



Find out
how we
can help

**COUNTING
KING**

**Tax Incentives, Grants,
Investment &**

more

Meet The Management Team



Gary Hilton
Director and Co-Founder

Gary graduated from Edge Hill University with a BSc in Computer Science. After initially working in Social Media Marketing, he started his own company, Plan-It Party Group, which he ran for 6 years. Wanting a new challenge, Gary left the company and moved into finance where he gained extensive experience in both internal and high street accounts. R&D tax offered the perfect hybrid for Gary, where his experience in accounts and his technical knowledge gave a unique insight into helping companies determine whether their activities were eligible and help them with the process.



Sam Dallow
Director and Co-Founder

Having graduated from the University of Chester Business School with a BSc in Accounting and Finance, Sam joined a top 15 accountancy firm's R&D tax department team. Specialising in helping SME's and Large companies claim through the R&D tax and other government incentives, he moved through the ranks to lead the team before moving to a boutique firm in Manchester to run the R&D function. Following continued success, he made the leap with business partner Gary Hilton to start Counting King, to provide clients and referral partners with the best possible service, whilst ensuring all submissions are correct and compliant.



James van Beusekom
Director

James has over 30 years' business experience, predominantly within the Financial Services industry. He is a Business Graduate and former Chartered Banker. James has previously worked for several well-known financial institutions including Clydesdale Bank, GE Capital, RBS Group, Bibby Financial Services and Leyton. As well as working for and with corporate sized businesses, he also previously started and ran his own businesses in the field of management consultancy.

Sunny Rathod
Director



Sunny is an experienced Consultant and Director who, prior to joining Counting King, spent over 15 years in various client-facing roles in a variety of industries, ranging from Banking, IT & Telecommunications. His expertise spans across working with clients that range from small innovative start-ups to large multi-national corporates. Sunny's focus when working with businesses is to take the business owner's passion for what they do and combine it with the best possible solution to their business needs.

Robin Yeung
Director



Robin was previously employed as a Project Manager with experience in change management, with Prince 2 project management qualification in the Motor Insurance industry. This allowed him to understand processes and change in departments and companies, which has led him to qualifying and processing claims in the R&D industry since 2016. Robin is currently leading a team of R&D Tax Analysts, ensuring that all client claims are submitted to the highest degree of compliance with the maximum benefit.



Who Are Counting King?

We are Counting King, innovative funding specialists assisting with government incentives, funding and grant opportunities.

Counting King is based at MediaCityUK, Greater Manchester, and assists clients locally & nationally.

The company was formed by two innovation funding consultants specialising in government incentives, Sam Dallow & Gary Hilton, with a goal to promote and fund innovative companies. Counting King has quickly gone on to become one of the UK's fastest growing R&D Tax Practices.

The success is attributed to the fantastic team at Counting King as well as the carefully chosen external consultants we work with to enhance our service and knowledge.

In addition, we partner with innovative organisations such as Barclays Eagle Labs, Manchester University's Graphene Department, The Growth Hub and many more.



Tax Incentives For Your Business

Tax Incentives are a great way to save your company money and in certain situations give it a cash injection, all designed to help the growth of innovative companies.

Tax Incentives can be found in most industries, but a lot of people don't utilise them simply because they don't know that they exist.

Here at Counting King, we aim to support your business by identifying potential Tax Incentives, that could reduce your tax and therefore provide you with additional cash to keep your business growing. We can also provide grant support if that's something you'd like to explore.

Tax Incentives reduce your Corporation Tax liability, meaning that we can either reduce the amount of tax that you owe HMRC OR we could even secure you a payable tax credit.

Keep reading to learn more about Tax Incentives we can support you with.



R&D Tax Credits



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20% Flat Fee

Reduce your Corporation Tax bill and in certain cases receive a cash payment

Key Points

Your benefit

R&D Tax Credits can provide a vital cash injection to UK Limited Companies of all sizes, to not only continue their eligible activities but to enhance their efforts and enable organic company growth. By claiming R&D Tax Credits, you put your company at a better financial position for further development.

R&D Tax Credits are a government incentive designed to reward innovative companies by providing tax relief in the form of a reduction in their corporation tax bill or in certain cases, a cash payment!

This is based on certain costs spent during the R&D process and is aimed at helping to promote innovation

Whether you're an SME or a large company, whether your project was

Get up to 33% back on all R&D costs

x Credit incentive is designed to boost innovation and improve UK's economic growth. By claiming back for your R&D, you become more of a sustainable business and a more viable operation to run. Companies who regularly

carry out R&D as part of day-to-day activities can continue their development and enhance their qualifying activities for future claims with this added benefit. Every £1 that is spent on R&D related projects generates a net return of £2.65 for the UK economy. This type of stimulus generates greater benefits for HMRC in terms of economic growth.

Be more competitive

The UK is known as a leading country in innovation. This incentive encourages UK Limited Companies of all sizes to become more competitive on the world market. Following the decision to leave the EU in recent years, it has become more important than ever for the UK to remain at the forefront of technological and scientific advancements.

HOLIDAY LETS, HOTELS & RESTAURANTS FUNDING

One of our main services is Embedded Capital Allowances. This is where a company has improved the fixtures and fittings of their commercial buildings – plumbing/heating/lighting/security/fire exits etc.

It does not apply to new builds, but if a building had a plumbing system in place and have since improved that plumbing system, they are likely able to claim.

Embedded Capital Allowances is potentially appropriate for anyone who owns a commercial building of some kind.

However, a good place to begin looking for someone who may qualify is the hospitality trade, as those who own holiday lets/restaurants/hotels etc have likely had to renovate and improve things over the years to keep up with customer demand/tastes.

Please don't hesitate to reach out if you have any other questions.



£2,500 upfront fee, plus 20% of the resulting claim amount

What Do I Get?

Full assistance in defending your R&D Tax Credit claims investigations, tribunals and HMRC related disputes you may be experiencing

R&D tax investigations can be time consuming and cause a lot of disruption to your business. Counting King will manage this process from beginning to end as part of our service for clients where we have completed the original claim (no additional cost).

However, we know that not all advisors offer the same, leaving companies to defend their own claims citing small print in their contracts. For a fee, if you or your client find yourselves in this situation the team at Counting King are here to help. Trust tried and tested experts in HMRC investigations to defend your case.

What Is Patent Box?

The Patent Box incentive was introduced over four years (2013–2017) in phases to encourage UK businesses to commercialise intellectual property within the UK. The relief allows eligible companies to apply a lower rate of Corporation Tax (10%) to profits generated from its patented inventions.

Who Can Benefit From Patent Box?

Your company will need to be profitable from exploiting patented invention(s)

- The company must be liable to Corporation Tax.
- The company has undertaken qualifying development on the patented invention(s).
- The company must own or have the exclusive licence of the patented invention(s).
- The company has elected for Patent Box (via computations accompanying a CT Return or separately in writing), within 2 years of the accounting period in which the relevant profit and income arose.

What Makes A Patent Eligible For Patent Box?

Your company must own or exclusively licence patents granted by

- The UK Intellectual Property Office.
- The European Patent Office.
- These countries in the European Economic Area: Austria, Bulgaria, Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, Poland, Portugal, Romania, Slovakia, Sweden.
- Following the announcement in the 2021 Spring Budget, from 1st April 2023 the CT rate will increase up to 25% for companies with profits over £250,000, the Patent Box will become more important to UK businesses developing and exploiting patented inventions.

What Do I Get?

Reduce your Corporation Tax liability on patented projects from 19% to just 10%

Land Remediation Relief



20% Flat Fee

Land Remediation Relief allows companies to claim tax relief of 150% on their Corporation Tax, for expenditure associated with the clean up of contaminated areas such as buildings and land.

Investors, developers, and commercial property owners are able to claim Land Remediation Tax Relief on expenditure that has been spent on the process of decontaminating land or buildings. This acquisition should be made from a third party.

Claim either a reduction of 150% of Corporation Tax for your qualifying expenditure OR surrender your losses for a 16% tax credit.

Get in touch today to discuss your eligibility.



Capital Allowances

Over 50% of commercial property owners are yet to make a Capital Allowances claim. Are you one of them?

The Capital Allowance benefit is aimed at people that fit into any of the wide range of expenditures. Typical items qualifying for Capital Allowances are cars and vans, computers, machinery, furniture, and non-residential buildings. Owners of UK commercial property, multi-unit residential properties, owners of Furnished Holiday Lets, improving or renovating properties, and selling or purchasing a property.

↓ **Step 1 Purchase:** As a part of your business growth, you will need to purchase assets as needed. Be that vehicles, machinery, furniture, or property. These could be eligible for Capital Allowances Tax reduction.

↓ **Step 2 Review:** With a full review of your businesses, we can assess your full allowance and also claim retrospectively to make sure you get the best benefit available.

↓ **Step 3 Benefit:** We will go through the report that will get submitted to HMRC to double check there is nothing we have missed. Once we submit it to HMRC we will handle any questions about the claim until payment to you has been made.

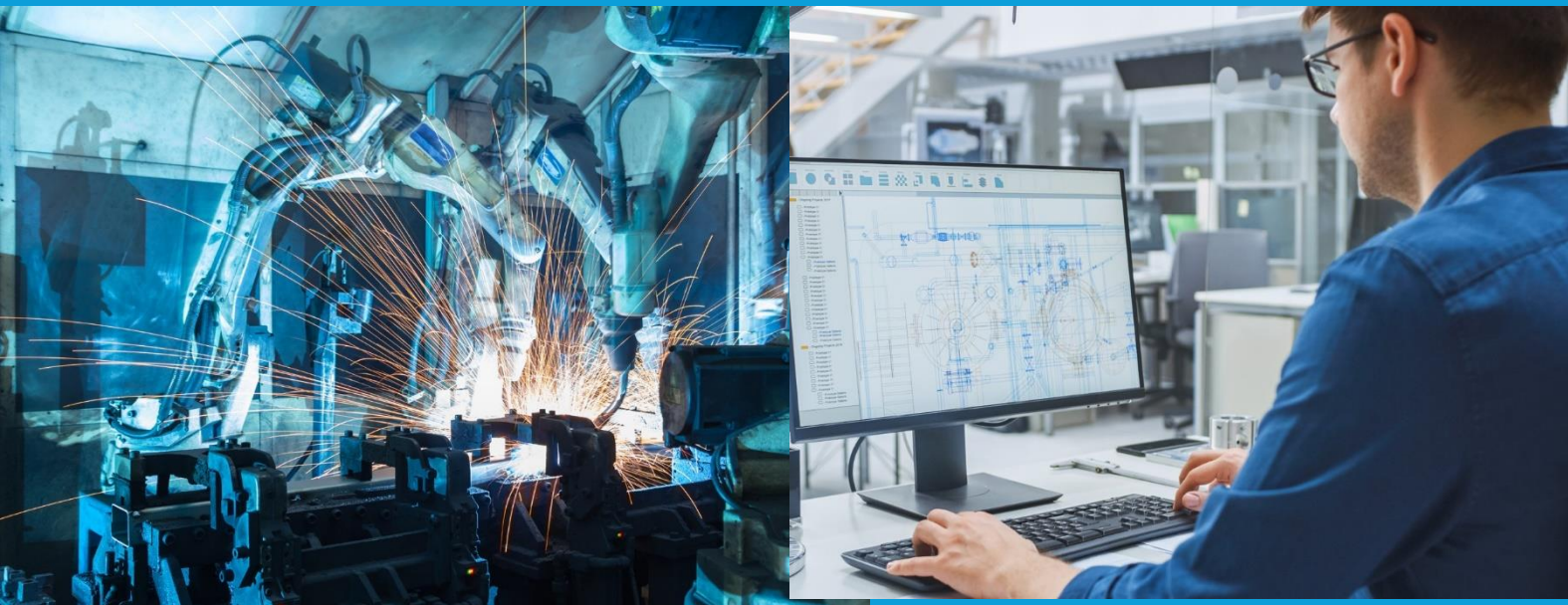
What Do I Get?

Deduct a percentage or the full value of your assets from your profits
Claim for equipment, machinery, vehicles, other business costs

20% Flat Fee



Energy Tax Relief



Energy Intensive Industries (EII)

This particular incentive was introduced as a way to help mitigate the effects of new policies regarding renewables. Due to schemes such as Renewables Obligation (RO), Energy Intensive Industries are put at a disadvantage as a result of costs associated with new development of energy mixes.

By claiming EII with Counting King, we can help you acquire a compensation between 15–30% of your total energy bills.

What Do I Get?

Claim **15-30%** compensation of your total energy bills

Apply for EII and once approved, receive a discount on your energy bills each quarter moving forward.

There are certain types of industries that could take advantage of this incentive especially, those are: engineering, manufacturing, quarrying and mining. Don't miss your chance to claim some of your expenses today. Get in touch with our team today to find out if you're eligible.

COUNTING
KING



Climate Change Levy (CCL)

The Climate Change Levy is designed to encourage corporations to become more conscious of their carbon emissions, and discover new avenues through which they can become more energy efficient.

This incentive allows companies in the manufacturing and transport sectors to become exempt from certain taxes once the Climate Change Agreement has been signed. These businesses will then also be able to claim a tax relief (a percentage of electricity and gas costs).

What Do I Get?

A reduction on your electricity, gas and LPG bill if you're a part of the climate change agreement scheme (which we can assist you with obtaining)

Claim the discount moving forward as well as any owed cash for the previous 4 years.

Find out more about the Climate Change Levy by contacting our friendly team today.

Price Upon Consultation

Different Incentives

- Animation Tax Relief**
- Children’s TV Tax Relief**
- Film Tax Relief**
- Galleries & Museums Tax Relief**
- High-End TV Tax Relief**

- Orchestra Tax Relief**
- Theatre Tax Relief**
- Video Game Tax Relief**

What Do I Get?

Claim a **reduction on your Corporation Tax** bill based on eligible expenditure

What’s Creative Tax Relief?

Creative Tax Relief is a range of Tax Incentives that aim to encourage creative businesses to continue growing the sector. There’s a variety of incentives on offer, ranging from Animation Tax Relief through to Video Game Tax Relief.

The eligibility criteria are different for each incentive as well as the amount of tax that you can claim back, however, the process for claiming with Counting King always stays the same!

If you would like to know more about Creative Tax Relief, specific incentive’s eligibility criteria and how much you can claim, get in touch with us today for free.

We get to know you and your business to confirm if it qualifies for the relevant tax relief.

Determine whether you need support acquiring BFI’s certification (depending on the incentive).

We will analyse all the eligible costs and calculate the maximum benefit based on your company’s tax position.

We will submit the completed documents within 2 weeks to HMRC, who aim to complete processing within 28 days.

Provide statements of your core expenditure clearly outlined as either UK or non-UK expenditure.

Expenditure breakdown should be categorised.

British Film Institute (BFI) cultural certification which Counting King will help you acquire for FREE (depending on the incentive).

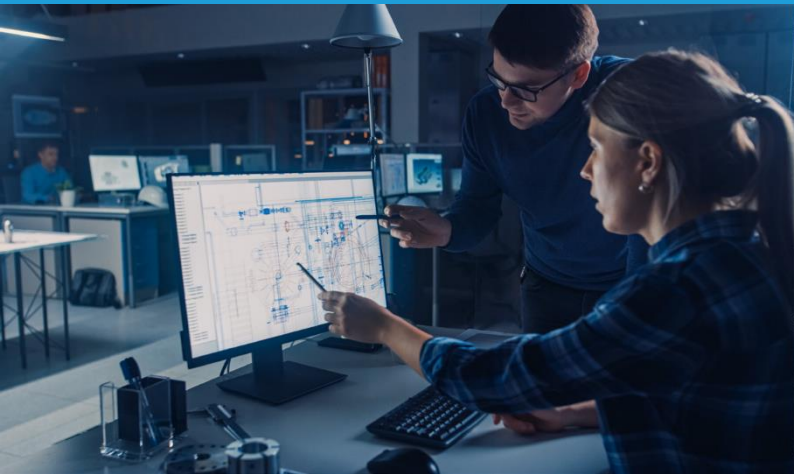
Get in touch today if you know someone that could qualify



How Can We Help Your Business?



Tax Incentives, Grants and Investments aren't everyone's specialisms! But that's where we come in. Let us take care of your business, provide you with a fully compliant service and get you additional cash in the process!



SPECIALIST SUPPORT

Whether you are looking to put a claim through for tax relief, you're writing a new grant bid or you're on the lookout for the perfect investor to support your growth, we have specialists to support you. With an advisor readily available to help you regardless of what your needs are, we can provide you with expert knowledge every step of the way.



TIME SAVING

Compiling and submitting a claim to HMRC can be a daunting task, and many people wouldn't know where to start. Tax relief claims, bid writing and searching for alternative sources of funding such as investment are also very time-consuming tasks. You could spend this time taking care of high value duties while we do our work in the background.



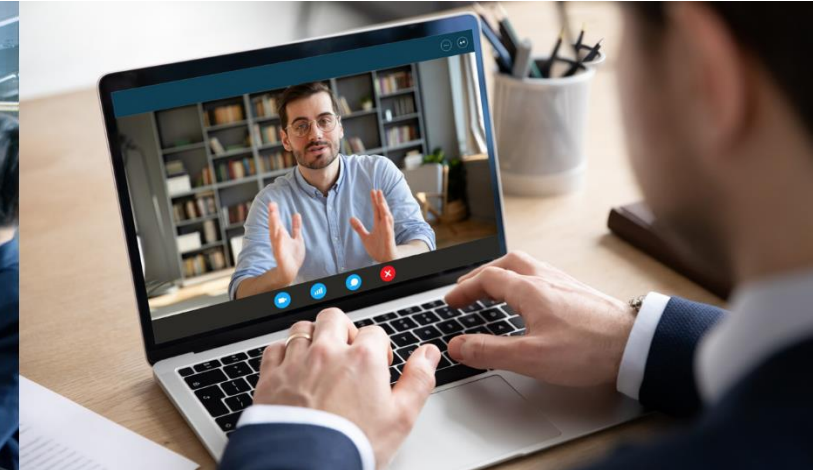
TECHNICAL KNOWLEDGE

We possess technical knowledge across many industries, so we know what to look for when compiling your claim, bid, or supporting you through a new round of investment.



OUR ADVISORS

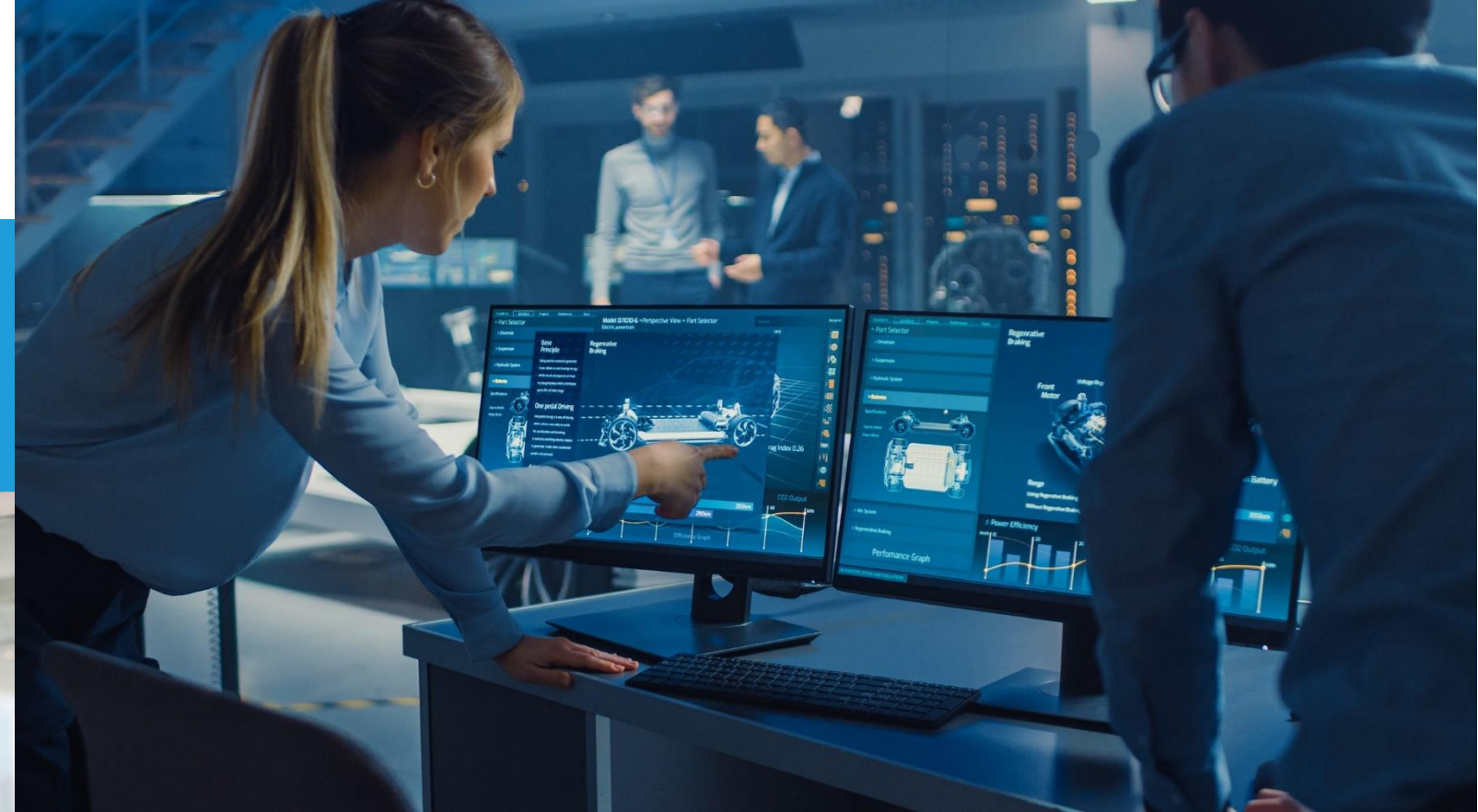
Counting King's network of trusted and respected advisors are on hand every step of the way to ensure that you are always 100% comfortable.



Our One-of-a-Kind Funding Tool



We always thought that searching for funding can be a really daunting experience. This is why we've developed a tool to take the stress away!



WHAT IS IT?

Our bespoke funding tool scours the internet and gives you access to all of the funding streams that are available within your area of interest.



WHERE?

Everywhere! You will be able to see what councils, funding bodies and organizations are offering money so you never miss an opportunity for a cash injection!



WHO?

We want to provide accessible platforms to any company, entrepreneurs and businesses that are looking for a lift in their operations. We want to see companies succeed so let us help you.



WHY?

We believe in helping people and businesses grow. By creating these tools, we want to show that the world of business can be a bit kinder than once perceived.



Grant Writing Services

Sourcing

| Writing

| Reviewing

Grow your company through grants

Take a look at our simple 4 step process for securing grants with Counting King

Price Upon Consultation



Full Grant Writing Service

If you are looking to secure additional funds through grants but you don't have the time to source the right grants and write the application, we can take care of this for you!

Our full grant writing service offers all the support you might need, and the only thing that you need to do is talk to us about your business.

We will find the right grant for you, write the application for you and review everything before the application is submitted.

Let us help you secure your next round of funding and watch your business grow.



Grant Review Service

Here at Counting King, we also offer a full review service.

Sometimes all you need is a second pair of eyes on an application to find areas of improvement, maximizing your chances at succeeding.

Get in touch with us today if you would like us to review your application and support your company growth.

What Do I Get?

Quote from Innovate UK Edge "One of the best applications we have seen"

What Do I Get?

A full review of your written application
Access to a grant writing specialist to inform your re-writing process



Contact Us

Tel: 07904525887

Email:

counting@goldminds.cloud