

MTD for VAT is the first stage of digital business accounting – are you ready?



KEYPrime Accounts is MTD compliant and HMRC recognised, and we are working with those clients signed up to the HMRC pilot scheme. If your accounts software is not MTD compliant do talk to us. Watch out for HMRC and Landmark Tweets in the run up to April 2019.

- Digital submission of VAT does not require a cloud based software package, just software that supports MTD and an internet connection.
- HMRC will not have full access to all the information on KEYPrime – only the 9 boxes on the VAT Return will be submitted, no other information will be provided.

The latest from Landmark

Landmark has completed the development work in KEYPrime to fulfil the digital VAT reporting requirements for next April, and we are one of the few software companies within our sector to be on both the HMRC Software suppliers supporting MTD list and the VAT Returns and EC Sales list.

Business benefits beyond just meeting the government's criteria

A Group VAT Return will be available for users in the pilot scheme with multiple KEYPrime Accounts companies and one VAT registration, so that figures can be consolidated into one DigitalVAT Submission – one push of the button, it's that easy.



Nigel Parsons MD of Landmark

At a time when there is so much uncertainty in the rural sector and planning for the future is based on floating foundations, I am pleased to report that we are hard at work building software and services to assist our clients.

The challenge of Making Tax Digital (MTD) has not been simple, but we are recognised and verified by HMRC for MTD VAT submission and the autumn release of KEYPrime includes this functionality. Now you just need to register with HMRC in advance of the April 2019 changeover. The second stage of MTD (post 2020) will involve more analysis of multi-enterprise businesses (i.e. combination of farming, property, trading businesses etc) and joint ownerships (e.g. partnership with property owned by one partner) and therefore our development and liaison with HMRC on your behalf continues.

GDPR arrived this year and has provided a focus on data security, as well as a huge amount of unnecessary work for many. Data security is, however, increasingly important, and we have now provided the ability to automatically encrypt accounts data at the time of backup. As your data becomes ever more portable (laptops, tablets, smart phones) it is vital that this data is both securely backed-up and the device securely password protected. We are very excited about our new website, to be launched shortly, which has a specific 'Client Hub' designed to give our users additional support.

This autumn we have welcomed Mathieu Savalle to Landmark. Mathieu is the son of the founder of our parent company Isagri. He has a valuable background in software development and he has also worked in sales and support at the Isagri HQ in Beauvais. Mathieu and his family have moved to the UK and he will gradually be taking over the reins at Landmark.

Geofolia in good hands

When we needed additional resource to launch Geofolia in the UK it was great to engage with local farmer and plant expert, Stephen Eales. With his farming 'hat on' Stephen and his brother run a 486 ha arable business, J.G. Eales & Sons.

Stephen started working for MAFF in 1992 as a Plant Health and Seeds Inspector, later working on EU Potato Directives in Brussels. This was followed by travelling the world as an EC consultant with projects in North Cyprus, the Eastern Mediterranean and Africa.

Stephen's digital mapping skills were learnt at DEFRA and were called into play during the last Foot & Mouth outbreak: "I left home in February and returned in June," he explained. "I was in Cumbria and it was a very sad time."

As a KEYPrime user Geofolia ticked the boxes for Stephen. He had found a linked crop recording program with integrated mapping. The farm became Landmark's chief test-site with Stephen working closely with Isagri, Landmark's parent company and developer of Geofolia. "My French was useful, but most of all my experience of crop varieties and pesticides in the context of sourcing and adding them to the UK database. New varieties and new chemicals are constantly updated and Geofolia now has a cropping range of over 2,500 - including products like basil, lavender and celery.

"UK farmers need all their Crop Assurance records in one place for annual audits and accreditation. The objective of aligning Geofolia with Crop Assurance requirements has been achieved, but the program has to continually evolve," said Stephen. "With uncertainty over trade agreements and funding schemes full traceability needs to be highly visible. On a busy farm any reduction in duplicating records along with time-saving features like being able to import my Agronomist's recommendations into Geofolia and invoices into KEYPrime Accounts are welcomed by me."



Attracting premium prices and bird species are not mutually exclusive



Richard Bramley Manor Farm, Kelfield

Richard Bramley has won many awards in his farming career but none more overwhelming than to be the first ever recipient of the 2018 Meurig Raymond award, honouring his dedication and commitment both to the NFU and to the farming industry. Richard, of Kelfield near York, believes that the right way to farm is to increase productivity whilst striving to impact less on the environment. About 7% of the farm is specifically managed for the benefit of wildlife with more than 65 species of birds regularly maintained, some 10 of which are on the RSPB endangered list, yet potatoes and sugar beet are of contract quality. "My aim is to optimise yield and to attract premium prices where possible," said Richard Bramley.

Richard farms the 500 acres of combinable and root crops, he runs the accounts on KEYPrime and he holds a firm belief in making the most of what has been handed down to him by previous generations. "Before purchasing KEY software, my father managed the accounts in a massive cash book. Having been advised to look at Landmark by the Hutchinson Partnership, we did, and KEY stood out as being totally different to any other program we had looked at." Richard (senior) continued to run the accounts manually alongside KEY for a year until the pair were confident in its accuracy and the support offering. "We've never been let down by Landmark in 20 years, and my father is still active on the farm at nearly 80 - but doesn't have to do the cash book," he added.

To diversify, a second complementary business was added in 2008. The Dovecote

Barns, described on the web as 'Rural Eco Barns near the City', have obvious appeal. The eighteenth century barns have been sympathetically and stylishly converted to luxury accommodation by Richard and his Irish wife Brigita, whose passions are 'people and interior design'. A recent Trip Advisor review stated "Couldn't ask for more!" and the returning guests are testament to the success of the business, which is also recorded on the now upgraded KEYPrime Accounts software. Guests are encouraged to walk on the farm, to witness the wildlife and to learn about sustainability and home produced food.

Landmark Trainer, Meriel Bertie, visits the couple annually to provide the Landmark Year End service which checks that the accounts data is in order before being sent to the accountant. She explained how the day works: "The two business laptops are set up efficiently on the table and Richard and Brigita get on with their busy lives. If I have any queries they are on hand but usually we sail through it and they are happy with the information and reports that I produce for the accountant."

Richard keeps a careful eye on the farm cashflow several times a year monitoring the return from potatoes, sugar beet, milling wheat and malting barley. "I was shocked at the beginning by the stark difference between running a farming and a holiday let business," he admitted. "In farming you are paying out, paying out, growing and then sometime in the future selling at a variable price depending on quality. With the properties you are paid before you deliver

and if you don't have guests you can reduce the staff costs immediately - very different!" A recent Landmark software purchase will get Richard's full attention during the winter months. He has installed Geofolia, a crop management program widely used in Europe and developed by Landmark's parent company Isagri. Richard was attracted to Geofolia by its ability to access his cropping data on the move via a mobile app, and the obvious advantage of a link to KEYPrime Accounts for further time-saving.

Richard Bramley, is a great Ambassador for the farming industry and Landmark would like to add its congratulations to the family for all their farming, environmental and property awards. In the words of NFU Director General Terry Jones: "Richard is one of those unsung farming heroes who provide an authentic voice and who lobby tirelessly for a better trading environment both politically and commercially."



LANDMARK DAY - Everyone enjoying Beaulieu and Buckler's Hard

KEYPrime Accounts - Release 7.5

We listen to requests from existing clients and the new features in the autumn release reflect security, style and time-saving issues. Auto Match Bank Statements and MTD are major developments written about elsewhere but here are a few other highlights.



Three new buttons! (Fig A)

We like to make life easier for those doing the data entry so to speed up invoicing:

- **LEDGER** – Look at the trader history from the data entry screen.
- **PAY** – Instantly pay or receive monies from the purchase/sales invoice screen.
- **CREATE CN** – immediately create a credit note mirrored from the invoice, or part invoice, which has automatically just been saved.

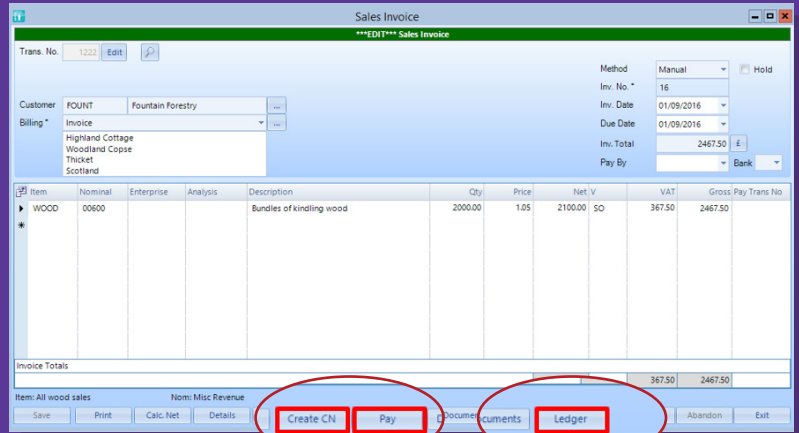


Fig A

Report Book Library (Fig B)

The Report Library in KEYPrime Advanced consists of books which generate your favourite reports in a single pdf document (or book) – impress your boss, the accountant or trustees with branded, indexed reports. SAVE TIME and ADD CONSISTENCY for those who present management information regularly.

Style choice

There is now an option to select from a number of styles that may work better for you. More choice also in stationery with the addition of email templates - select your own wording and layouts for smarter, personalised presentation and batch emailing.

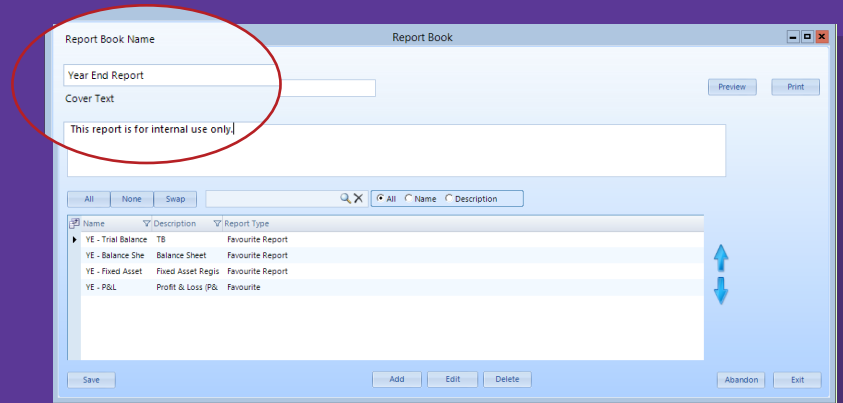


Fig B

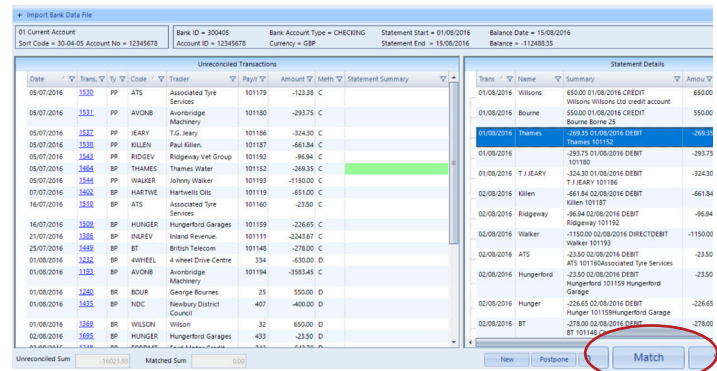
Auto Matching efficient, accurate, less paper... and it is fun!

By Allistair Gray, T.H. Gray & Son, Lanarkshire

There are three immediate benefits to my existing bank reconciliation process when using the Auto Match functionality. Firstly, it has ensured that the bank reconciliation process is completed much quicker than before.

One click and all transactions already entered on Prime are immediately matched against the bank statement, leaving you with the small number of “problem” transactions that you need to edit or enter. Therefore, you are receiving the benefit of having already put transactions onto KEYPrime. Secondly, it allows you to reconcile your bank accurately without the need to print and “tick off” each transaction. I like this for several reasons. Less paper, increased accuracy, less human error. Thirdly, new transactions can be created from the bank statement import using some of the information already available – date, amount, transaction type, trader, for example.

An additional benefit is an overall improvement in the verification of my data. Previously I would do a monthly bank reconciliation, sometimes not completing it until the middle of the following month. The result of this would be a potential 6-week time lag of complete data verification. Now the process is so much quicker and easier that I can run a weekly bank reconciliation and ensure everything is captured within a few minutes. Meaning I have far greater confidence that any cashflow report is completely up to date.



Entries on the bank statement can be selected and matched one at a time. The Auto Match feature will guide this matching process.

Or, transactions can be selected one at a time and matched manually to the transaction on the system. The same as the “ticking off” process done previously, without the paper statement in front of you. KEYPrime will help with this and colour code transactions that either match (green) or are possible matches (orange).

Alternatively, you can let the program do the hard work by clicking on “Match” and it will allocate all transactions that agree. This is where the time saving benefit is most prominent.

KEYPrime Property - What's New?

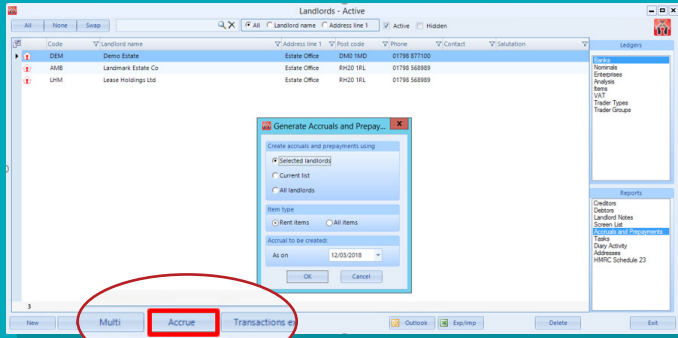


Fig A

Accruals & pre-payments giving you a headache? (Fig A)

Do you spend hours manually calculating your accruals and pre-payments across year end? There is no need! A massive time-saver is the automatic generation of accruals and pre-payments for a landlord. Great for estates doing quarterly management accounts too.

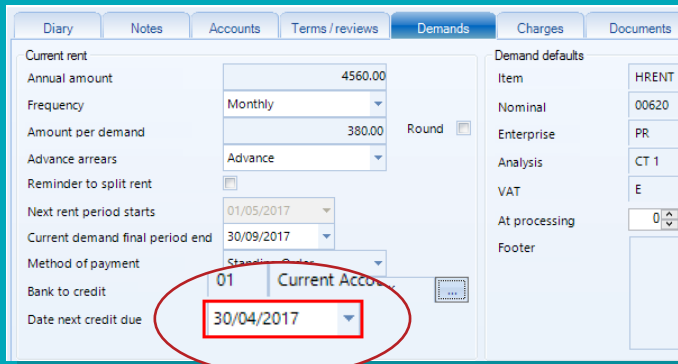


Fig B

Auto receipt in advance (Fig B)

Are you lucky enough to have tenants who pay in advance? More ease in accepting rents to a tenancy ahead of invoice dates.

Share diary actions without access to KEYPrime

Schedule works to the whole team without re-typing. Share diary actions in the office via Outlook from KEYPrime Property whether or not everyone has access to the KEYPrime program.

Dann's Changing the Future of Norfolk Farming

In the last ten years Simon Dann and his son Alex (Dairy Manager) have changed their farming focus by taking the pedigree Holstein-Friesian herd from 120 to 440 head, installing a large scale herringbone parlour and new dairy therefore adding value to their milk and eggs. Interesting varieties of award winning ice-cream, lollies and sorbets are produced with popular year-round favourites such as Honeycomb and Salted Caramel interspersed with new festive flavours such as Gingerbread, Easter Egg and Gin & Tonic! A self-service farm shop, with a window onto the ice cream production team, sells ice cream and local produce along with free-range eggs from the 16,000 hen flock.

To manage the paperwork for the 600 acre farm in North Tuddenham Simon purchased KEYPrime Advanced accounts in 2017 for the two main users Annie Harris, full-time Farm Secretary, and Mary Hipperson, the Ice Cream Business Development Manager. Annabel James, Landmark's Eastern Sales Consultant, explained: "The Invoice Import, Full Stocks and Sales Order and Purchase Order Processing (SOP & POP) modules chosen by the Dann's, are ideal for helping to maintain multiple records between the farm and a wide range of retail and wholesale customers."

Annie runs the accounts for the farm and the ice-cream as one company, she is no stranger to the farm as 20 years ago she was the part-time farm secretary. "Simon offered me a full-time job in 2017, but it was to a very different scale of dairy, and with ice-cream production. I had been a Sage girl previously, and Kite Consulting had advised Simon to look at KEYPrime for its budgeting facility, and export links to accountants Larking Gowen and the buying group Anglia Farmers." she said.

Annie consolidated her thoughts: "I love Landmark because it is more farm-orientated than other accounts programs and I wouldn't go back to Sage. KEYPrime has the facility to cope with haulage levies on the same invoice when cows go to market and the support is very good. For example, we do our VAT return digitally and I had a query on a bulk order which was out by 5p. If you have 13 lines of ice-cream going to one customer the way you calculate the VAT can make a difference! I rang Landmark support and they sorted out the problem with HMRC and came back to me quickly so that I could carry on.

"Another time saving feature is the Invoice Import (set up with Anglian Farmers) which works brilliantly where quantities of bulk

invoices run into the hundreds. KEYPrime is geared up for this type of business, with its easy to amend invoicing and the way that a delivery note is turned into an invoice. Then at the hit of a button you can record that the client has paid," Annie concluded.

Simon Dann is more than happy with the bringing together of his records and admits that as long as Annie and Mary are happy, then he is as well!



Simon Dann enjoying some home produced icecream