



InnoVATion VAT Services Limited

The VAT support service for business, accountants and other professionals.

InnoVATion VAT Services Limited is operated by David Pegg. He is a VAT practitioner with over 40 years' experience in dealing with VAT issues, both as a Senior VAT Inspector within H M Revenue & Customs and as a Senior Consultant within the accountancy profession.

David's' full biography can be found towards the rear of this publication.

Services for Business

For most businesses VAT is, as Anthony Barber once famously said, a “simple tax”.

However, for others, who have not properly considered the VAT consequences of transactions, or who are in dispute with the VAT authorities, VAT can be a nightmare. A costly and time consuming nightmare.

Many businesses are loathe to challenge decisions made by H M Revenue & Customs and will often accept Assessments made or penalties imposed without question.

This despite the fact that according to HMRC’S own statistics, nearly 50% of all Assessments raised are either reduced or cancelled. And what of the other 50% which may go largely unchallenged?

And is your business operating in the most VAT efficient way?
Are you paying more VAT than you should or are you paying too early ?

This is where InnoVATion VAT Services Limited (“IVSL”) can help. IVSL can provide you, and your accountants, with the advice and support you need. The services IVSL provides includes:

- Advice on the appropriate use of accepted VAT Schemes or of planning structures to reduce the amount of VAT you pay or to improve cash flow.
- Advice and assistance in relation to any dispute with HMRC, or any Assessment, surcharge or penalty raised.
- Confirmation of the VAT liability of supplies, including international transactions.
- A VAT review of your structure, processes or transactions.
- Contract and sale or purchase Agreement reviews.
- Advice on business transfers or re-organisations.
- Pro-active advice on the purchase, sale, letting or transfer of property.
- Devising and implementing Partial Exemption and/or Business/Non-Business Methods for charities, not for profit organisations, and businesses involved in the VAT exempt provision of education, healthcare, financial or property related services.
- Assistance with the completion of VAT returns, EU Sales Lists and Intrastat declarations.
- Completion of DIY Housebuilders claims.
- Completion of EU VAT claims.



InnoVATion VAT Services Limited - Professional Reliable - Affordable

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Services for Accountants

For many accountants who do not have an in-house VAT resource, a reliable and cost effective source of advice and support can be invaluable.

Having the ability to access such advice and support is also an important consideration in reducing risk and exposure from a Professional Indemnity insurance perspective.

It is my experience that what accountants want is a responsive, technically reliable and pro-active service, where cost is not an issue for them or for their clients.

InnoVATion VAT Services Limited provides that service.

The menu of services available includes (but is not limited to):



- A free telephone advice service *
- An initial free review of any dispute, Assessment, surcharge or penalty.
- Pro-active VAT planning, including the use of recognised schemes and planning structures.
- Advice on registration and de-registration issues.
- Advice on transfers of going concerns, group re-organisations and business hive-ups or hive-downs.
- Real estate advice- including the use of the Option to Tax, the Capital Goods Scheme, deemed supplies and transaction liability.
- Advice on international transactions and operations.
- Assistance with applying for local reviews, the Alternative Dispute Resolution service and Appeals.
- Representation of clients at ADR meetings and Tax Tribunal hearings.
- Advising on or devising Partial Exemption or Business/Non-Business Methods.

(Note: limited to 15 minutes verbal advice and not involving significant research or the provision of valuable intellectual property).*

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Services for Solicitors

It is quite often the case that, particularly in relation to property transactions and business acquisitions, disposals or re-organisations, VAT can “fall down the cracks in the pavement”.

This is normally because a solicitor will place the onus on the clients’ accountant to have addressed any VAT issues, whilst the accountant will often rely on the solicitor to raise any pertinent questions.

As a consequence, VAT can sometimes be something which is only addressed when pen is about to be put to paper- if at all.

InnoVATion VAT Services Limited seeks to ensure that VAT does not become an unforeseen issue or a cost in these circumstances by acting as an independent “bridge” between the solicitor and accountant by offering:



- A telephone and e-mail advice service.
- Written advice, where required.
- A review of contracts or sale or purchase Agreements.
- Suitable liaison with H M Revenue & Customs.

How much do these services cost?

The cost will depend on the complexity of the issue and, in some cases, the length of time required to resolve it.

In most cases, the fee will be based up an agreed hourly rate but other fee arrangements can be put into place.

All fees are agreed in advance, so that there are no nasty surprises! In cases where an exact fee cannot be quoted, then an estimate will be given and kept under constant review. All changes or variations to fees are agreed in advance.

The fees charged are, in all cases, very competitive and are designed to ensure that businesses and their professional advisors receive real value for money, as well as a highly professional and technically excellent service.



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David Pegg: BIOGRAPHY

I joined H M Revenue & Customs in 1974, one year after the introduction of VAT.

For the next 13 years, I worked within HMRC covering all aspects of VAT compliance, ranging from the inspection and control of a wide range and size of businesses, through civil fraud investigation and the enforcement and collection of outstanding debt.

In 1987 I joined an accountancy practice as a VAT practitioner.

Since then I have led and managed VAT Practices at two of the “Big Four” accountancy practices as well as at a number of regional firms.

As a result, I have a wide breadth of experience, handling issues for SME’s through to complex land and property and international transactions.

My particular areas of expertise include:

- Land and property
- Business disposals, acquisitions and re-organisations
- International VAT
- Charities and the Not for Profit sector
- Education
- Healthcare
- Dispute resolution and Assessment and Penalty reduction

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