

Parasol's straightforward approach with contractors wins an award

"It's an old-fashioned, open, and very British approach in our services that brings us this recognition," says Rob Crossland, managing director of the Warrington-based [Parasol](#), a provider of financial and legal services to contractors.

ATSCO Recognition Of Transparency

Parasol has been named Service Provider of the Year by the London-based recruitment trade organisation the Association of Technology Staffing Companies ([ATSCO](#)). It is the second time the company has won the prestigious award which they also garnered in 2005.

The award, presented on November 21 at an event attended by 600 people, was made because the ATSCO judges felt that Parasol had both provided an unfailingly clear message throughout the months of turmoil in the industry last year which were caused by the [managed service company legislation](#), and because of the very straightforward and open approach that Parasol's "Blueprint" business strategy offered to partners and clients.

"We were particularly impressed by Parasol's Blueprint exercise which is ensuring the company excels in every area of its business. I have no doubt of their worthiness in winning this ATSCO Award," pronounced one of the judges, Paul Saunders, director of Recruitment Finance at the London-based bank Lloyds TSB Commercial Finance.

Explained Legislation To Contractors

Parasol, being an [umbrella company](#) which handles tax and administration for its contractor clients, was in no way affected by the managed service company legislation which rocked the UK contracting industry and sent thousands of contractors seeking new ways to run their companies. The judges at ATSCO cited Parasol for its ability to provide a clear, and accurate message to contractors throughout the period in which the legislation evolved. And being unaffected by the legislation enabled Parasol to deliver solid service right throughout that confusing year, as the judges said.

“ It is an old fashioned open and very British approach in our services that brings us this recognition ”

Rob Crossland-Parasol

"Working with the ever-changing regulatory and compliance issues typical of a quickly developing industry, we've shown the sustainability and foresight that made us stand out, and which brought us to the attention of the judges," adds Crossland.

Blueprint Strategy Brings Transparency

But the qualities most lauded by the judges in making the award were the transparency and openness with which Parasol notably conducts its business. This is the governing principle of the company's "Blueprint For Success" strategy."

Devised after months of consultation with employees and customers, Parasol's 'Blueprint for Success' pinpoints areas of the business that are critical to its success and outlines the specific contributions required by each employee.

"The 'Blueprint' strategy is all about being open, about seeing that every aspect of the business we do is clear to both our own employees and to the contractors we work with," Crossland explains. "You know, being transparent is not the easiest way to do business, but it is our way of doing things. And as you can see from our award, it's appreciated in the industry."

“ We were particularly impressed by the Parasol Blueprint exercise which is ensuring the company excels in every area of its business ”

Paul Saunders-Lloyds TSB Commercial Finance

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