



Media information

News from HURST Accountants
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HURST ADDS HR TO ITS BUSINESS ADVISORY OFFERING

Accountants and advisors HURST has launched its own Human Resources consultancy service for its clients throughout the North West. It is the latest extension to HURST's strategy of providing business advice beyond accountancy.

HURST has already added outsourced IT, marketing and telecoms to its advisory offering to clients. HR will be the first of a number of add-on advisory services planned for 2010 which will include financial personnel recruitment and wealth management.

HURST says the HR service has been introduced as a direct result of client demand.

Said Simon Brownbill, director of practice development at HURST: "We form a trusted business relationship with our clients. Once we've demonstrated we can help a company grow and become more profitable, so they seek wider areas of advice from us to help them achieve their business goals.

"Increasingly they are looking to us to fulfil their recruitment and human resources needs rather than taking the traditional headhunter/recruitment agency route."

Brownbill is marketing and managing the new HR service as part of his remit to diversify the advisory offering of HURST and to take responsibility for non traditional income sources for the practice. The HR service is being delivered by Sagegreen, the leading outsourcing and consultancy company based in Northwich, Cheshire.

Sagegreen's director Jane Caven said: "More and more companies are outsourcing their HR functions as they drive down their overhead costs and concentrate their activities on their core offering. But at the same time they realise the growing importance of investing in staff development and intellectual property, as their people are by far the most valuable asset within the company.

“We have worked closely with HURST for several years in terms of developing its own staff, and we recently helped them achieve the accolade of being one of the best companies in the UK to work for in the national Best Companies 2009 Awards.

“HURST recognises that financial performance and development of staff go hand-in-hand in achieving business success, and so the new HURST HR offering will be a valuable add-on service to its clients.”

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