

PEPLOWS

CLIENT STORY

SWM & Waste Recycling Limited is a family-owned waste management service provider established over 60 years ago by Raymond Penfold. Today, the company has grown to be one of the region's leading waste management providers offering safe and compliant skip hire and waste services that seek to add value throughout the supply chain, whilst simultaneously maintaining and improving environmental protection.

The company benefits from conveniently located depots in Plymouth, Bideford, Barnstaple and South Molton. It is supported by an extensive fleet of vehicles, plant and equipment and this, together with highly trained staff, means it is able to offer cost effective waste solutions covering the majority of waste streams.

National Sales Director, Shawn Akers, and Managing Director, Martin Mogford, share the same belief in the fundamental importance of values. We spoke to Martin about the company's values, making sense of the numbers and how communication is key.

Running a waste management business can be a logistical challenge. What do you feel has contributed to the company's success?

Much of the company's success has been due to a culture of inclusivity, coupled with the owners' desire to offer exemplary customer service and a demonstrable appetite to invest in our people, vehicles, plant, equipment and processes. It is definitely a team effort.



Why did you look to change your accountant?

When we were looking to change our accountant we needed a partner who had similar values to our own and who were capable of providing auditing services, but who could also support our shareholders, provide assistance to the challenges I faced as MD and also the wider finance team.

From the moment we met the team at Peplows we were impressed by their approach, their values (which mirror our own) and the fact they really took the time to research and understand our industry, but most impressive was the time they invested in getting to know us.

Accounting and financial terminology can be very complex. How has the team at Peplows helped you to make sense of the numbers?

During the time that we have worked with Peplows, we have been impressed by the team's professionalism, knowledge and how approachable they are. Particularly impressive is their ability to keep us informed, especially during the audit process, where they have been able to add value to our business by suggesting a number of key improvements to the way we operate.

As well as providing exemplary technical skills, the team has a unique ability to explain things in a way that non accountants can grasp, which helps understanding and takes the mystery out of often complex information and data.

You mentioned that you were looking to partner with a firm which had similar values to that of your own company. How has the team at Peplows demonstrated this?



We believe that we have received incredible value from our partnership with Peplows. As well as providing audit services, they prepare our year-end accounts, support our owners and are generous with their time and advice. We feel we can pick up the phone to them whenever we need in order to discuss our business matters both from a business perspective and a personal one.

It's true to say we value their input enormously. They also use a range of different media to help keep us informed, they have an excellent marketing team and we find the steady stream of business related information to be of great benefit.

What does the future hold for SWM & Waste Recycling Ltd?

Peplows has become a key partner and support to our business, we trust the team implicitly and feel very comfortable in our relationship with them. In the future it is our intention to grow our business significantly and we are confident about doing this, safe in the knowledge that we have the appropriate support and guidance from the team at Peplows.

If you are a business owner and require proactive business advice and support to help you reach your goals contact our specialist business team (including Family Business Experts). Email enquiries@peplows.co.uk or visit our website at www.peplows.co.uk

