

# case study | Gog Magog

Interview with Charles Bradford, Managing Director

the **fd** centre



## So what does Gog Magog do?

Charles Bradford: Gog Magog Hills is fundamentally a farm shop which comprises of a butchers, a deli, a cheese shop, and a café. We also run a lot of events as a business.

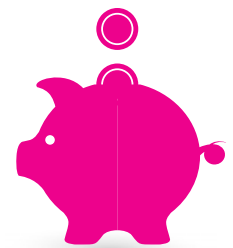
### What prompted you to take on a part-time FD?

Charles Bradford: We were in a position where we really needed a finance manager. I was looking around in the marketplace for somebody, and coincidentally we came across The FD Centre. They opened a whole new world for us.

### Why did you specifically choose The FD Centre?

Charles Bradford: I had already conducted four or five interviews for a finance manager, that's when I was then introduced to The FD Centre. I suddenly realised we could get an awful lot more for a lot less commitment, in the nicest possible sense. It was a great model we were exposed to. ▶

“The level of skills and the experience is well beyond what we would usually be able to afford...”



Book yourself in for a complimentary 30 minute finance breakthrough session

Choose from one of the following topics and email us at [info@thefdcentre.co.uk](mailto:info@thefdcentre.co.uk) with your chosen topic in the subject line and suggest a time you'd like to talk:

- Exit Planning
- Cash Flow Management
- Funding
- Profit Improvement
- Reporting
- Getting the most from your bank

Or call us on 0800 169 1499

For more information email: [info@thefdcentre.co.uk](mailto:info@thefdcentre.co.uk) or call us on 0800 169 1499

There's a reason we're the Number 1 provider of part-time FDs





### What specific benefits did you see in taking on a part-time FD over a full-time FD?

Charles Bradford: The level of skills and the experience is well beyond what we would usually be able to afford. In Greg, it feels that we have an enthusiastic, committed and permanent Finance Director, despite a part-time cost. One of the key things for us is that we can turn the resource on and off as much as we want. Not only is someone at the end of telephone whenever we want, but someone is in our office for a number of days.

### Which areas in your finance function were you most looking for support with at the time?

Charles Bradford: At the time I was looking at creating a role specifically for a finance manager, which would be more like a glorified bookkeeper. However as we started to explore, I realised that "I didn't know what I didn't know". Only as we've been getting into the relationship have I realised the importance of finance and having the right people by your side.

### What was it that was particularly attractive about Greg's skillset as opposed to other FDs you saw at the time?

Charles Bradford: Something important for us when we first met Greg was what a fantastic natural fit he was into the business. We often talk here about how important attitude is over skills. It was immediately apparent that Greg had a wealth of retail experience, coupled with financial skills and he managed to slot in straight away. Also from a business owner's point of view, you have a great resource which you can tap into. The supporting skill base of The FD Centre ensures that Greg has access to a far wider range of business expertise, should it be needed.

### If you had to summarise what tangible & intangible benefits Greg has brought to the business what would that look like?

Charles Bradford: The benefits were immediate; for the first time we were able to see accurate numbers, formulate a long-term plan and predict cash flows. Our requirements within the business plays to Greg's experience and skills within the retail space. Almost instantly, he's been able to review and change systems in order to control the business and drive growth, putting finance at the centre of all we do. When I put aside my ego and thought, "we can bring someone in", it was just like adding rocket fuel to the business.



### How has it affected your confidence in the future of the business knowing you have a senior part-time FD on the team?

Charles Bradford: It's difficult to explain the degree of confidence that's been added to myself and of course the business. It can be a very lonely place as a business owner. Now the things that have given me the greatest worries in my business life I can open up about as I have someone to talk to..

### What benefits have you seen outside just the FD?

Charles Bradford: A great benefit of working with The FD Centre is the ability to tap into wider relationships that come with it. There are the sister companies, which I heard about within a couple of weeks. Then I was introduced to People Puzzles, for HR directors, and the Marketing Centre for marketing directors. As it happens we've taken on both and we have undertaken extensive projects with both of them.

### What would be your message to anyone considering taking on a part-time FD that may not know what is involved?

Charles Bradford: For anyone considering potentially taking on an FD permanently or part time, I'd definitely look at the whole option of The FD Centre. I like the idea with The FD Centre that we are only as good as the last days work, and that's what's being delivered. The benefits far outweigh any hesitation, I couldn't do it quickly enough. I just wish I discovered it sooner..

### Anything to add?

Charles Bradford: Just to reiterate, I think that anyone in a similar position as a business owner considering this sort of thing, don't hesitate. Just have an interview with somebody because there's some great opportunities out there.

