



# Financial Leeds

Connect with opportunity

NEWSLETTER OF FINANCIAL LEEDS  
SUMMER 2010

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## Financial Leeds steps up marketing

Financial Leeds has stepped up its marketing activity nationally and internationally to reinforce and strengthen the city region's position as the UK's leading centre for financial services outside of London.

A twin track strategy is being employed aimed at attracting more business to develop the region's market share, whilst also promoting the city region as a highly desirable location for national and international financial organisations.

The new activity began earlier in the spring with selected advertising in national and international financial press and online business media. A key element was the major Financial Times' report entitled *Doing Business in the Leeds City Region*, in March which circulated both nationally and internationally and featured several Financial Leeds member firms.

The activity follows the brand strengthening exercise last year, which saw the organisation change its name to Financial Leeds from Leeds Financial Services Initiative and the launch of a new website and new inward investment

materials. Now it has also strengthened the marketing team with the appointment of a specialist to develop the inward investment marketing.

Commenting on the increase in marketing activity, Howard Kew said: "As the economy shows signs of recovery, we believe it is the right time to once again raise the profile of Leeds city region as a centre of excellence in financial and professional services. We have a powerful case to state. Our financial and professional services are second to none; we offer more competitive rates than in London and have a breadth and depth of expertise that excels that on offer in other regional centres."

In September, Financial Leeds will participate in City Week, a major London event which will promote the whole of the UK financial industry internationally.

TURN YOUR  
BUSINESS  
TO LEEDS.

Leeds city region is the leading UK  
centre for financial and professional  
services outside London.

0113 389 9340  
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One of the new series of adverts which featured in  
the FT and Times Share pages

## Leeds stars on French TV

Leeds was described as a "dynamic city that has reinvented itself as a financial hub, the UK's largest outside of London" in a report on French television about the UK economy on the eve of the election.

France 24, the new 24 hour French TV news channel, which broadcasts in English and Arabic as well as French, ran a full 17 minute report in early May focusing on Leeds and how it has fared post recession. Howard Kew was interviewed along with executives from Leeds Building Society. The report was broadcast eight times over the following four days.



Howard Kew being interviewed by France 24

# Events Diary Summer 2010

## Tuesday 15 June

### Breakfast seminar

**Speaker:** Ana Luisa Baptista/ Emanuel de Beughem

**Time:** 8.00am - 10.00am

**Venue:** Metier Rooms, Club LS1, 3 Albion Place, Leeds LS1 6LJ

**Cost:** FREE

## Invest in Brussels

A joint event with Invest in Brussels, the regional inward investment support agency, which will feature key speakers including IIB investment specialists and a UK PFS case study with a successful office operating in Brussels. Key issues regarding why companies should consider Brussels and the various opportunities available to FPS organisations in the region will be addressed.

## Wednesday 30 June

### Breakfast seminar

**Speakers:** Representatives from Endless LLP, PricewaterhouseCoopers and RBS with the event chaired by the James Mawson, Editor of Private Equity News

**Time:** 8.00am - 10.00am

**Venue:** City Inn, Leeds LS1 4BR

**Cost:** FREE

## Funding the Equity Gap

This event sets out to dispel the myths and uncertainty surrounding private equity and refinancing and delegates will be able to hear more about the strengths and benefits of using private equity to grow their business to their true potential.

Key speakers from turnaround finance specialists, **Endless** and **PricewaterhouseCoopers** plus a case study and a Q & A panel.

## Monday 5 July

### Evening event

**Time:** 6.00pm - 7.30pm.

**Venue:** King Sturge, City Point, 29 King Street, Leeds LS1 2HL

**Cost:** FREE to members

## Members' Summer Reception

Over 30 firms and organisations have joined Financial Leeds this year, reinforcing the organisation's position as the voice of the sector in Leeds city region. This social event is an opportunity to welcome those members who have recently joined and renew contacts with existing members. The event is generously being hosted by King Sturge.

Please note the above events in your diary. Bookings to **Kirsty Oliver** at Financial Leeds. Tel: **0113 389 9340** or e-mail: [kirsty.oliver@financialleeds.com](mailto:kirsty.oliver@financialleeds.com) heading your email with the event and the date. Full event listing at: [www.financialleeds.com](http://www.financialleeds.com)

## Looking Ahead.....

### Financial Leeds

Quarterly "City" Lunches

Financial Leeds has teamed up with LS1 to host networking lunches for members four times a year. The first lunch was on April 14 and dates will be announced for two more later this year. They are held at 3 Albion Place, Leeds LS1 6JL with a 12:30pm start.

"City LS1" lunches are well attended by senior level professionals and offer the opportunity to mingle with the Club's professional members and guests and enjoy a complimentary drink and light buffet lunch.

### UNFOLD - Yorkshire Property Expo

Unfolding the opportunity  
30 September 2010, Leeds

A conference and exhibition designed to showcase the ongoing and pending developments in the Leeds city region and to highlight the value and importance of such schemes to potential investors from across the UK.

The event is being jointly organised with input and support from DLA Piper, RICS, King Sturge and GVA Grimley. For more information contact Matt Blakeley on 0113 389 9345

### Follow up to Financial Sustainability seminar

The very successful seminar in February on financial sustainability presented in conjunction with Forum for the Future, PwC and Lloyds prompted a lively discussion and was well received by members.

A follow-up seminar is being planned for the autumn with the focus around the FPS sector in Leeds gearing up for the low carbon economy, building on advisory skills and identifying market opportunities.

## Success in Barcelona

**Financial Leeds took a delegation of ten as part of "Leeds in Barcelona", the three day festival of commerce and culture led by Marketing Leeds in March.**

As well as attending various events to meet the Barcelona business community, Financial Leeds ran a special event focussing on the capabilities of the Leeds corporate finance community and the opportunities for raising business finance.

"Before an audience of business and professional firms in Catalonia we were able to highlight the benefits of using Leeds as a gateway to the UK," said Howard Kew.



## Boost for Leeds' CityUK links

Financial Leeds has strengthened its links with the TheCityUK, the new body set up to promote the whole of the UK's financial services industry following a visit to Leeds by the new director, John Ingamells.

TheCityUK will focus on three key areas: overseas competition, regulatory issues and the domestic agenda.

Mr Ingamells said, "TheCityUK's key objectives included acting as a primary point of contact for overseas investors and government delegations, encouraging greater understanding of the UK financial service industry's contribution to the economy and to work with government and regulatory developments to foster free and open markets for the financial services industry."

"One of the reasons I came to Leeds is to make sure the industry in key centres like Leeds city region is represented at national level and that we're properly coordinated". Mr Ingamells added, "More than half the



one million people employed in the UK financial services industry work outside of London."

Mr Ingamells met with Financial Leeds chairman, Joanne Lake and chief executive Howard Kew. Howard Kew said: "Leeds has a long standing relationship with the City of London which is backing TheCityUK and as there is much synergy between our two organisations, we are looking forward to working closely together in the future."

## Upbeat message on growth for SMEs

The highly successful entrepreneur, Charan Gill MBE, the man behind the UK's largest Indian restaurant chain and star of Channel 4's Secret Millionaire gave an upbeat message to SMEs at the "Moving up 2010- Growing your business to the next level" conference organised by Financial Leeds in association with ABDN on March 31.

Speaking to an audience of almost 200 SME business managers and entrepreneurs, he said that to survive and grow, a business has to adapt to changing market conditions and that the recession is a good time to launch a new business with premises prices and interest rates at an all time low.

There were 11 master classes the next day provided free to delegates by member firms of Financial Leeds to show how the sector can support a vital part of the city region's economy.

Sponsorship and support for the two-day event was provided by Business Link, UKTI, Connect Yorkshire, Leeds University Business School and Techmesh.



Photo from the conference: Charan Gill (centre) with Howard Kew and Zulfi Hussain.

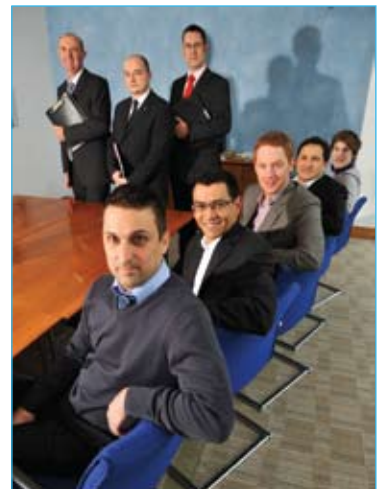
## Bankers give helping hand

Bankers in Leeds are working together to mentor and support several inner city projects in three new collaborative ventures organised by Financial Leeds and Leeds Ahead.

The first venture is The Leeds Entrepreneurs' Forum which was launched in February to help new young businesses make further progress and become established successes.

Commercial bankers from HSBC, Santander and Yorkshire Bank meet the young entrepreneurs regularly to discuss and help with key aspects of running a business such as planning growth, financial management, cash flow, raising finance and reaching new markets.

Two more projects have followed which link bankers with schools for money skills and environmental projects, and are being supported by Barclays Bank and Santander.



Picture shows the first Leeds Entrepreneurs' Forum. Left to right at back: Bankers: Phil Sweeting of Yorkshire Bank, Angus Woodcock, HSBC and Dave Stuart of Santander with the entrepreneurs in foreground

## Property Forum explores new ideas

A commercial property seminar that focused on funding and financing current and future property schemes in the Leeds city region attracted over 120 property professionals and advisers in March.

Property Forum 2010 - a New Beginning - was organised by Financial Leeds, Leeds Chamber Property Forum and RICS who arranged a varied panel of speakers to debate the issues of financing in the current climate of restricted credit and to hear new ideas.

Among the topics was the idea of an Infrastructure Bank and alternative funding mechanisms, presented by Alistair Jackson of Arup. Alan Gay, the finance director of Leeds City Council spoke on Accelerated Development Zones (ADZs) and also speaking was Naz Parker, the West and North Yorkshire director of the Homes & Communities Agency.



Photo shows left to right : Naz Parker, Alan Gay, Alistair Jackson, Matt Blakeley of Financial Leeds and Andrew Latchmore, commercial property partner at Shulmans.

# New Members

Financial Leeds would like to welcome the following 12 organisations as new members. Full details can be found in the Members Directory at [www.financialleeds.com](http://www.financialleeds.com)

**Border Asset Management** is an independent wealth management firm for individuals, charities, pension funds and trusts. The contact is Paul Stevens. Tel: 01423 701800. [www.borderassetmanagement.com](http://www.borderassetmanagement.com)

**Credit Agricole Commercial Finance** is a leading independent receivables finance specialist in the UK, providing invoice finance facility levels from £500,000 up to £50 million. The contact is Ian Flaxman. Tel: 0113 390 7850. [www.ca-commercialfinance.co.uk](http://www.ca-commercialfinance.co.uk)

**Credit Suisse** is a global bank offering private and investment banking and asset management. The contact is Mark Widdup. Tel: 0161 236 8046. [www.creditsuisse.com/uk/en](http://www.creditsuisse.com/uk/en)

**Ebor Asset Management** is an independent firm specialising in personal and corporate financial planning advice. The contact is David Dixon. Tel: 01274 839200. [www.eborassetmanagement.co.uk](http://www.eborassetmanagement.co.uk)

**Gralhill Ltd** provides interim management services and its principal, Graham Hill, acts as an interim CFO for private equity houses needing to strengthen management teams within their portfolio. Graham can be contacted on Tel: 07932 056 018. [www.grahill.co.uk](http://www.grahill.co.uk)

**Hammonds** is a leading international commercial law firm employing over 1100 people, including more than 180 partners, working out of 11 offices across 6 countries. The contact is Paul Anderson. Tel: 0113 284 7000. [www.hammonds.com](http://www.hammonds.com)

**Irwin Mitchell** is a leading national law firm with offices in the UK and Spain, employing over 2100 people. The main contact is Paul Johnson. Tel: 0870 1500100. [www.irwinmitchell.com](http://www.irwinmitchell.com)

**Logic 100** provides a fully hosted, secure web based platform, which enables Financial Planners and Independent Financial Advisors to manage their business profitably whilst maintaining full regulatory compliance and reinforcing their brand. The contact is Ben Martin. Tel: 0845 094 8045. [www.logic100.co.uk](http://www.logic100.co.uk)

**NetConstruct** is a multi-award winning company, providing web-based services to public and private sector organisations throughout the UK. They helped develop the Financial Leeds website. The contact is Jo Fletcher-Lee. Tel 01937 581123. [www.netconstruct.co.uk](http://www.netconstruct.co.uk)

**Regulatory Legal LLP** specialises in providing firms and individuals in both the legal and financial services sectors with advice and guidance on all areas of law and regulation. The contact is Tim Wimbush. Tel: 0113 222 9005. [www.regulatorylegal.co.uk](http://www.regulatorylegal.co.uk)

**Ward Hadaway** is a full service law firm with offices in Newcastle and Leeds. The contact is Katherine Hey Heddle. Tel: 0113 205 6600. [www.wardhadaway.com](http://www.wardhadaway.com)

**Welcome to Yorkshire** is the body set up to promote Yorkshire as a tourist destination around the world. The contact is Tracy Commons. Tel: 0113 322 3570. [www.yorkshire.com](http://www.yorkshire.com)



## NEWS..... EVENTS ...

Look out for news about events coming up.

**25 June.** Inter Professional Midsummer Ball. Supported by YFi with RICS, Leeds junior Lawyers and Matrics. **Venue:** University of Leeds. For more details email [stephen.c.bennett@hsbc.com](mailto:stephen.c.bennett@hsbc.com)

**29 June.** Bank of England Breakfast Briefing with Marilyn Watson, deputy agent for Yorkshire & Humber. **Venue:** Aviva UK Life, Wellington Row, York YO90 1WR

**September** (date tbc) Economic Seminar. Speaker: Dennis Turner, chief economist, HSBC.

## Financial Leeds People

We welcome **Jacqui Nuttall** (pictured right) who has joined Financial Leeds as business development manager with specific responsibility for inward investment. Jacqui brings with her ten years of business development experience in London with leading financial institutions.



Congratulations to **Claire Rooney**, Financial Leeds marketing manager, who gave birth to a boy in March. Mother and baby are doing well.

## Financial Leeds Contacts

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Marketing assistant, **Kirsty Oliver**  
Business development manager, **Matt Blakeley**  
Business development manager, **Jacqui Nuttall**  
Research & policy manager, **Dave Allbuury**  
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