



**Our culture  
and values**



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# Welcome to Rouse

The world of accountancy, tax and finance is moving at an incredibly fast pace. Innovation and technology is shaping our industry and how we deliver a high quality service. We understand that to continually evolve and meet our clients' needs, our people are our most important asset.

At Rouse, we pride ourselves on being a great place to work and at the centre lies, what we believe, is a distinctive culture and way of working.

Our people strive to act the 'Rouse' way. But that doesn't mean we are all the same. Far from it. We encourage individuality and talent. We want people to bring their own initiatives and different ways of thinking. We want them to be inquisitive, to question and to ask 'what if'. This is how we help clients overcome their most challenging obstacles and what makes us a great place to progress your career.

Once you get to know our people, our values and our commitment to providing a high quality service, you'll begin to understand what makes us Rouse. We are incredibly proud of our history, our awards and the clients who we represent.

I hope that this information gives you a good introduction to what working at Rouse could be like and we look forward to meeting you soon.

Yours sincerely,

Neil

Neil Relph  
Managing Partner  
For and on behalf of  
Rouse Partners LLP



## Our story

We are a long established firm with a strong client focus always at the heart of our business. Here is how Rouse Partners came to be:



1

We were first established in 1923 in Central London as 'F.L Rouse & Co'. In 1940 we moved to our new home in Beaconsfield, where we have remained ever since. In the 1980's we rebranded and became Rouse and Co.



3

Following a management buyout by the Beaconsfield Partners from the national firm in June 2010, we once again became an independent firm and Rouse Partners was born. Today, we continue to deliver the capability you would expect from a leading accountancy practice, combined with the personal client service of an independent forward thinking firm. We are proud to be a well-known and respected name in our region.



2

In 2006 we became part of a large national firm, ranked 13th largest accountancy firm in the UK by Accountancy Age.



4

We are also members of Praxity, an award-winning, global alliance of independent accounting and audit firms. Praxity member firms can be found in more than 100 countries worldwide and have more than 40,000 combined professionals. This means that we can work seamlessly together to meet client needs, whether they are exporting to, or managing their business in international locations.

# Our values

Our 5 core values shape our culture and define our character - assisting us in how we behave and guiding us in our daily decisions.

## For our clients we strive for excellence

Enabling clients to reach their full potential by understanding their business and personal needs, creating long-term relationships by responding appropriately in order to consistently deliver sustainable value.

## For our people we give empowerment

Attracting, developing and retaining the best talent for our business, challenging our people to demonstrate a solution orientated, "can-do" attitude whilst fostering a motivated, collaborative and mutually supportive environment.

## For our people we value diversity

We reward diversity and unique contributions, fostering a trusting, open and inclusive working environment by treating each person in a manner that reflects our values.

## For our profession we demonstrate integrity

Being ethically unyielding, honest and inspiring trust by saying and delivering on what we mean. We will match our behaviours to our words, taking responsibility for our actions.

## For our stakeholders we owe stewardship

Fulfilling our obligations of building a better, stronger and more enduring business for future generations. Protecting the Rouse reputation, meeting our commitments to all stakeholders, acting with an owner mentality, and providing quality to our clients.





## Your training, CPD and development

As an approved ACCA and ICAEW training provider, we offer excellent training and qualifications packages. For those joining our graduate programme which opens annually, they will be able to study ACA or ACCA training programmes, while we also offer AAT and ATT training (for those going into a tax role).

Throughout the year we have a schedule of CPD team development programmes and training including updates on VAT, tax, UK GAAP, anti-money laundering and more. Training course materials and presentations are available for you via our intranet.

## Giving you the tools to succeed

We appreciate the importance in providing the tools and systems that you need to succeed in your role. Our support includes:

- > A team intranet with regular staff updates and standard documents to save you time and keep you informed.
- > Sector reports, tax guides and website articles so that you can stay up-to-date on current issues and opportunities for clients.
- > An online holiday portal to easily plan and book your time off.
- > Training and certification with Xero and QuickBooks (where appropriate to your role)
- > Corporate membership of the Thames Valley Chamber of Commerce allowing you to attend events and seminars.



## My story: Carolyn Fulford

Carolyn joined Rouse as an AAT trainee in 2010, progressing to Assistant Accounts and Audit Manager, after becoming ACA qualified.

### What made me join Rouse?

*"Rouse has a strong student culture and it was reassuring to know that I would be amongst a group of colleagues studying and working together. I also liked that training support would be available and that I would have study leave to focus on my studies in the lead up to exams. Secondly, the location was a factor for me. Beaconsfield is a lovely location to work and socialise, and easy for me to commute to and from."*

### How has my career progressed since I joined?

*"I joined Rouse as a school leaver in 2010 and spent the first 2 years working mostly in accounts and completing my AAT levels 2, 3 and 4. I then went on to complete my ACA qualification during which I also gained audit experience. Since completing my qualification I have been promoted to Audit & Accounts Assistant manager. I now manage a portfolio of clients and also train and mentor junior team members."*

### What I like most about my role?

*"I am often in touch with my clients and it is very rewarding when they are appreciative of my work and efforts to help their business. I also like that, on a day to day basis my role is varied, so I am always expanding my experience and skills. Since my promotion I have a greater level of responsibility, so I like that I am progressing the management side of my career."*

### What I would say to those getting into accountancy?

*"Accountancy is a great career choice as there are plenty of opportunities for progression when you are qualified. Working in practice, with many different clients, means that you gain experience in different industry sectors. To succeed you should never stop learning, you will need to keep up with changes and new ways that you can help your clients."*



## Got an idea? Make it happen

We run a team incentive for those who provide their ideas, whether they are efficiency improvements, marketing or any other business idea. Those whose ideas are chosen for implementation are rewarded and recognised for their contribution.

## Recognition for our work

We are proud of the service we provide and it gives us great pleasure when this is recognised by national awards. Below are some of the awards we have recently won or been finalists in:



Practice Excellence Awards 2017, National Tax Practice of the Year Finalist



British Accountancy Awards 2016, Most Innovative Firm (Mid-tier) Finalist



British Indian Awards 2016, Winner for Services to Accounting



Practice Excellence Awards 2014, Winner of Large Practice of the Year

We are also ranked in Accountancy Age's Top 100 Accounting firms



## Caring for the environment

We take seriously our impact on the environment for future generations. We currently show this through:

- > Using printer paper from well-managed forests and other controlled sources, approved by the Forest Stewardship Council
- > Using video and teleconferencing communication technologies
- > Recycling printer toners
- > Using office lighting motion sensors
- > Energy efficient virtualised IT servers
- > Using renewable energy suppliers
- > Using environmentally friendly waste management companies.



## My story: Jamie Odah

Jamie is our Corporation Tax Assistant and currently studying a Chartered Tax Adviser (CTA) qualification.

### What made me join Rouse?

*"I liked the idea of working with clients across different industry sectors and developing my own specialisms as I progress within tax. I also knew that I would have experienced colleagues in the tax team who I can call upon for support or assistance with my work or studies."*

### How has my career progressed since I joined?

*"I joined Rouse in 2014 and have since completed my ATT qualification and been promoted to Senior Tax Associate. Rouse have a grading system in place, so as you are studying you gradually work your way up, being recognised as you become part, and then fully, qualified."*

### What I like most about my role?

*"Tax is constantly changing and evolving, and this continually provides new challenges and opportunities. It definitely keeps me on my toes and I feel that I can make a real difference for our clients."*

### What I would say to those getting into tax?

*"Working in tax can be a very rewarding career choice, however, initially can be very hard work due to the stress of exams combined with your 9-5 commitments. You need to be committed to applying yourself in both. Also, make sure that you make most use of those in your team who have been there and done it before. Their guidance can be a great help."*



# Supporting good causes

In recent years we have taken part in various fundraising activities from sponsoring local charity events to our staff taking part in long distance running and bicycle races.

As a firm we have devoted continued support to the Pancreatic Cancer Research Fund. This charity is very close to our hearts due to a colleague sadly losing her battle against this cancer in 2011.



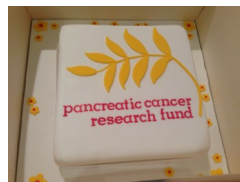
We have since raised over £4000 for the charity and our staff continue to remember with fondness our colleague and organise regular Fundraising activities.

One of a few big cheques for the Pancreatic Cancer Research Fund



This was our Mannequin Challenge Christmas e-card for which we donated print and postage savings to the Pancreatic Cancer Research Fund.

Our efforts were recognised by Scamappell in a Tree of Life



Cake baking always goes down a treat in the office

We were neither shaken nor stirred after our James Bond fundraising



## Working hard, playing hard

Our team inevitably like to let their hair down from time to time. We offer a range of opportunities to support this, including:

- > Each last Friday of the month we have an after-work social gathering and drinks at our local Revolutions bar.
- > Each year we have team parties with various games and activities during the Summer and at Christmas.
- > We occasionally organise team sports such as running, rounders and football.
- > The student team often arrange social events and evenings out.



## Working in Beaconsfield

Beaconsfield is a town of two halves – Beaconsfield Old Town and the 'New Town' as it is known. The Old Town is very picturesque and boasts many popular restaurants including, Brasserie Blanc, the award-winning Spice Merchant and The Crazy Bear Hotel with its English and Thai restaurants.

The New Town (where our office is located) offers Beaconsfield station for travel into London and a range of shops and cafes. It is also home to the Bekonscot Model Village, the oldest model village in the world. Here you can find a model of Enid Blyton's Beaconsfield house 'Green Hedges' where she wrote many of her books.

### Distances

M25	5 miles, 10 mins
M40	1 mile, 5 mins
Marylebone Station	Train, 22 - 25 mins
Heathrow	15 miles, 26 mins
Gatwick	52 miles, 1 hour



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