



# Financial Leeds

Connect with opportunity

NEWSLETTER OF FINANCIAL LEEDS  
WINTER 2009/10



## New initiative to boost IFAs in Yorkshire

A new initiative to raise the profile and qualification standards of the IFA profession and to encourage more graduates into the sector has been launched in Yorkshire.

The Yorkshire IFA Forum (YIFAF) is aiming to bring together IFA businesses across the Leeds city region, which includes Bradford, Halifax, Harrogate, Huddersfield, Wakefield and York, as well as Leeds, to form a support and networking association to help IFAs grow and succeed.

The formation of YIFAF has been led by three Yorkshire IFA firms, Beaumont Robinson, Ebor Asset Management and Pearson Jones. The Forum is being backed by Financial Leeds (formerly Leeds Financial Services Initiative) which is providing membership benefits and administrative support.

Around 50 IFAs in the region attended the launch at Bradford University School of Management. YIFAF is working alongside the School of Management to lead the way in terms of education and training for IFAs, attracting more graduates into the profession via the new Financial Planning degree course which will receive its first student intake in September 2010.

Speaking at the launch, David Cubitt, joint managing director of Beaumont Robinson, and chairman of the Forum said: "By joining YIFAF, members will gain access to greater professional education

and excellent opportunities for networking to share knowledge and experience and to develop new business partners. We share a common vision to enhance the standing and recognition of the profession. By working with Financial Leeds and with their support, the

YIFA Forum will also provide a hub of critical mass across the region."

The Forum has the backing of industry bodies such as the Chartered Insurance Institute and the Personal Finance Society.



Pictured at the YIFAF launch at the Bradford School of Management are left to right: David Dixon of Ebor Asset Management, David Cubitt of Beaumont Robinson, Howard Kew of Financial Leeds, Fay Goddard, chief executive of Personal Finance Society; Dr Peter Williams of Aegon; Professor Arthur Francis, Dean of the Bradford School of Management and Tim Johnson of Pearson Jones.

## Financial Leeds backs Forum

**Financial Leeds, the body which promotes the financial and professional services sector of the Leeds City Region, is giving its full backing to the new Yorkshire IFA Forum.**

IFA firms and professionals who wish to join the Forum will automatically gain membership of Financial Leeds.

This will open them to the wider network of professionals and financial services in the Leeds city region and all the benefits of Financial Leeds membership including attendance at seminars, events with high profile speakers, involvement in publicity and promotions,

lobbying and education and training initiatives. Howard Kew, chief executive of Financial Leeds, said: "We recognise that the IFA sector is an important part of the financial services industry. Financial Leeds will provide support to help promote the sector, enable the Forum to develop and open our network to IFAs across the region. The YIFAF section on our website will be developed as the Forum grows."

# What the Forum offers IFAs

Unlike other professionals IFAs work more in isolation and do not have the same opportunities to compare experiences and discuss industry issues. The YIFA Forum is intended to fill the gap.

Speaking at the launch, Tim Johnson, managing director of Pearson Jones and founder member of YIFAF, said: "We want to use the Forum to give IFAs a say in shaping our future, particularly at a local level. We envisage that the Forum will assist with a variety of issues ranging from the evolution of Cofunds and alternative WRAP providers, to back office providers and restructuring and recruitment issues.

"The YIFA Forum will have its own section on the Financial Leeds website where in time members can partake in online discussion

forums. Also we would like to organise regular roundtable meetings covering different business themes. These meetings will be informal, relevant and short." Tim Johnson called on more IFAs to become involved and join the Forum. "Your ideas will help determine the future direction of the Forum, he said. " We also want to hear from members as to the subjects or topics they might like to be included on these first roundtable meetings."

Contact: [michael.wall@beaumont-robinson.co.uk](mailto:michael.wall@beaumont-robinson.co.uk)

## New degree will strengthen profession

The BSc Hons degree in Financial Planning at Bradford University School of Management aimed specifically at the IFA sector, is a collaboration with the industry and is accredited by the Chartered Institute of Insurance. Graduates will have exemption from some CII exams. The 4 year course includes 10 months of professional work experience. It will produce QCA Level 4 qualified graduates in 2014, with these students being available for sandwich year placements in 2012.

The direct link with Bradford School of Management also provides access to students, undergraduates and MBA graduates who are seeking employment within the sector, thus facilitating efficient and cost effective recruitment.

The School of Management is one of Europe's leading full-service business schools. Its graduates have excellent career prospects and some of the highest

employment rates of any business school. Speaking at the YIFA Forum Launch, Professor Arthur Francis, Dean of the School of Management said: "This is an opportunity for increased engagement with employers in Yorkshire to develop the expertise in our graduates and contribute to both students' employability and business expertise in financial planning. We are delighted to work with employers to provide expertise the IFA profession needs in the future".

Dr Peter Williams, Head of Industry Development at AEGON UK said "Bradford University School of Management's commitment to the future of IFAs and advice is testimony to how quickly the current financial services industry is becoming a profession. The FSA's Retail Distribution Review will accelerate this change and Bradford University School of Management graduates will be well placed to enter the profession".

For further details go to [www.bradford.ac.uk/management](http://www.bradford.ac.uk/management) or contact Alan Somerville. Email: [S.A.Somerville@bradford.ac.uk](mailto:S.A.Somerville@bradford.ac.uk)



## Forum hailed as 'milestone'

As well as the support of the CII for the new degree in Financial Planning, the Forum has received the backing of the Personal Finance Society. Speaking at the launch, its chief executive Fay Goddard (pictured above) hailed the launch as a milestone in the development of the profession.

"As the UK's largest professional body for advisers and planners, the PFS and CII are delighted to see the introduction of this degree and the University's commitment to the profession. Both the Yorkshire IFA Forum and the University deserve praise for this initiative and we have been pleased to add our support. "

"The industry has undergone a huge transition, changing from having insurance salesmen to a growing body of professionally qualified advisers," she added. "The Retail Distribution Review will change the face of the industry and there will be a big demand for quality people. The Bradford degree course will help the profession grow its own talent."

For more information on how to join the **YIFA Forum** and Financial Leeds membership contact:

**Matt Blakeley**, Business Development Manager, Financial Leeds  
Tel: 0113 389 9345. or  
Email: [matt.blakeley@financialleeds.com](mailto:matt.blakeley@financialleeds.com)



## Financial Leeds

Pearl Chambers, 22 East Parade, Leeds LS1 5BY  
Tel: 0113 389 9340  
Email: [info@financialleeds.com](mailto:info@financialleeds.com)  
Web: [www.financialleeds.com](http://www.financialleeds.com)

Supported by

