



Centtrip
Stories

Gareth Jones

Saving time and money on location

*Gareth Jones is an independent financial controller and production accountant with a string of films and television productions behind him, including **Free Fire**, **This is England** and **The Day Shall Come**. For his latest project, **Little Birds**, a production for Sky Atlantic, he chose Centtrip. Here, he tells us why.*

"Things move at a different pace in the film industry. Sometimes, you need to respond incredibly quickly," he explains. Time is money and budgets are always tight. Once a project enters production, the hours are long and delays can be expensive.

Traditionally, the film industry used large amounts of cash – to pay per diems (daily allowances) to cast and crew and for large amounts of ad hoc purchasing.

"On a production like Little Birds, total cash purchases can

easily reach £250,000," Gareth explains. "The two biggest spenders would be the art and costume departments."

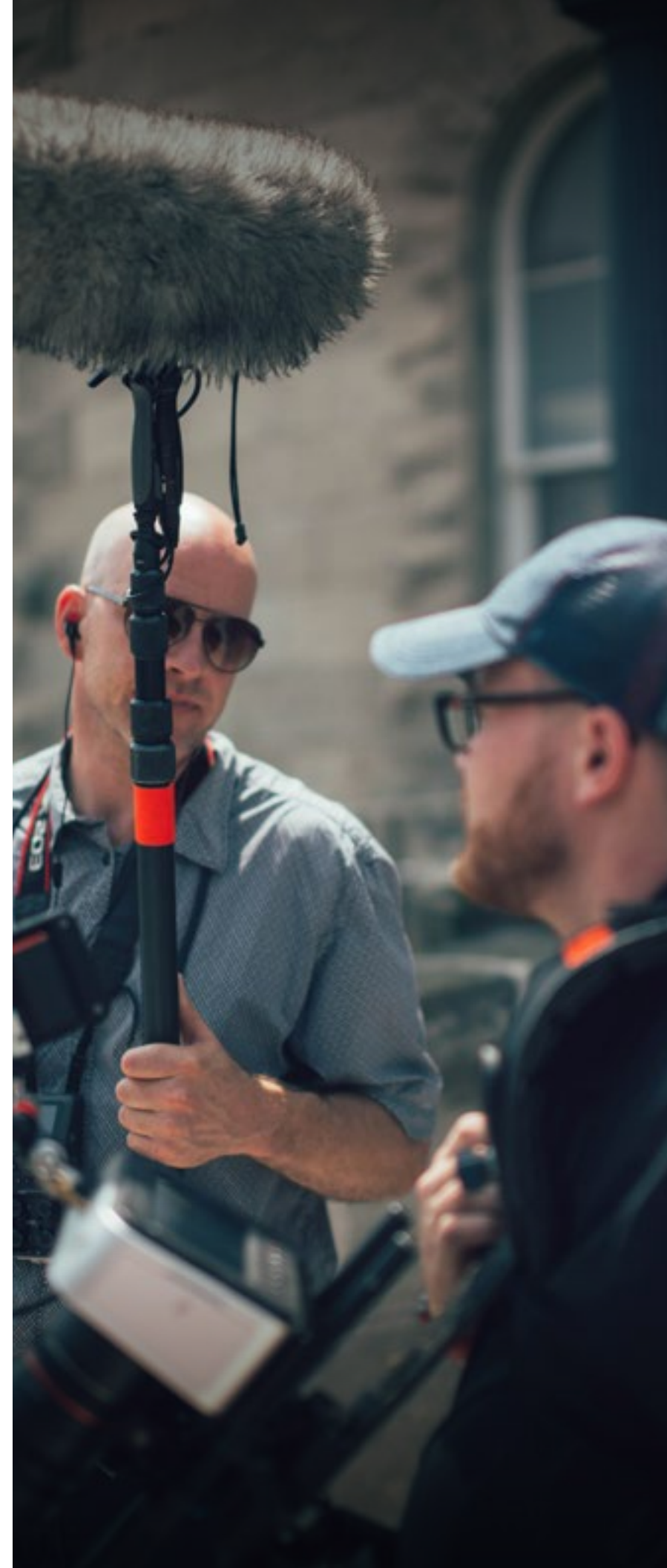
But, cash consumes time.

"For per diems, it would take half a day per week just for the cashier to go to set, find every member of cast and crew, and hand them a little brown envelope of cash," he says. That can be onerous enough around a sound stage, but for crews on location internationally, the

challenges grow: "The physical side gets difficult," Gareth says. "Finding and getting to a local bank, withdrawing as much as £20,000 per week in local currency, storing it securely, then counting and distributing it."

"Cash," he says, "is the bane of any accountant's life, just in terms of the risk involved and the ease with which mistakes are made." Receipts can be lost. People can over-spend.

Gareth knew there must be a better way.



"Initially, I was a bit sceptical. I didn't really imagine there would be anything that could change things so dramatically for me."

Gareth Jones, Independent Financial Controller and Production Accountant

A cashless, paperless production

"I've been moving towards paperless accounting for a long time and, on this production, even the contracting was paperless," Gareth explains.

When Gareth saw a demonstration of the Centrip system, he says:

"I decided to go completely cashless on this production. Given the general shift from cash to card in society, it felt like now was the time."

Centrip provides real-time, anytime visibility and control over multi-currency deposits, international payments, foreign exchange and multi-currency cards. With Centrip, organisations can control multiple, separate teams from a single, multi-platform interface and hold up to £350,000 in 15 different currencies on a single card. Transactions can be imported into accounting systems.

For the Little Birds production, Gareth issued 100 Centrip prepaid Mastercards to international, on-location cast and crew, and to individuals responsible for "cash" purchases such as art materials, costume accessories etc.



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Improving speed, visibility and control

“Before, it took half a day per week to distribute monies, now I just ...click the button and cast and crew have instant access to their balances.”

“I like to be involved in a production as much as possible, as early as possible,” Gareth says. “I wouldn’t do a job where I didn’t have complete control over which accounting system I used and the processes I put in place.”

Using Centtrip for per diems and purchasing, Gareth has improved visibility and control over the substantial amounts that were previously paid in cash. It saves valuable time, too.

“For cast and crew per diems, I load our Centtrip account in sterling, convert it into euros and put the allowances on the cards for crew to spend whilst in Spain. The Centtrip cards are great because the fees are lower than crew members’ individual bank cards. Before, it took half a day per week to distribute monies, now I just create a batch upload file, click the button and cast and crew have instant access to their balances.”

Accounting for £250,000 in cash purchases is simpler, too. Individual cardholders have real-time, anytime access to their own transactions through the award-winning Centtrip app. They can take a photograph of their receipt and add it to each transaction as they go, making reconciliation faster and more convenient.

Understanding the entertainment industry

The film and entertainment world is different from other businesses.

"Centtrip has expertise in the entertainment industry where things move at a different pace," he explains.

"For example, if an artist's card doesn't work because they have spent the available balance, we need to move quickly to resolve the issue, because keeping those artists in best possible frame of mind gets the best out of performance time."

He continues, "Centtrip's understanding of the need to go above and beyond has been key.

The Centtrip team understands how such situations come about and therefore they're more responsive to them than a card provider that's more used to just general business expenses."

The Centtrip app means that Gareth is always in control of every card, any time, any place.

"If there's an issue, I can top up an individual card, or make a payment, from my mobile phone. That makes me more responsive and it's also less intrusive on, say, a Sunday morning.

Things happen incredibly quickly during the filming period and having the fluidity that Centtrip enables is incredibly beneficial.

Using Centtrip has been a revelation."



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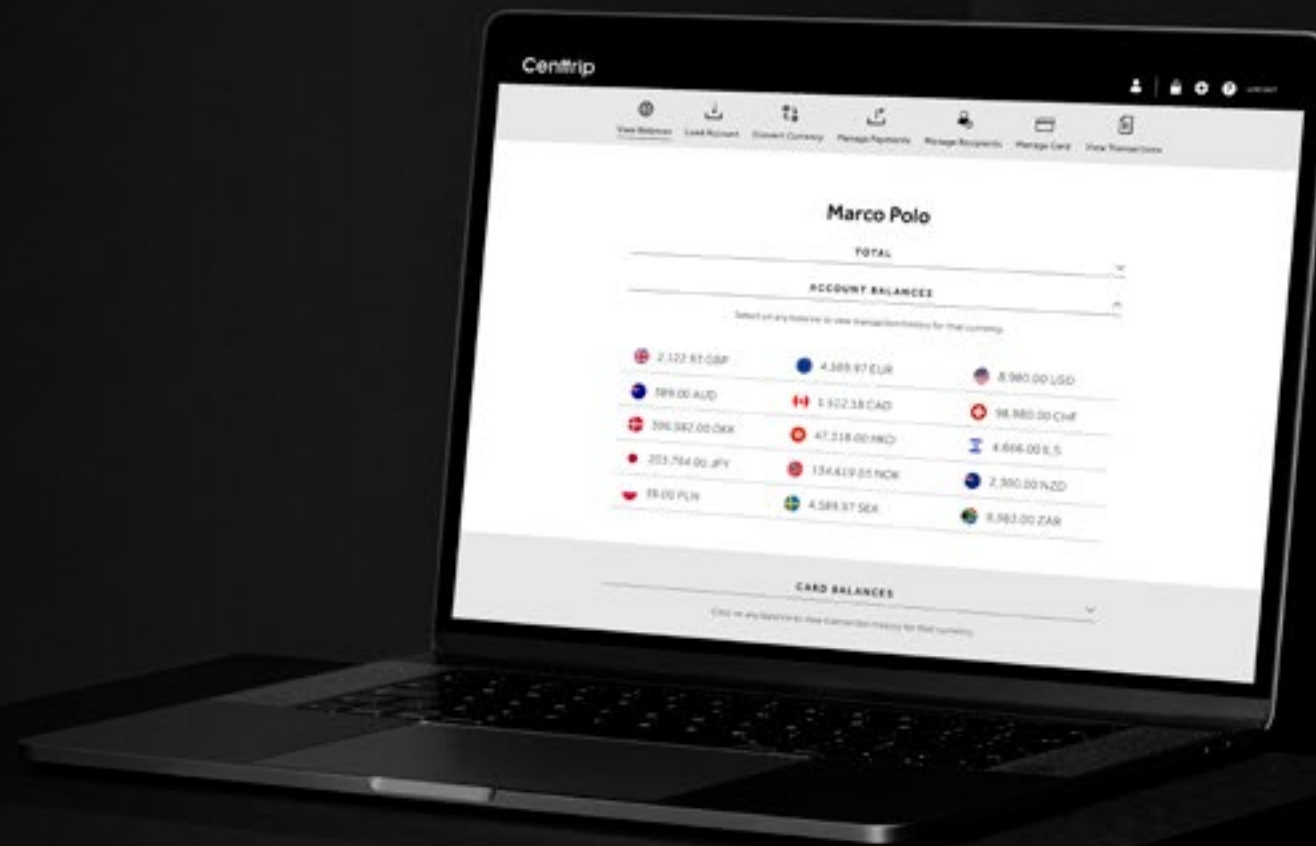
“With Centtrip, the combination of saving time and actually facilitating the shoot better by not having cash has really struck home with me,” says Gareth.

In the high-pressure world of film and television production, Centtrip has streamlined important aspects of Gareth’s working day, helping him to add even greater value to the productions on which he’s engaged.

“Centtrip provides an all-in-one solution to problems I didn’t even realise I had,” he concludes. “I can hold multiple currencies in Centtrip accounts, move between those currencies at live market rates, and then move that currency onto cards held by my crew or cast, almost instantly. Centtrip puts all those things together in one place. No-one else has offered that. I would now insist on using Centtrip on every production. It’s been a game changer.”

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Centtrip is an award-winning financial technology company with global reach. We provide intelligent real-time treasury and payment solutions to companies of all sizes.

Our cutting-edge technology is used by over 16,000 clients worldwide and our premier financial services and dedication to customer experience have made us industry leaders in the marine and music sectors, paving the way for successful partnerships in other industries, including aviation, film and TV, sports and media.

To discuss how Centtrip can support you, contact us today

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Centtrip

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