

ON THE ROAD

TRAVELLING WITH IAN HORNE, BHAVNA KOLI AND ASHLEY THOMAS-WALSH

REGIONAL INSIGHT

YORKSHIRE ADVICE FIRING ON ALL CYLINDERS

If you have been fortunate enough to spend time in Yorkshire, you will recognise the county for its breath-taking scenery, rich history and proud culture. You could be forgiven, however, for having overlooked its financial services sector. A late-2018 report by Deloitte noted the productivity growth of Yorkshire's financial and insurance sector was 31.7% higher than the nation's as a whole.

To see where financial advice fits into the picture, I visited some of the region's best firms on a trip to West Yorkshire. I start my journey at bdb financial in Harrogate, where managing director Andrew Brook-Dobson and operations director Matt Kiddle have been keenly refining their service for clients.

'We use cashflow planning, which is good, but it's only a part of financial planning. The main questions we hear from

clients are "what ifs", so we ensure they leave the meeting feeling reassured and confident,' Kiddle says.

bdb has also focused on how to better facilitate open client discussions. It does this with its board game, which encourages couples to map out their priorities and aspirations, and then discuss the differing responses. 'It forms a catalyst for important conversations,' says Brook-Dobson. Read all about bdb and its staff in this week's cover profile, page 22.

TOMORROW'S ADVISERS

Following an overnight stay in Thornton, my next Yorkshire meeting is with the brilliant team at Ebor Financial Planning. Nestled in a quaint spot next to the birthplace of the Brontë sisters, the leadership team of Richard Butterfield, David Dixon and Jelena Savonina is looking to the future.

Dixon is stepping away from advising clients, and he is ensuring operations director Savonina is well-placed to take the reins. Savonina is close to completing an MBA at the University of Bradford, having already achieved fellowship status through the Chartered Insurance Institute.

'We've managed to attract high-quality young professionals, and we're blessed with that,' Dixon says.



'That's the focus of our business now.' Nonetheless, Dixon admits hiring young talent has been challenging. 'Young peoples' parents don't know what the job is,' he says.

The final stop on my trip is Eastwood Financial in Elland, where I meet managing director Karen Wynard. Since joining the firm in 2002 and becoming a board member in 2012, Wynard has helped develop and enhance the firm, all while delivering advice to clients.

The business has expanded through auto-enrolment and defined benefit transfer work. As you would suspect for the latter, it has worked closely with its professional indemnity insurance provider to secure renewal. But it has a long track record as a pension specialist.

GROWING WITH RANGE

Eastwood Financial has 700 full private clients and another 200 corporate clients, and attracts new business through free initial meetings. 'We go from there, and segment clients accordingly,' says Wynard. While she describes Eastwood as a 'traditional IFA', the firm is a testament to what can be achieved through a comprehensive and diverse range of services.

As I sit on the train home to London, it strikes me as a good description of all the firms I met in Yorkshire. ■ IAN HORNE

QUICK READ

01

STOCK-ON-TEES

ACTIVE REVEALS MILLENNIAL PENSION POT WOES



Stock-on-Tees-based Active Chartered Financial Planners conducted a pension income study targeting people born between 1984 and 1994.

Of the almost 500 participants across the UK, 46% of the sample did not believe their pension pot would provide enough money to live on, and 33% did not know.

Independent financial adviser Joe Carey (pictured) says: 'It is concerning that, even since the introduction of automatic enrolment, the majority of 25-to-35-year-olds are still not confident they will have enough to retire on when they reach their 60s.' ■

02

LONDON

PK ACHIEVES GOLD STANDARD PENSION ADVICE



PK Group has qualified for the Personal Finance Society's pension transfer gold standard, a code of conduct set up by its Pensions Advice Taskforce.

Director Bernard Rust (pictured) applied to be one of the 600-plus firms that have this standard. This involves adherence to nine principles of practice aimed at ensuring clients receive the best possible outcome when examining the case for transferring a pension.

'The gold standard gives visible evidence to our clients that we adopt a high standard process when advising on their defined benefit and safeguarded benefit pension plans,' Rust says. ■

03

LONDON

FINURA TEAM COMPLETES CHARITY TRIATHLON



London-based Finura Partners director Nathan Mead-Wellings (pictured) completed the Bloodwise Blenheim Palace triathlon on 1 June. The race consists of a 750m swim, a 19.8km bike ride and a 5.4km run.

'The charity funds world-class research into all types of blood cancer, which is the fifth most common cancer in the UK and the third biggest cause of UK cancer deaths,' says Mead-Wellings. Nearly everyone in the Finura team has been touched in some way by cancer in their lives, either indirectly or directly.

The race may be over, but there is still time to donate here: bit.ly/2WqpnkJ. ■

04

LONDON

JOIN CITYWIRE'S CHARITY RUN!



The Citywire 10K is approaching on 9 July and there is still time to sign up! This year the Citywire Charity Committee has chosen to support The Alzheimer's Society and Macmillan Cancer Support.

Over 250 runners participated last year, and their collective efforts raised over £20,000. We would love for our readers and anyone part of the NMA community to join us in 9 July at Regent's Park to beat that record.

If you do not go to run, then at least go to see Ashley heaving and panting his way across the finish line! To take part please email: charity_events@citywire.co.uk. ■