

# Quarterly Bulletin

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## Message from the Chair

- Kevin Hart, CEO and Executive Chairperson, BASDA

Welcome to the first BASDA quarterly bulletin of 2022. I hope that you, your colleagues, families and friends are all managing to stay safe and well along with coping with all the economic challenges now and ahead of us. As BASDA, we are completely committed to best help you address your business priorities through the work we do on behalf of, and with, you - spanning both commercial and technical imperatives and look forward to achieving even more through our collaborative working.

To remind you of what we have collectively achieved over the past year and our initial areas of focus for 2022, please refer to our [Annual Journal](#). I highly recommend it and feel free to share amongst your colleagues as your BASDA membership applies to your entire company.

Going forward, these quarterly bulletins will highlight all the areas of focus and their progress and plans along with benefits achieved for members - enabling you to zoom in on specific areas of interest, along with broader, potential interest and engagement. We plan to segment such by Specialist Interest Groups, Working Parties and any other key stakeholder engagements along with pertinent news and information.



## New Appointments - General Council

I'm delighted to welcome some new faces to the BASDA General Council - the governing body of BASDA which considers all matters of policy, strategy, and key priorities - under the overall BASDA constitution. It also conducts any other business as necessary to carry out the aims and objectives of BASDA and is the driving force behind BASDA.

**Matthew Walters - Senior Software Developer, OGL Group**, who brings a strong R&D and technical development perspective across ERP and so several HMRC tax duties along with the rigor of R&D. Matthew was nominated at the 2021 AGM.

**Steve Wilkinson - CTO, Husky Finance**, who brings a strong development perspective complemented by extensive payroll, pensions and payments experience as well as business start-up, sale and management experiences). We will formalise matters at the next AGM.

## General Council opportunities

If you can contribute a little of your time and expertise to help further serve our industry, that has provided good careers for so many, then why not consider joining the General Council?

Such individuals find their profile raised because of engagements within our industry, government and other key parties critical to BASDA members' success and we are proud that several have furthered their career, helped by their General Council experience (sometimes resulting in the few vacancies that we currently have).

The General Council meet four times a year, plus the AGM, and the time spent in between meetings varies upon engagement with the various Specialist Interest Groups and Working Parties and any key events (e.g. webinars). It would be reasonable to consider the time investment to be in the region of ½ day per month, possibly less.

If you would like to understand more and/or nominate yourself then please do get in touch by emailing me [kevin.hart@basda.org](mailto:kevin.hart@basda.org).

For more information on current General Council members click [HERE](#)

## New Appointment - Specialist Interest Groups (SIGs) and Working Parties



These groups are crucial to BASDA's success and therefore the leadership of such is vital to ensure we have the right ambition, focus and priorities to best serve our members' current and future needs and opportunities and collaborate most effectively with all key stakeholders.

I am extremely grateful to all our Chairs and Vice-Chairs who give generously of their valuable time to move forward the agenda to the benefit of all.

I am also delighted to announce and welcome the following members, nominated to lead our SIGs:

**Stuart Miller** - Product Compliance and Industry Engagement Manager (UK Products), Xero as **Chair of 'Accountants in Practice SIG'** - who brings a wealth of stakeholder and product experience along industry inter-working and ambition.

**Richard Creedon** - Tax Compliance Manager, Intuit as **Vice-Chair of 'Accountants in Practice SIG'** - previously an accountant in practice and so a wealth of 'user-need' as well as software solution focus to the benefit of this key segment.

**Adam Herridge** - Head of Business Services, Just Accounts as **Vice-Chair of 'Payroll, Pensions and HR SIG'** - who brings customer focus and delivery experience along with a desire to help further improve this key sector.

## SIGs Overview

These are key to our value proposition and so selecting which ones are best for you and your colleagues and actively engaging will significantly help ensure that you and your businesses derive optimum value from BASDA.

We are also committed to talent development and membership of our groups often helps individuals develop further, both personally and professionally, both within and sometimes beyond their organisations. As a result, we have a few vacancies, as you will see in the following table. If you are interested in taking a more active leadership role on any of the SIGs listed, please email [marketing@basda.org](mailto:marketing@basda.org) for more information.

A member for several years recently quoted (December 2021):

***"I have been a very inactive member of BASDA for so many years but 2021 has put the organisation right where it needs to be in my mind, an invaluable resource for its members and a unique channel to share problems and experiences with like-minded people and software businesses."***

A summary of the current SIGs and Working Parties follows and further information is available on our website [HERE](#)

For any queries, including membership of the SIGs, please email [marketing@basda.org](mailto:marketing@basda.org).

<b>Title</b>	<b>SIG/WP</b>	<b>Aims &amp; Objectives</b>	<b>Chair (Member)</b>	<b>Vice-Chair (Member)</b>
<a href="#">Ability</a>	SIG	To demonstrate commitment to a broader inclusivity agenda across the wider software industry.	Pauline Green (Intuit)	(Vacancy)
<a href="#">Accountants in Practice</a>	SIG	To bring together software developers, accountants and accountancy bodies, and representatives from the regulatory bodies such as HMRC, Cabinet Office, Companies House and even MPs to drive better, fit-for-purpose outcomes for all users. This also includes all our MTD work.	Stuart Miller (Xero)	Richard Creedon (Intuit)
<a href="#">B2B Marketing</a>	SIG	To provide BASDA members with marketing ideas, best practice processes and aid collaboration of business software suppliers in their influence and buying power with industry suppliers.	Helen Moloney (ATW)	(Vacancy)
<a href="#">Construction</a>	SIG	To maintain close links with decision making processes within government that affect the delivery of construction software, and wherever possible, influence the implementation of policy.	Liam Tumulty (COINS)	(Vacancy)
<a href="#">Payments &amp; Open Finance</a>	SIG	To inform and educate on the best-in-class payment infrastructure and standards for the benefit of our members and their customers.	James Whittle (Pay.UK)	Kevin Hart (BASDA CEO & Chair)
<a href="#">Payroll, Pensions &amp; HR</a>	SIG	To provide effective collaboration and engagement between members and all stakeholders across government (inc. HMRC, DWP) and wider, similar groups to drive better, fit-for-purpose outcomes for all users	Pauline Green (Intuit)	Adam Herridge (JustAccounts)
Post-Brexit	WP	To ensure effective understanding of and engagement with the policy outcomes arising from Brexit - particularly regarding the Northern Ireland Protocol and other such changes resulting from the EU exit	Bill Pugsley (LDM)	(Vacancy)

## Broader engagement opportunities

A Senior Leaders Forum was launched in 2021 – focusing upon development and support for senior leaders with our members. This forum was incredibly well received and the feedback received from those that attended was for more developmental work and for key business/technical topics of both mutual benefit and interest.

A summary of what was undertaken, as captured in our annual Journal, can be seen [HERE](#).

We are busy building out the 2022 plan for this and anticipate the forum to grow in both numbers and effectiveness this year and beyond. Whilst this continues, we invite senior leaders within our members to reach out to register their interest along with any questions and to do so, please email [marketing@basda.org](mailto:marketing@basda.org).

We also have quarterly strategic sessions with HMRC on key matters impacting our members across the various Heads of Duties along with key initiatives. By doing so we ensure that we are most effectively aligned, engaged, and

influencing such in our members' and their customers' best interests.

## Future bulletins

For subsequent bulletins the plan is to include relevant updates on what has been achieved, what is in-flight and so what may be coming for each SIG and Working Party to ensure that you are fully appraised. This also ensures that you, your colleagues, and your business are maximising your engagement in BASDA.

**Thank you for your interest, engagement, and continued support. Now, more than ever, it is key that we collaborate most effectively as an industry - to the benefit of all.**

**Warmest regards**



**Kevin Hart**

**CEO & Executive Chairperson**