

# In their own words:

## UK small businesses and accountants share what they wish from policymakers

Small businesses and accountants drive economic growth and employment across the UK, making it critical that their voices are represented in policy conversations. As policymakers convene at the 2024 Labour Party and Conservative Party Conferences, Intuit asked UK small business owners and accountants to share the challenges they face and what they wish policymakers could do to champion them as they power prosperity across the UK. Here's what they said:



**Eriona Bajrakurtaj**

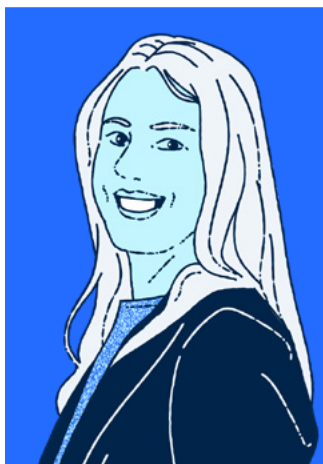
CEO

**Major's Accounts & Co**  
*Accountancy firm*

 London

 [majorsaccounts.com](https://majorsaccounts.com)

'Getting more clients onto digital systems will enable them to send us their information in real time. With digital tools, we can provide HMRC what they need in a matter of seconds.'



**Kylie Fieldhouse**

Managing Director

**KFH Accounting Ltd**  
*Accountancy firm*

 Hadleigh

 [kfhaccounting.co.uk](https://kfhaccounting.co.uk)

'The stress late payments put on business owners is immense. New and innovative solutions to help SMBs cover their financial commitments, like access to a low-fee emergency fund, would be helpful.'



**Amy Hancock**

Director

**Hancock & Hastings Limited**  
*Accountancy firm*

 Dunstable & Bedfordshire

 [hancockandhastings.co.uk](https://hancockandhastings.co.uk)

'Expanding tax incentives for companies that invest in AI research and development will hopefully increase innovation. I'm hoping to use AI to streamline my operational processes.'



## Ali Jaw

FMAAT FCCA

### Severn Accounting

Accountancy firm

📍 West Midlands

🔗 [severnaccounting.co.uk](https://severnaccounting.co.uk)

'Better access to financing would help more UK SMBs to succeed, especially those operating in the micro-economy and technology sectors. The government should also introduce more schemes to offer grants to startups.'



## Elaine Kinsella

Founder and Co-owner

### Lunyalita

Restaurant

📍 Liverpool

🔗 [lunya.co.uk/lunyalita](https://lunya.co.uk/lunyalita)

'Increase access to AI tools for small businesses. They help us to save time, streamline tasks, and stay competitive.'



## Peter Kinsella

Founder and Co-owner

### Lunya

Restaurant

📍 Liverpool

🔗 [lunya.co.uk](https://lunya.co.uk)

'Help more small businesses go digital. For us, digitisation improved how quickly we can access and share information, allowing us to streamline operations.'



## Helen Matthews

Owner

### SUP with Us

Paddleboarding company

📍 Kent

🔗 [supwithus.org.uk](https://supwithus.org.uk)

'Increased access to financial management software could really help with late payments so businesses can stay on top of what they're owed. It automates reminders to clients, which is always the most awkward part!'



## Charlene Nevin

Director

**H2B Toys**

*Toy store*

 Tonbridge

 [h2btoys.com](https://h2btoys.com)

'Being a highly digital business is critical to our success as a small business. Seeing how technology has grown and changed in the past years, policymakers must help small businesses evolve to meet those new digital standards.'



## Abul Nurujjaman ACCA

Accountant

**Taj Accountants**

*Accountancy firm*

 London

 [tajaccountants.co.uk](https://tajaccountants.co.uk)

'Open Banking helps prevent fraud. It gives us current data. The more we can continue to build on Open Banking, the better and easier it will get for us to manage our finances and our client's finances.'



## Kofi Ohene-Djan

Founder, Owner, and CMO

**OSUNO Marketing**

*Marketing agency*

 Liverpool

 [osuno.co.uk](https://osuno.co.uk)

'Late payments can cause issues and ruin cash flow. Timely payments are critical for a business to function properly. Policymakers should incentivise companies to pay on time or early.'



## Cliff Orme

MI, Cloud Accounting  
and Systems Manager

**DSG Chartered Accountants**

*Accountancy firm*

 Liverpool

 [dsg.co.uk](https://dsg.co.uk)

'Open Banking has been a big time saver in regards to data input. Previously, a big part of accounting work involved manually reconciling data. With Open Banking's expansion, we could streamline more business operations.'



## Aaron Patrick

Head of Accounts

**Boffix**

*Accountancy firm*

📍 Derby

🔗 [boffix.com](https://boffix.com)

'It would be beneficial for the government to incentivise companies to expedite the development of AI tools for accounting. Even with the current limited set of tools, I've seen significant positive impact.'



## Annette Pettitt

Founder

**Leigh Park Accountancy Ltd**

*Accountancy firm*

📍 Bradford-on-Avon

🔗 [leighpark.biz](https://leighpark.biz)

'Making Tax Digital will give businesses the ability to operate with real-time data and drive digitalisation gains, accuracy, and efficiencies critical to the future growth of the economy.'



## Simon Squibb

Investor and Entrepreneur

**HelpBnk**

*Entrepreneurship*

📍 London

🔗 [helpbnk.com](https://helpbnk.com)

'I provide guidance and insight to 9M people per month on the entrepreneurial path. Entrepreneurs need more access to AI digital tools because they help save time in an expensive world that would otherwise be spent tracking finances.'



## Julian Wells

Director

**Whitecap Consulting**

*Consulting firm*

📍 Leeds

🔗 [whitecapconsulting.co.uk](https://whitecapconsulting.co.uk)

'Enabling Open Finance can streamline data-related processes, making it easier for small businesses to review information, manage their cash flow, and access financing.'