforth	
15 November 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Audit and Accounts of Group Companies

**£110 plus VAT per place**

25% Discount for Local Members  
Free for National Members

Speaker: Phil Frost, Mercia Group Ltd

### OBJECTIVES

The main focus of this course is to provide a refresher and guidance on the recurring practical issues involved in the preparation and audit of group accounts. This area has increased in significance since the Companies Act 2006 extended the requirement to medium sized group. Clarified ISAs will bring about further changes.

### CONTENT

- Determining investment status
- Exemptions and exclusions from consolidations
- Issues arising from the preparation of consolidated accounts including:
  - Goodwill
  - Acquisitions and disposals
  - Cash flow statements
  - Associates and joint ventures
- Auditing issues including:
  - Requirements of clarified ISAs

### WHO SHOULD ATTEND

All those acting for group companies who need to keep up to date with the audit and accounting requirements of these concerns.

**CPD HOURS: 3 (Audit related: 3)**

The Hatton, London	
15 November 2010	2.00pm - 5.00pm
Haydock Park Racecourse, Haydock	
22 November 2010	2.00pm - 5.00pm
Leicester City Football Club, Leicester	
2 December 2010	2.00pm - 5.00pm
Adams Park Conference Centre, High Wycombe	
3 March 2011	2.00pm - 5.15pm

Mercia reserves the right to vary the published programme

## Basic Principles of Company Secretarial Practice

**£85 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Kris Taylor, Mercia Group Ltd

### OBJECTIVES

The Companies Act 2006 has changed forever the way limited companies comply with their obligations. Some of the old rules have vanished and some continue to apply unless the company makes a conscious decision to adopt the new rules.

This means that staff asked to deal with company secretarial work need to be aware of both sets of rules.

Participants on this course will learn about common company secretarial requirements, with emphasis on the smaller limited company.

The course examines the documentation routinely needed by a limited company incorporated under the 2006 and earlier Companies Acts.

### CONTENT

The content includes:

- Types of limited company and their constitutions
- The birth of a new limited company
- The statutory books
- Common statutory returns
- Minutes and meetings
- The end of the limited company

### WHO SHOULD ATTEND

The course provides a useful introduction for any member of staff who is asked to deal with company secretarial work, and a refresher for those whose experience is less recent.

It is an introductory course and so is not suitable for participants with extensive current knowledge of company secretarial work.

**CPD HOURS: 3**

Strand Palace, London	
26 November 2010	9.30am - 12.30pm
Novotel, Nottingham	
29 November 2010	2.00pm - 5.00pm
Jurys Inn, Birmingham	
6 December 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Understanding Pension Schemes

**£110 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Hannah Howe, Mercia Group Ltd

### OBJECTIVES

The Pensions Act 1995, along with subsequent legislation, considerably raised the profile of pension scheme audits and brought in an onerous requirement to report breaches of the law to the Pensions Regulator.

### CONTENT

- A general review of the regulatory framework and trustees' responsibilities
- A look at the different types of scheme and how to distinguish between them
- Considering what each type of scheme requires by way of accounts and audit
- Preparation of accounts under the SORP
- Preparation of the trustees' report information
- Discussion of the key audit issues
- A look at how to audit the main aspects of pension schemes
- What to look out for that must be reported to the Pensions Regulator.

The course will be a combination of lecturing, case studies, discussions and questions designed to ensure as much information is retained as possible. It will also incorporate the use of our specialist audit documentation from our Specialist Assignment Manual (SAM).

### WHO SHOULD ATTEND

The course is aimed at those who are involved in the audit and accounts of pension schemes. It is suitable for people with little experience of pension schemes. However it will provide useful revision for those who have been involved in such work but want to ensure they fully understand the requirements and implications.

An understanding of accounting and auditing principles is required.

**CPD HOURS: 6 (Audit related: 6)**

Strand Palace, London	
4 November 2010	9.30am - 5.00pm
Novotel, Nottingham	
19 November 2010	9.30am - 5.00pm

Mercia reserves the right to vary the published programme

## Farming Conference 2010

Once again this year's conference will be held in two locations. Full details of the programme will be available at the end of July.

**21 October 2010**  
Hilton Hotel,  
Castle Donington

**18 November 2010**  
Marriott Hotel,  
Huntingdon

### Cost

**£250 plus VAT**  
25% discount for local members  
£50 plus VAT for national members

**Book online or email**  
enrolments@mercia-group.co.uk

## Back to Basics: Business Tax

**£85 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Pat Nown, Mercia Group Ltd

### OBJECTIVES

By the end of the course participants will be familiar with the basic rules governing the calculation of taxable profits for the self employed together with the National Insurance consequences.

### CONTENT

- Principles of allowable and disallowable expenditure
- Specific expenditure problem areas
- Capital allowances
- Classes 2 and 4 National insurance
- Record keeping

Case studies will be used throughout.

### WHO SHOULD ATTEND

This course is aimed at members of staff who have, or at least in the past have had, a basic understanding of the main concepts of business income tax. They may have had a break from the profession or have worked in a different area of the profession for a while and need a refresher.

This course may also be suitable for staff members who deal with tax computations etc but who have come to rely on computer software to get things right.

The course is not suitable for those new to the profession or to business tax.

**Participants should bring a calculator.**

**CPD HOURS: 3**

Strand Palace, London	
14 October 2010	9.30am - 12.30pm
West Gate, Leeds	
19 October 2010	9.30am - 12.30pm
Jurys Inn, Birmingham	
29 October 2010	9.30am - 12.30pm

Mercia reserves the right to vary the published programme

## Back to Basics: Corporation Tax

**£85 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Pat Nown, Mercia Group Ltd

### OBJECTIVES

By the end of the course participants will have a better understanding of the theory behind corporation tax computations.

### CONTENT

Basic charging provisions

- Corporation tax rates and calculations
- Selected aspects of non trading profits
- Losses for the single company
- Associated company principles
- Corporation tax administration

Case studies will be used throughout.

### WHO SHOULD ATTEND

This course is aimed at members of staff who have staff who have, or at least in the past have had, a basic understanding of the main concepts of corporation tax. They may have had a break from the profession or have worked in a different area of the profession for a while and need a refresher.

This course may also be suitable for staff members who are perhaps used to preparing computations for companies but have come to rely on computer software

The course does NOT cover trading profits and capital allowances. Back to Basics : Business Tax covers these core business tax topics for those wanting an equivalent basic refresher.

**Participants should bring a calculator.**

**CPD HOURS: 3**

Strand Palace, London	
14 October 2010	2.00pm - 5.00pm
West Gate, Leeds	
19 October 2010	2.00pm - 5.00pm
Jurys Inn, Birmingham	
29 October 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Back to Basics: Capital Gains Tax

**£110 plus VAT per place**  
25% Discount for Local Members  
Free for National Members

Speaker: Pat Nown, Mercia Group Ltd

### OBJECTIVES

By the end of the course participants will have consolidated their existing knowledge and will be able to prepare capital gains tax computations taking reliefs into consideration.

### CONTENT

- Types of disposal
- Basic capital gains tax computations
- Share transactions including takeovers
- Rollover and deferral reliefs
- Entrepreneur's Relief
- Payment of tax

Case studies will be used throughout.

### WHO SHOULD ATTEND

This course is aimed at members of staff who have, or at least in the past have had, a basic understanding of the main concepts of capital gains tax for individuals. They may have had a break from the profession or have worked in a different area of the profession for a while and need a refresher.

This course may also be suitable for staff members who deal with tax returns etc but who have come to rely on computer software to get things right.

The course is not suitable for those new to the profession or to tax.

**Participants should bring a calculator.**

**CPD HOURS: 6**

Jurys Inn, Birmingham	
26 October 2010	9.30am - 5.00pm
Novotel, Nottingham	
1 December 2010	9.30am - 5.00pm
Strand Palace, London	
3 December 2010	9.30am - 5.00pm

Mercia reserves the right to vary the published programme

## Managing Risk in the Professional Practice

### £110 plus VAT per place

25% Discount for Local Members

Free for National Members

Speaker: Phil Frost, Mercia Group Ltd

#### OBJECTIVES

Effective risk management by accountancy practices not only reduces exposures to court action and to disciplinary investigation, it also improves the professional reputation of the practice. It leads to clarity in the expectations of clients, closer meeting of those expectations and higher quality advice. This course gives clear, practical guidance on how to get it right and what to do if it goes wrong.

#### CONTENT

- Why is risk management important and who is responsible?
- The extent of claims and losses
- The role of the partners
- Engagement risk
- Getting the engagement letter right
- Disclaiming and limiting liability
- Working papers
- Professional indemnity
- Complaints handling
- The disciplinary process
- Responsibilities to third parties
- Performance and quality assurance

#### WHO SHOULD ATTEND

The course is particularly relevant for partners and senior staff, however all staff involved in audit assignments will find the course useful.

**CPD HOURS: 3 (Audit related: 3)**

Strand Palace, London	
7 September 2010	2.00pm - 5.00pm
Holiday Inn, Leeds/Garforth	
27 September 2010	2.00pm - 5.00pm
Oak Tree Conference Centre, Coventry	
4 October 2010	2.00pm - 5.00pm
Edinburgh First, Edinburgh	
12 October 2010	9.30am - 12.30pm

Mercia reserves the right to vary the published programme

## Preparing a Practice for Sale

### £110 plus VAT per place

25% Discount for Local Members

Free for National Members

Speaker: John Welsford, Mercia Group Ltd

#### OBJECTIVES

The 21st Century has already seen major changes in the way accountants view their interest in their practice. There is a recognition that there may be an alternative to the traditional routes of passing on an interest free of charge or for a fixed payment for goodwill/annuity. Many owners are now much more aware of the possibility of grooming their practice in order to maximise its capital value and sell profitably.

The change from the traditional partnership to LLPs and corporate practices has encouraged this change in thinking.

This course is designed to help delegates understand the processes involved in preparing a practice for sale from examining the personal goals of the owner through to preparing an Information Memorandum on the business.

#### CONTENT

The course will cover:

- The alternative ways to dispose of an interest in a practice
- Why sale is an option
- How 'value' is generated
- Personal goal setting
- Performing a business diagnostic
- Organising the practice to maximise value
- Timing and the steps in grooming a practice for sale
- An overview of valuation techniques
- Information Memorandums
- Attracting potential buyers
- Surviving due diligence

#### WHO SHOULD ATTEND

Anyone in practice who is looking to maximise the value of their interest and wishes to consider the options available to them.

**CPD HOURS: 3**

Leicester City Football Club, Leicester	
14 October 2010	2.00pm - 5.00pm
Holiday Inn, Leeds/Garforth	
18 October 2010	2.00pm - 5.00pm
Strand Palace, London	
2 November 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Business Valuations

### £110 plus VAT per place

25% Discount for Local Members

Free for National Members

Speaker: David Bowes, Bruce Sutherland & Co.

#### OBJECTIVES

In the current climate, as business advisers, you will regularly be asked by clients to value their business. This course will provide you with an understanding of the fundamental concepts of valuation, issues arising, the differences in approach for tax and other purposes and how to minimise your risk when undertaking this work.

#### CONTENT

- Valuation principles and methodologies
- Goodwill
- Recent valuation cases - non-fiscal
- Commercial v fiscal valuation
- Employee shares since ITEPA 2003
- Recent valuation cases - fiscal

#### WHO SHOULD ATTEND

Partners, managers and senior staff who may become involved with business valuation issues.

**CPD HOURS: 3**

Holiday Inn, Leeds/Garforth	
7 October 2010	2.00pm - 5.00pm
Leicester City Football Club, Leicester	
19 October 2010	2.00pm - 5.00pm
Strand Palace, London	
26 October 2010	2.00pm - 5.00pm
Adams Park Conference Centre, High Wycombe	
22 February 2011	2.00pm - 5.15pm

Mercia reserves the right to vary the published programme

## Money Laundering Update

**£110 plus VAT per person**

25% Discount for Local Members

Free for National Members

Speaker: John Welsford, Mercia Group Ltd

### OBJECTIVES

Most practice staff are aware of the requirements of the rules and regulations and what they must do to avoid breaking the law. However, there are doubts whether these are being applied correctly in practice.

Our experience is that firms are making far fewer reports than anticipated. Is this because there are fewer crimes or that people are failing to report them? The 3rd EU Money Laundering Directive required member states to issue revised Regulations and the new Regulations came into effect in the UK on 15 December 2007. Regulators would expect these Regulations to be complied with. Participants will understand the available guidance and the practical effect of the revised regulations. The course will significantly increase awareness of the issues and provide practical guidance on what should be reported and how.

### CONTENT

- Update on the law and regulations
- Revised money laundering regulations
  - the differences and effects
- How to avoid doing too much!
- What should be reported and how
  - are your internal procedures working?
  - a series of examples to illustrate when reports are required
- CDD (Customer Due Diligence) and identify checks
  - what is a risk based approach?
  - what the JMLSG say
  - the CCAB guidance and recent ICAEW Tax Faculty guidance
- Interaction with other rules and regulations, ISAs and professional ethics
- Practical consequences of the first five years

### WHO SHOULD ATTEND

The course will be particularly relevant to all personnel who are directly involved with client affairs and want to understand more clearly how the rules are working in practice.

### CPD HOURS: 3 (Audit related: 3)

Glynhill Hotel, Glasgow	
8 September 2010	9.30am - 12.30pm
Adams Park Conference Centre, High Wycombe	
3 November 2010	2.00pm - 5.15pm
Oak Tree Conference Centre, Coventry	
16 November 2010	2.00pm - 5.00pm
Strand Palace, London	
2 December 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

## Clarified ISAs - Practical Implementation

**£110 plus VAT per place**

25% Discount for Local Members

Free for National Members

Speaker: Andrew Güntert, Mercia Group Ltd

### OBJECTIVES

Clarified ISAs must be applied for audits of periods ending on or after 15 December 2010.

The main objective of the course is to explain how, in practical terms, the APB's new ISAs (UK & Ireland) will affect audits. This course will involve looking at both the additional requirements of the new ISAs and also the current (now clarified) areas where regulators suggest the existing ISAs are not being adequately complied with.

### CONTENT

- The IAASB's Clarity Project and its adoption by the APB, including implementation date issues
- Practical solutions to questions including:
  - How has the standard on Related Parties changed and what additional things do we have to do as a result?
  - What is included under the heading of "accounting estimates" and what will it mean in practice?
  - Just how a big a change is there (and how much extra time will be needed) when auditing groups?
  - What is "performance materiality" and how will we use it in practice?
  - What new things do we have to communicate with clients and how do we sell the changes to them?
  - What changes does all this mean to our audit manual documentation?
  - How flexible are we allowed to be in how we record all the necessary matters?
  - Can we adopt a different approach if the audit client is small and relatively low risk?

### WHO SHOULD ATTEND

All partners and senior members of staff involved in auditing.

### CPD HOURS: 3 (Audit related: 3)

Novotel, Nottingham	
3 November 2010	2.00pm - 5.00pm
City Thistle, Birmingham	
9 November 2010	2.00pm - 5.00pm
Holiday Inn, Peterborough	
24 November 2010	2.00pm - 5.00pm
Edinburgh First, Edinburgh	
30 November 2010	1.30pm - 4.30pm
Strand Palace, London	
6 December 2010	2.00pm - 5.00pm

Mercia reserves the right to vary the published programme

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# Booking Form

	DATE	NO. OF PLACES
Tax Strategies for High Earners		
Use of Trusts for Tax Planning		
Acting for FSA Clients: An Introduction		
Acting for FSA Clients: A Refresher		
Acting for General Insurance & Mortgage Brokers		
Solicitors' Accounts Rules Update		
Acting for Housing Associations		
Acting for Dentists: An Update		
Limited Liability Partnerships		
Audit and Accounts of Pension Schemes		
Audit and Accounts of Group Companies		
Basic Principles of Company Secretarial Practice		
Understanding Pension Schemes		
Back to Basics: Business Tax		
Back to Basics: Corporation Tax		

	DATE	NO. OF PLACES
Back to Basics: Capital Gains Tax		
Managing Risk in the Professional Practice		
Preparing a Practice for Sale		
Business Valuations		
Money Laundering Update		
Clarified ISAs - Practical Implementation		

A total of  places @ £85 £

A total of  places @ £110 £

A total of  places @ £130 £

A total of  places @ £195 £

A total of  places @ £230 £

Less 25% discount for  
Local members £

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Plus VAT £

TOTAL £

We are a national member firm - this form is to reserve our places on the courses as indicated. We understand we will not be invoiced for these places, other than where it is a one day course including lunch.

Contact name

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Address

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Please invoice my firm. I understand the usual 28 days credit terms apply

I/We enclose a cheque for £  made payable to Mercia Group Limited

I would like to receive more information about national/local membership

**Confirmation: An invoice will be sent as confirmation of your booking (if appropriate).**

Cancellations: No refund will be made where cancellation is received less than 14 days before the date of the course. All other cancellations will be subject to a £25 administration charge. All cancellations must be in writing.

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Mercia is recognised by the ACCA as an approved training provider. All of our courses qualify for CPD hours as required by all UK accountancy bodies.

# The Speakers

## David Bowes FTII

David is a partner with Bruce Sutherland & Co. His prior roles have included being Head of Valuations at a top fifteen Accountancy firm and, before that, a major Tax Consultancy. He was previously a senior member of Shares Valuation Division. He is also an experienced lecturer on valuation and writes articles on the subject for the professional press. He has appeared as an expert witness in Court. He is Honorary Secretary of the Society of Share & Business Valuers and the author of Tolley's Practical Share and Business Valuation.

## Andrew Burgess MA

Andrew joined Mercia in 2003 as an experienced tax lecturer and consultant. After 14 years with the Revenue, Andrew joined Neville Russell, which became Mazars following the merger in 1998. At the time of leaving he was senior tax partner in the firm and had overall responsibility for the running of the personal tax department. His expertise lies in the areas of employment taxation, investigation work, charity tax and personal tax planning.

## Ian Fletcher BA ACA

Ian is a well known lecturer and business consultant who has gained a reputation for his entertaining style and practical approach to practice management issues. He specialises in practice management and particularly the systemisation of accounting practices, motivation of staff and profit improvement techniques. Qualified as an independent financial advisor with the Chartered Insurance Institute, he also advises firms on how to take advantage of financial services opportunities.

## Phil Frost BA ACA

Phil started lecturing in 1983 having qualified with Coopers & Lybrand in his home town, Sheffield. He was the midlands regional director of Financial Training before joining Mercia in 2001. He lectures to the accounting profession and to those in industry and commerce on accounting, auditing, and related legal and regulatory topics as well as specialising in charity and property accounting and international accounting standards.

## Andrew Güntert MSc FCA

Andrew specialises in auditing, financial reporting and associated areas and has been delivering CPD lectures for some years. He was with ATC before joining Mercia. He has a strong interest in technical issues, writing regularly for the specialist press and is an active member of the ICAEW's Audit and Assurance faculty serving on several committees including the Technical and Practical Auditing Committee.

## Hannah Howe ACA

Hannah joined Mercia following seven years in practice with Deloitte, where she got her first taste of lecturing. As a member of our technical team she now lectures on a range of audit courses, as well as carrying out peer reviews.

## Pat Nown ACA CTA ATT

Pat joined Mercia in 2008 as a tax lecturer bringing a wealth of experience with her. She worked for many years with FTC Kaplan where she was Tax Product Director for the Midlands and has been a tax lecturer for many years both for exam based training and for the profession in general. Pat also continues to be actively involved in the Association of Taxation Technicians, where until recently she served as a council member for twelve years.

## Mike Rees

Mike joined Mercia in 1991 as an IT specialist. He previously worked with one of the 'big 5' firms where he provided IT consultancy to clients ranging from PLCs to OMBs in a variety of sectors. His role within Mercia includes providing training on an array of applications software, assisting with in house systems analysis and development, and providing consultancy advice to clients.

## Ann Strangwood

Ann started working with Housing Associations in 1986 when she joined Neville Russell (now Mazars) as the manager responsible for the HA clients, providing both audit and accountancy services. In 1996 Ann joined Orbit Housing Group, one of the largest HA groups at the time, and became the Director of Audit with responsibility for the in-house provision of internal audit to the Group. Since that time she has worked for a number of other Housing Associations in a variety of roles. Since 1986 Ann has also provided courses on the Accounts of Housing Associations. Her wide level of experience in the HA sector enables her to bring both technical and practical advice to both HA staff and those providing audit and accountancy services to the sector.

## Christine Taylor ACA

Christine joined BRAINS, now a division of Mercia, in 1991 and since that time has been responsible for presenting a wide variety of professional development courses. Her role also includes providing technical support and student advice

## Bob Trunchion MSC FCA ATII TEP

Bob is a partner with MacIntyre Hudson. He qualified as a chartered accountant with Coopers & Lybrand where he specialised in corporate taxes. He has a wide range of tax knowledge and is also a specialist in a number of industries or niche markets such as solicitors, farmers and the medical profession. He continues to be involved with clients on both a consultancy and portfolio basis.

## Mike Ulrich

Mike Ulrich was training director with a top twenty firm before becoming a freelance lecturer some years ago. He also runs his own practice and provides consultancy to other practitioners on audit and financial reporting issues. He has built up particular expertise in pensions, charities and solicitors' accounts rules.

## John Welsford FCA

John joined Mercia in 1982 and as Managing Director of the company he built Mercia into one of the leading service providers to the accountancy profession with over 4000 clients and 50 members of staff. Whilst he has now handed over his management responsibilities he continues to lecture extensively on Mercia courses and for other organisations.

## 25% DISCOUNT FOR LOCAL MEMBERS

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## FREE FOR NATIONAL MEMBERS

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