

The Legal

Sheffield & District Law Society



Issue Seven February 2012

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Sheffield & District Law Society



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Contents

President's Column

In her last column as President of SDLS, Julia Watkinson champions the successes of this year's committee in terms of increased membership benefits and a developing relationship with advocates of the Society.

Editor's Column / News

Emma Waddingham, Editor of The Legal, picks out the leading lights in an anniversary first year issue of The Legal.

Legal News

Sheffield gets behind its Pro Bono services; Yorkshire's businesses are urged to work on continuing economic failings and a joint initiative looks set to create valuable starter experience for Sheffield's law students.

News Feature: Set Up With Confidence

In the first of our two News Features, Matt Rodgers outlines the key legal issues often missed by new business start-ups

News Feature: A Fair Agreement

Eleanor Hopwood examines the impact of a seismic shift in judicial assessments of Nuptial agreements post-Radmacher.

The Professionals

Jay Bhayani predicts the key employment law issues for 2012 and Chris Monroe highlights the legacy built by this year's JLD committee.

Movers & Shakers

Rob Addy makes his predictions for the 2012 recruitment market and introduces some key moves and shakes across Sheffield and South Yorkshire.

Business Development: Strategic Marketing

The first of a new regular column dedicated to marketing and business development issues, created exclusively for law firms by Natalie Rodgers.

The Experts: Social Media

Emma Waddingham and Rachel Biggin get to grips with the realities of social media – explaining why law firms simply can't afford to miss out.

The Yorkshire Law Banquet 2012

This year's Yorkshire Law Banquet was an unprecedented success, with VIP guests including the Master of the Rolls. Read on for some highlights and images from one of the biggest evenings in the region's legal diary.

Lifestyle Review: Wig & Pen

The morning after the Yorkshire Law Banquet, Emma Waddingham braved a snowy Sheffield to see if the Wig & Pen could clear a thick head and craving for proper British chips.

SDLS Sponsorship Partners

SDLS outlines the key relationship and business development benefits for sponsorship partners of the local legal community, plus a calendar of events for 2012.

4

5

6

7

9

11

12-13

14

15

17-19

21

23



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The Yorkshire Law Banquet was a fantastic opportunity for The Legal team to get some feedback on the publication. We heard what readers want to see in 2012 to support their firm and clients' businesses. Turn to the Editor's column on pg. 5 to find out what we're implementing this year. To get in touch with the Editor directly, send a message or tweet to @TheLegalSDLS via twitter.com or email emma@impressiondp.co.uk.

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President's Column

In her last column as President of SDLS, Julia Watkinson outlines the key achievements of a successful year and new initiatives launched, before passing on the baton.

Work is well underway on a brand new website for SDLS due to launch in March 2012, when The Legal is set to expand to an on-line platform, joining the hard copy circulation. The website will further enhance the Society membership offerings, communication between the legal and commercial sector and offer wider opportunities for members and sponsors.

Membership with SDLS is about raising profile and forging new market opportunities within a thriving legal community across a range of events and initiatives. Details of our corporate member firms will be available to the public online and a members' area will contain up to date information on membership benefits that include: referrals from the public (licensed by the MOJ); regional and national representation; reduced rates for CPD training (with 16 hours provided free each year); the Professional Skills Course (licensed by the SRA); access to a Wills & Whereabouts service and to LexisNexis (Forms and Precedents) not to mention invitations to social and networking events.

The Society will be better placed than ever before to promote business, pro-bono and sponsorship opportunities.

This issue will be my last. From April, Anna Rudkin is set to continue the good work of the Society as President. I have no doubt Anna will do a remarkable job, ably assisted by full time manager Lynne Parker who joined the Society in January 2011 and who has proved to be a credit to the Society.

The Society has an impressive history and it is flourishing today thanks to the dedication of its staff and the support of its members and sponsors.

Thank you for your support.

SDLS Advocates

SDLS aims to bring components of the service to the region by supplementing the training and networking available to its members. With direct input from the local judiciary the local initiative serves to enhance the national offering. The first three sessions are listed below.

1) Civil Law Update 2012

Date / time: 17th April 2012, 4.30pm – 6.00pm. Venue: Law Society Hall, Sheffield. 1.5 hours CPD

District Judge David Oldham leads the first session to review the workings of the Civil Procedure Rules. The following topics will be covered: Costs; The claims process for RTA claims below £10,000; Fast Track cases, and: changes to CPR.

2) Family Law Update 2012

Date / time: 9th May 2012, 4.30pm – 6.00pm. Venue: Law Society Hall, Sheffield. 1.5 hours CPD

Her Honour Judge Carr will offer practical advice on preparing for hearings and successfully conducting a case before the Judge, in the area of family law.

3) Points in Practice 2012

Date / time: 18th September 2012, 4.30pm – 6.00pm. Venue: Law Society Hall, Sheffield. 1.5 hours CPD

District Judges Christopher Birkby & David Kirkham will provide essential advice on matter of procedure and practice – invaluable for helping young advocates develop their skills and the basics of good practice.

To book your place on any of the above SDLS Advocates course, please contact Lynne Parker, Manager, SDLS e: lynne.parker@sheffieldlawsociety.co.uk



News from Central

The Advocacy Section is a dedicated service established by the Law Society of England and Wales to create and facilitate a community of solicitor advocates. It aims to provide mentoring, training and networking opportunities on a circuit and national level and create the framework to provide the level of support delivered to barristers by their Inns of Court. Email advocacysection@lawsociety.org.uk for details.

Robust advocacy training and continuing professional development

The service is currently available to criminal advocates to help prepare for the introduction of the new assessment regime, the Quality Assurance Scheme for Advocates (OASA). Expansion to accommodate advocates at the magistrates' and county court levels and for civil, family and children advocates is envisaged during the second part of 2012.

Solicitor and Barristers: Fusion or fission?

The Law Society President, John Wotton, said he does not expect the role of solicitor and barrister to fuse but he does anticipate they will become less distinct. Lady Deech, Chair of the Bar Standards Board, appears to support the suggestion in so far as it relates to education and training (www.lawgazette.co.uk 2 Feb 2012).

The Legal Says...

Emma Waddingham, Editor of The Legal, picks out the leading lights in a celebratory issue.

This issue is a celebration of a fantastic year for The Legal in communicating the successes, developments and key sector issues affecting South Yorkshire's legal and commercial sectors. It's also an opportunity to extend our congratulations and thanks to current SDLS President Julia Watkinson, before she steps down in April.

Julia and SDLS should also be praised for their work in attracting some of the region's leading dignitaries and guests (including SDLS members and their clients) to the immense Yorkshire Law Banquet at Cutlers' Hall earlier this year. For a full account and images of the spectacular event, which championed collaboration and innovation

across Sheffield and South Yorkshire, turn to pages 17 & 19.

The Legal is now a year old but it's worth reminding readers that the publication isn't simply for lawyers. It's a unique vehicle delivered across the legal and commercial communities in Sheffield and South Yorkshire and this audience will continue to be widened through links to local business groups. To increase opportunities for feedback and to hear the concerns and responses from readers about issues raised in the magazine, a new Forum will be launched in the next issue (April 2012). This will be joined by a round-up of the top tweets, so share yours with @TheLegalSDLS



SDLS & university launch initiative

A new initiative has been launched by SDLS and Sheffield University to complement the local law society's aim to further support undergraduate and post graduate students of Sheffield's Universities. As noted by Lady Deech, 'urgent consideration' should be given to the number of qualified law graduates with no job, who may come to resent the legal profession for excluding them.

To tackle this, the School of Law is in ongoing negotiations with various firms to create a number of 'job shadowing' and mentoring opportunities and additional 'mock interviews' for students. This additional resource is aimed to encourage

budding lawyers to engage with their legal studies and to develop skills and experiences which will assist them in their prospective careers.

The initiative is looking to attract and promote sponsorship opportunities (financial or other support) for a number of programmes, in particular the Student Law Review (a law journal run by our students) and 'Discovering Law' (an outreach programme run by the University for 'A' level students who might wish to study law).

Peter Odell, Senior Lecturer at Sheffield University, said: "These opportunities are

immensely important for our undergraduates, who look to secure experience that will assist them going into the profession. Employers can also benefit from seeing potential applicants in situ."

There are varied and flexible financial or practical support mechanisms that local firms could offer – to get involved in nurturing the next generation of potential employees. For further information on supporting undergraduate and postgraduate students. For further details, please contact Lynne Parker, Manager, SDLS: lynne.parker@sheffieldlawsociety.co.uk

New commercial player



by experienced lawyer Emma Digby, a

A new specialist commercial and employment litigation practice has been launched in Sheffield. CLL Solicitors has been established

former partner in a well-respected high street firm and active member of SDLS.

On launching CLL Solicitors, Emma said: "By spending time with business owners of all sizes and in all industries, I have gained a reputation with my clients as a solicitor who understands business from the ground up. This has enabled me to develop great relationships based on mutual respect!"

"There is place for niche legal practices which deliver specialist, bespoke services. There are still opportunities out there and I look forward to building my practice in the years ahead."

CLL Solicitors offers representation in all manner of disputes, including employment issues, Company Act Claims, partnership disputes and contractual issues.

Legal News

Walking for justice

Sheffield played host to the second Sheffield Legal Walk in aid of North East Legal Support Trust. Anna Rudkin, vice president of SDLS and trustee of NELST, said: "We are delighted to build on the success of last year's walk and that the Sheffield Legal Walk is now a regular fixture in the Sheffield Legal Calendar. I would like to thank our sponsors Irwin Mitchell and College of Law for supporting the walk, to all walkers for raising

funds and to the organising committee for arranging another fantastic event."

The charity raises funds for legal advice centres in the North East Legal Circuit and last year South Yorkshire benefited from the largest number of grants across the region. This year, despite the rain, teams from local firms set off from the court on an 8k walk around the City. Trainees from Irwin Mitchell won the

prize for the best fancy dress. Over £2,000 was raised for the fund. Applications for bids will soon be open; for any organisation seeking to apply for a grant to support their pro bono advice centre, please contact Sheffield Law Society. The Sheffield Legal Walk committee welcomes volunteers to assist in organising the walk, please contact SDLS for more details.

Diary update: SDLS Annual General Meeting

The next Sheffield & District Law Society AGM will be held on the 18th April 2012.

This will mark the handover of Presidency from Julia Watkinson to Anna Rudkin, current Vice-President, SDLS, who will set out

her vision for the year ahead. A buffet lunch and a chance to catch up with other members over a glass of wine will be provided after the meeting.

Date: 18th April 2012 Time: 12.30pm

Venue: Law Society Hall, Sheffield

To confirm your attendance and receive a copy of the Agenda, please contact Lynne Parker, Manager, SDLS (e: lynne.parker@sheffieldlawsociety.co.uk).

Planning for the future

Howells Solicitors has expanded its legal services with the opening of a new Wills & Probate department at its Sheffield office.

The team, headed by Angela Galvin, will deliver legal advice across all areas including wills, powers of attorney, Court of Protection, estates, trusts, asset protection and contentious probate.

Angela said: "I'm delighted... it's a key development for our clients: so many people tend to overlook the importance of planning ahead, of making adequate provision for loved ones."

Howells' Managing Partner, Peter Mahy, added: "Howells has a national reputation

for the quality of the legal advice we provide to individuals seeking personal legal services. The new Wills team is part of our commitment to offer those services at

key life stages, to ensure our clients are cared for and get the best advice throughout their lives."



Search for Yorkshire's rising stars in finance

Nominations for up and coming finance professionals from across the region are now open as the Yorkshire Rising Star Awards launches its 2012 search for the finance directors of tomorrow.

Organised by financial recruiter Sharp Consultancy, with support from Grant Thornton, Barclays Corporate and Cobbetts, the awards set out to celebrate high-calibre accountants, both fully and part qualified, who have made a significant contribution to the running of the finance function within their organisation.

Awards categories include companies with a turnover under £25m, over £25m and over £150m. There will be a plc award and a category for public sector organisations, as well as the coveted Overall Rising Star award, scooped last year by Chris Pennington of Halifax insurance specialist SSP.

Previous years' winners include finance high fliers from leading organisations across the region, such as Wm Morrison Supermarkets, Seabrook Crisps, GHD and Sheffield Hallam University.



Legal News

Is Sheffield ambitious enough for growth?

Sheffield Chamber of Commerce stated the city's business community has a 'part to play' in raising the ambitions of the City and delivering growth across all sectors.

The State of Sheffield report 2012 provided a 'mixture of good and bad news' for the City, highlighting the success of newly emerging sectors such as digital, sport and healthcare in Sheffield, alongside the re-invented manufacturing industry. However, the report also noted a lack of development in tackling unemployment,

deprivation and low educational attainment in some areas.

In his response to the report published by the Sheffield First Partnership, Richard Wright, executive director of Sheffield Chamber of Commerce, said: "We, the business sector, need to be ambitious enough to drive forward and deliver the economic growth necessary to balance the books and reduce unemployment."

"The report indicates we aren't developing

these fast enough to either support the victims of the demise of the older sectors or to tackle the underlying issues the city has had for some time.

"Joblessness, deprivation in some areas, low productivity and educational attainment remain big issues and challenges that we in the business sector must play a large part in tackling."

To read the State of Sheffield Report 2012 visit <http://bit.ly/wQ7XAO> (hosted on www.sheffieldfirst.com)

News Feature: Set up with confidence

The rise of the small business start-up is an encouraging sign for the region. Matt Rogers provides some top legal tips to help entrepreneurs make a sound start to their venture.

In these uncertain economic times, and the threat of redundancy ever present, business start-ups are on the increase. Strange as it may seem, an economic slump can be a good time to do so. Many well known companies, such as Microsoft, Burger King and General Electric, were founded out of recession.

If you have decided to go it alone, it's important to ensure that all the legal issues are considered. Seeking professional advice at the outset will save you money in the long-term and will give your new business the security it needs. So what sort of issues should you consider?

1. Decide on an appropriate business vehicle and protect yourself

- Sole Trader: this puts your own personal assets at risk in the event of a business failure.
- Limited liability company or partnership: this can offer some protection of personal assets, but comes with more formalities to comply with. You also need appropriate business insurances.

2. Protect your ideas

Trademarks, company and domain name registration, and other forms of intellectual property protection can

help protect your business ideas from being exploited by others.

3. Your business premises

Buying business premises or entering into a commercial lease can be daunting. As well as the financial obligations, you may be required to provide personal guarantees for the performance of your business. Most landlords will require these when granting a lease to a newly started business, but it's possible to offer alternative security such as a rent deposit instead.

4. Ensure your documents are up to scratch

Ensure you have written contracts. These can assist in protecting your cash flow and ensure that you and your customers know of their respective obligations. You also need to ensure you are fully compliant with ever-changing employment legislation.

5. Make your business processes legally sound

Contract law can be complex, especially when dealing with two or more sets of Terms and Conditions (e.g. when you are dealing with another business and it's not clear whose terms and conditions form the basis of the contract), and you need to ensure that

your Terms are superior. Terms can also be implied into contracts for goods or services by law, and each business will have different terms implied.

6. Disaster planning

You need to be prepared for the worst, so having director/shareholders/partnership agreements in place can help to avoid many of the big decisions that will need to be made in such circumstances turning in to big disputes. Also, make sure your wills are updated to reflect your new status as a business owner.

Matt is a Partner and the Head of the Property Department at Bell & Buxton Solicitors, Sheffield.



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A fair agreement

Eleanor Hopwood examines the impact of a seismic shift in judicial assessments of Nuptial agreements post-Radmacher.

The Supreme Court ruling in Radmacher altered the landscape of divorce settlements in its newfound recognition of pre-nuptial agreements and practitioners and clients alike have been eagerly awaiting the further decisions in cases involving nuptial agreements, to see how the courts will apply the case and guidance given by the Court, and what this means for such agreements in practice.

The courts have been required to consider cases in light of the seismic shift created by the Supreme Court's findings in Radmacher, essentially that they 'should give effect to a nuptial agreement that is freely entered into by each party with a full appreciation of its implications unless in the circumstances prevailing it would not be fair to hold the parties to their agreement.'

The case of Z v Z [2011] provided the first opportunity for such consideration.

The Judge found that each party had contributed to the marriage equally (making reference to White v White), and that, but for the agreement, it would undoubtedly be a case for the equal division of assets. The couple entered into the agreement freely and each understood the implications but neither received formal advice, nor was there any financial disclosure.

The Judge took hybrid position - he was mindful of foreign law in deciding to uphold the agreement in part (as with Radmacher the foreign element was highly significant - the husband claimed it was a French case and should be bound by French principals), but he applied English law when deciding the appropriate level of spousal maintenance,

acknowledging that it would have been lower in France.

A further test of the principals came in the recent case of V v V [2011] in which the High Court allowed an appeal against a financial remedy order on the basis that insufficient consideration had been given to the existence of a marital settlement.

The case reaffirms the implication that it will not necessarily be the case that a nuptial agreement should have limited weight due to:

- inequality of bargaining power - the marriage was conditional upon there being a pre-nuptial agreement to protect the husband's pre-marital property, and the wife was clear as to that purpose.
- absence of legal advice - neither party sought legal advice as to the impact of the agreement but the court found that the wife would still have entered into the agreement even if she had received such advice.
- absence of full disclosure - the wife made it clear that she would have been indifferent to detailed financial disclosure.

Pre Radmacher these factors are likely to have been grounds to ignore or limit the weight of the agreement. The Judge considered the impact of the agreement on the s25 exercise and found that it did not reduce the impact of the finding holding that 'when assessing the sharing principal and the impact of contributions, the marriage settlement provides a good and powerful reason for departing from an equal division of the assets now available.'

Essentially, where the court finds that the agreement was freely and honestly entered into, weight should be given to the parties' autonomy - the fact that there is no provision for what will happen on divorce is not grounds for giving the agreement limited weight.

However, the recent decision in Kremen v Agrest reminds us to remain cautious -

a post-nuptial agreement was dismissed on the basis that it was not freely entered into by the wife with a full appreciation of its implications (and there was no independent legal advice and disclosure). The court found no intention that the agreement should govern financial circumstances should the marriage come to an end, that it was grossly unfair, and that it did not meet the wife's needs.

So what can we learn from these Judgements, and what effect will this have on the advice we give clients? The approach taken by the Court has shifted and more weight will be given to a properly considered nuptial agreement, as expected. The agreement should be carefully drafted and address all of the relevant factors of the case and the principals to be applied in the event of a break up, to ensure the needs of the financially weaker party are properly accounted for on divorce. It remains the case however, that under English law, practicality as to need and consideration as to fairness continue to prevail.

Eleanor Hopwood is a solicitor at Wake Smith LLP www.wakesmith.com





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The art of prediction

Jay Bhayani predicts the key issues for employment law over the next 12 months – highlighting areas of due diligence for employers, unions and employees.

FEBRUARY

- The new tribunal award limits come into force, the main ones being the maximum allowable week's pay (which rises from £400 to £430) and the cap on awards for unfair dismissal (which rises from £68,400 to £72,300).

MARCH

- The Government's consultation on the introduction of fees in the Employment Tribunal and EAT closes. The aim is to reduce the number of claims being pursued. Those who are used to civil

court proceedings will probably not be surprised to see that employment tribunals are following the same path, albeit slowly.

APRIL

- Given the Government's announcements on this point, it is expected that the qualifying period for unfair dismissal will increase from 1 year to 2 years. Now unless you happen to be a ripe old age you probably won't know that the qualifying period has changed from 6 months (1971) to 1 year (1980) to 2 years (1995) back to 1 year (1999) and finally it's about to go back up to 2 years in 2012!
- Various tribunal reforms will take effect, including increases in deposit orders and costs awards.
- Unpaid parental leave will increase to 4 months from 13 weeks.
- Rules on working time will be amended to allow employees to carry forward their holiday in certain circumstances.



- The rates for Statutory Maternity/ Paternity/Adoption Pay will increase (up to £135.45).
- The rate for Statutory Sick Pay will increase (up to £85.85).

OCTOBER

- Pensions auto-enrolment begins for larger employers

Other developments which are on the horizon and likely to move forward, include:

- Penalties for employers who are in breach of employment rights.
- Early compulsory ACAS conciliation of all tribunal claims.
- Amendment of whistle-blowing rules so that disclosures about breaches of employment contracts are no longer covered.

Jay Bhayani is a Partner at Bhayani Bracewell Employment Law www.bhayanibracewell.co.uk

A legacy for Sheffield's young professionals

Christopher Monroe sums up a successful year as President of the Sheffield Junior Lawyer Division.

By now, a new JLD committee will have been elected. Whilst I have enjoyed the year immensely the current committee and I are proud to be handing over the reins with the JLD in an exceptionally healthy state. There is a continually growing membership from all over the region and attendance at events is higher than ever before.

The last social event of the current Committee's annual term took place at Revolution De Cuba at the end of January. It was a sell-out and with the bar effectively taken over by Sheffield's young lawyers plus other professional guests.

The Cuban night concluded what has been a very successful social year for Sheffield's JLD. Highlights include the inaugural cross profession pool competition which marked the beginning of the JLD's growing ties with other professions in Sheffield. Cross-professional networking has been one of the main themes of

the year and I am delighted that the committee has secured links with the Young Chartered Accountants Group (YCAG), the Royal Institute for Chartered Surveyors (RICS) as well as many of Sheffield's young bankers, insolvency practitioners and stockbrokers. I am hopeful that those ties will be expanded in the years to come.

Links were also strengthened this year with the local universities. The committee presented to the LPC students at Sheffield University and undergraduates on the legal course at Sheffield Hallam, in an effort to increase awareness of the benefits of being a part of the JLD at an early stage. It was also an opportunity to discuss experiences and provide some guidance on what to expect as young lawyers.

A further important focus of the year has been our chosen charity The Sheffield Royal Society for the Blind (SRSB), an organisation which makes a huge difference to the lives



of the blind and visually impaired in the region. We are thrilled to have raised approximately £1,200 which we will present to the SRSB on election night.

Finally, on behalf of the committee I sincerely thank all those that have supported the JLD to make it such a memorable year, including members and sponsors. I would also add a personal thank you to my fellow committee members, with whom it has been a pleasure to work with.

Christopher Monroe is a trainee at HLW Commercial Lawyers LLP.

Movers & Shakers...

2012: Time to go back to basics?

It's a year of growth for legal recruitment opportunities but how do you attract the top candidates? Robert Addy believes in a return to basics, using assistance from those in the buzz and action of both legal & professional sectors.

January has been a very busy month for CRA legal with permanent placements up 30% compared with 2011. It is however a generally strange time in recruitment with the number of vacancies ever growing but the volume of applications decreasing dramatically in comparison to last year.

I believe that the year ahead is still going to be challenging and perhaps somewhat flat overall but from a recruiters point of

view the same problems are reoccurring – attracting good quality candidates to vacancies!

As a business we are constantly readdressing our advertising coverage making sure we have a good spread of both online and offline media to reach out to as wider audience as possible. In an ever more competitive service industry I feel it is important not to forget the fundamentals involved in our retrospective industries and to some degree I think it is a good time to go "back to the basics"!

It may not be fashionable to say this but technology can be a wonderful distraction from the real business of recruitment – talking to and meeting people then putting them together. In theory online technology means recruiters can potentially deliver more productivity. However sending 15 CVs to a client with a recruitment freeze is hardly going to generate new revenue and more likely to cause irritation if anything. Just because it is possible to recruit online doesn't mean it should be our exclusive way of recruiting and attracting candidates. I stand by the fact that all recruiters should



have strong beliefs in both methods but I feel that some may have lost touch with the more traditional methods.

Successful recruiters for 2012 will be the ones who get out into the business community, meet their clients and fully understand their needs. The same applies for job applicants, meeting them face to face and taking the time to get to know your candidate is essential. It is then the recruiter's job to put the two together to set up a meeting in order to create a long lasting partnership.

We are all in a very competitive service industry and I believe if we take the right "back to basic" steps it will ensure our levels of service is the utmost and therefore encourage repeat business which in turn is obviously a catalyst for growth in the market.

Should you wish to discuss any matters from either a client or candidate perspective please contact Robert Addy or Clare Holsgrove at CRA Legal on 0114 2418030 or email Robert.addy@craconsultants.com or Clare@craconsultants.com

New face at Nabarro

Rebecca Draper has joined the Sheffield office of Nabarro LLP as an Associate in its Commercial Dispute Resolution team. She will be acting for clients in a variety of matters including: contractual disputes, house builder claims, procurement matters and Judicial Review.

Rebecca has wide range of commercial dispute resolution experience having acted for a large, multi-national Plc in a landlord & tenant dispute; she was also part of a team defending complex, multi-party litigation for a FTSE 100 client.

She assisted in a £20 million shareholder dispute, telecommunication contractual disputes and is familiar with financial litigation. Rebecca has also gained experience within the field of professional indemnity, acting for an array of professionals (including solicitors, financial advisers and property management agents).

Rebecca is aware of the importance of Alternative Dispute Resolution and is currently working with a number of public sector departments to produce a Judicial Review toolkit, to reflect best practice.



Trainee support at Bell & Buxton

Bell & Buxton is delighted to welcome Ben Lyon to the firm as a trainee solicitor.

Ben completed his LLB and LPC at the University of Sheffield. He is currently working in the firm's Commercial Property Department where he is undertaking work on leases and purchases and sales of property. Ben is also responsible for the firm's debt recovery work.

FILEX success

Lucy McIntyre, of Graysons WE Solicitors, has become a Fellow of the Institute of Legal Executives (FILEX); an accolade which is attained after rigorous training and passing the Institute of Executive's (ILEX) Professional Qualification in Law. She has also had to gain up to five years' experience in her field of law.

Born and bred in Sheffield, Lucy has worked for Graysons WE for 11 years and has spent the past five years specialising in family and matrimonial matters.

Partner and Head of the family department, Michelle Cooper, said: "Lucy is an enthusiastic and ambitious lawyer and a credit to the department. I am delighted that she has attained her FILEX qualification: it is well deserved."



NQ commitment at best solicitors

Best Solicitors has continued its commitment to the training and development of junior solicitors with the recent appointment of two Newly Qualified Solicitors, Martyn Wood and Tom Tilbrook.

Martyn joined Best Solicitors in September 2009 as a trainee. After a successful training period he qualified in September 2011 and has now been appointed as a Solicitor in Best's Child Care and Child Abduction Department.

Tom also joined Best Solicitors in September 2009 and also qualified in September this year. Tom has been appointed as a Solicitor in Best's well regarded Civil Litigation Department and undertakes work for numerous clients in the areas of personal injury, contentious probate and land disputes.

Qualified and ready

Sara Heppenstall has qualified as a solicitor after joining Russell Jones and Walker (RJW) in 2005.

She now specialises in personal injury resulting from road traffic accidents (RTAs), Employers and Public Liability and Occupiers Liability. In addition Sara also handles many litigated cases, several of which are of multi-track value.

Simon Allen, National Joint Head of Personal Injury and Head of the RJW Sheffield office said: "I am very proud of Sara's achievements; she has worked extremely hard to get to where she is. RJW believes very strongly in training well educated graduates, through our system of mentoring, into the very best personal injury lawyers."

Trusted advisor's new role

Emilda Eaton has joined the personal law department at Taylor Bracewell. Emilda is well known in the Yorkshire region for her specialist trust and tax planning skills having recently left her position as a Partner and head of the probate department at HLW.

Emilda has spent the last 19 years building up an impressive specialism in probate law and dealing with high net worth individuals and now specialises in trusts and tax planning. As a member of the Society of Trust and Estate Practitioners' (STEP), Emilda's expertise as a trust and estate practitioner is assured.

Sharon Beck, commercial partner at Taylor Bracewell, said: "We are absolutely delighted Emilda has joined us. She brings with her

a wealth of experience and expertise in tax planning which helps us to fill a gap in our services and a void in such expertise in Doncaster."

When not in the office, Emilda is an associate lecturer at Sheffield Hallam University, school governor, honorary secretary and treasurer of Sheffield District Law Society





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Business Development

Getting to grips with legal strategic marketing

This is the first of a new regular column dedicated to marketing and business development issues, created exclusively for law firms. Throughout the year, Natalie Rodgers will cover a range of topics and hopefully providing you with some practical tips and pointers!

I thought I'd firstly tackle a topic which I'm regularly asked about – LinkedIn*. I'd be a rich lady (and Mr R could retire) if I had a pound for every time I heard, 'I am on it – but don't really know what I'm doing?' So here goes; below are my top 5 LinkedIn tips.

• Get your profile to '100% complete'

Very helpfully the people at LinkedIn score your profiles, so make yours 100%. Include on it 2 or 3 recent jobs (being careful not to breach confidentiality). Whether you like it or not, it is your on-line CV so consider how well it reads to a prospective client. Does it instill them with confidence that you are right person for the job? A current 'professional' photo is absolutely essential and preferably the same one that's on your company website. Please don't be tempted to use a holiday snap from 1996 when you were in your prime!

• Status Updates

If you have a work twitter account, set it up so that your tweets are automatically posted to your LinkedIn status (and vice-versa). It is an easy and time-efficient way to get your messages out there and stay in the peripheral vision of your contacts. Don't be afraid to inject your personality into the updates (another question I'm regularly asked). Provided the majority of your updates aren't bemoaning the latest sporting results, it can help you build rapport with people in the future.

• Discussion Groups

This is where it's all happening. Join groups relevant to the sector specialism your firm provides. It's where your prospective clients will be and provided you do it well, participating in group discussions can generate business leads that convert to paid work. Post links and blogs that will be of interest to the group and use them to demonstrate your expertise. Don't be afraid to 'follow up' with individuals outside the confines of LinkedIn.

• Action your 'Profile Views'

Call me sad, but I get quite excited when someone views my profile. Why? It means that I am being found by my prospective clients. Quite regularly I will send a LinkedIn request to someone I know has viewed my profile and with whom I want to connect. Always write a customised invitation, saying positively why it's a good idea to connect. LinkedIn is a massive door opener and meeting generator. Monitoring your number of profile views is a good indicator of how well your LinkedIn strategy is working.

• Recommendations

Start by writing 5 recommendations for people that you know. Don't rush this, give some real thought as to why you are recommending them. You need to ensure that your recommendation is honest and not just because they are a client that sends you work. I'd expect you to get several in return by way of reciprocation.

Being a lawyer, you'll love a bit of anecdotal evidence to show the effectiveness of LinkedIn. A law firm picked up a large (and valuable) Commercial instruction after a fee earner completed their LinkedIn profile. A former client of that fee earner used their own LinkedIn connections to trace where he had moved to. Put simply, without the LinkedIn profile this firm would not have got the job.

A personal experience of mine is that I recently wrote a status update which prompted one of my contacts and a potential client to get in touch with me about a forthcoming project I could assist with. Following a meeting I'm now anticipating to work with them in the near future.

#Irestmycase

*I eagerly await a flurry of LinkedIn requests after this article is published!

Natalie Rodgers is Managing Director of Scala UK Ltd www.scala.uk.com



Social Media: The experts

Two of The Legal's very own marketing and media experts get to grips with the realities of social media – explain why law firms simply can't afford to miss out and provide some simple tips to master before getting started!

Rachel Biggin highlights the benefits in adding social media to the marketing mix.

It's not enough in today's market to attend the odd networking event and rely on word-of-mouth referrals; clients expect your brand to have an online presence. The increasing popularity of social media and blogging as an effective business tool is impossible to ignore and presents a real opportunity for law firms to raise brand awareness, actively engage with peers, clients and future employees and, essentially, increase traffic to their websites.

Despite the obvious advantages many companies are still reluctant to embrace this development due to concerns about the time and resources required to use it effectively. Another concern is whether it will produce a real return on investment (ROI). Client confidentiality and liability are also issues that are preventing some companies from entering into social media. Interestingly the Law Society has taken the unique step of being the first UK organisation to issue guidelines for the use of social media (visit www.lawsociety.org.uk for details). The Principles and SRA Code of Conduct 2011 suggest best practice and the ethical obligations that should be adhered to by firms engaging in online social media activity.

Perhaps you've recognised the importance of social media as a marketing tool but don't know where to start? Developing a strategic social media marketing plan is essential and should outline the key marketing objectives, how these will be achieved, which platforms will be used and who will be responsible for administering the accounts. The social media plans should also be integrated within the overall marketing plan, and support all other marketing activities such as PR, advertising, email marketing, website, events and networking.

Define your key messages and be consistent, there's no point in engaging in social media if you haven't got anything to say! Getting started with social media marketing isn't difficult but maintaining your activity level is the main challenge. Once you're up and running and become accustomed to the different platforms and tools available, it should quickly become part of your daily routine, like checking your emails.

Rachel Biggin is Owner of rb-marketing | [@rachelbiggin](https://twitter.com/rachelbiggin) www.rb-marketing.co.uk



Emma Waddingham, Editor of The Legal and self-confessed social media vixen provides a selection of top tips and additional benefits for using social media platforms.

According to the pundits, we've reached the end of the World Wide Web (or 'www:'). This means people are directed to or 'find' websites through app searching, rather than typing in the long URL. As well as using Google or Yahoo to find websites, users can be directed to websites through Twitter, Facebook, YouTube, LinkedIn etc. An added bonus if you're looking to increase traffic to your key services, people and contact details.

Top Tips

Twitter Can break news faster than traditional PR – link up with journalists and editors of relevant media sources to send them meaningful news and exclusives, directly.

- Keep it personal! Avoid using the brand as a twitter ID. Try using the Head of key rep from a department or try downsizing the 'brand': E.G. @TheLegalNews @TheLegalEditor
- Is an ideal host for opinion polls and to gauge customer service levels: It gives your critics a forum and allows you to observe their responses / attitudes and often, behaviour

LinkedIn Can be used to boost Google search engine optimisation - use keywords that define your services in posts and company updates

- Publicise events schedules to engage clients and draw them back to your website
- Use linked In to set up groups and forums – extending your brand profile
- Be objective and avoid sales patter for authenticity

Facebook Unlike Twitter, avoid using individual profiles – stick to a) the corporate brand as a whole or b) a silo of the brand

- Can offer a forum for meaningful discussions and provide added value to clients, such as links to charities and organisations. It's also a free tool for images and videos.
- Control issues – The administrator can manage membership as well as comments, however, it's generally advisable to keep pages as public as possible and alter the privacy and administration tools to suit.

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The Yorkshire Law Banquet 2012



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This year's crown in the region's legal event calendar, the Yorkshire Law Banquet, was the most sought after ticket in town last month when the Sheffield & District Law Society hosted its annual dinner at Cutlers Hall, Sheffield.

Over 360 people attended the 136th annual event of its kind, as did the Right Honourable Lord Neuberger, Master of the Rolls, who was invited as guest of honour. Those joining Julia Watkinson, President of SDLS on the top table, reflected the strong relationships between the region's legal, commercial and civic communities. The mix of dignitaries emphasised the key message of this year's dinner: market innovation and sector collaboration.

Guests swept up the winding staircase of Cutlers Hall, lined by soldiers from the 38th Signals Regiment and those invited by the President were treated to a VIP

champagne reception and the chance to greet Lord Neuberger in person.

As well as the Master of the Rolls, dignitaries from the legal, commercial and civic scene included: Pamela Liversidge, Master Cutler; the High Sheriff of Sheffield, the Deputy President of the Law Society of England & Wales; representatives of both the city universities; the Lord Mayor of Sheffield; the Designated Civil Judge for Sheffield & South Yorkshire, plus district judges; the presidents of other Yorkshire-based regional law societies and commercial organisations such as RICS, and; Cannon Christopher Burke. A heaving top table of 33 wasn't simply a political move; the aforementioned attending guests of the President represented the increasingly significant relationship between the region's legal and commercial sectors – nurtured by SDLS and its presidents ongoing.

Following a fantastic six-course meal, the Presidential address and Lord Neuberger's speech both supported the view that lawyers must work harder than ever to create market-leading legal services; working closely with clients to deliver the right package, value for money and ultimately real access to justice.

In her thanks to guests, the committee and SDLS Manager Lynne Parker, Julia Watkinson, President of SDLS, pointed to the seismic changes affecting legal services. She said: "The legal community now faces greater challenges than perhaps ever before. The question to ask ourselves as lawyers is - do we want to face these challenges alone or be part of a collective that offers support to its members on practice and provides effective regional and national representation on issues important to our legal community."



We are delighted to be a sponsor of one of Yorkshire's most significant social events for the legal community and thank the Sheffield and District Law Society for hosting such a wonderful evening.



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The Yorkshire Law Banquet 2012 cont...

The President also stressed the role of the local law society is 'more important today than ever before,' as are the firm relationships built between Sheffield's legal and commercial sectors. This was reflected in the widespread support of the evening, with guests coming as far afield as London, Wales and Europe. Members of SDLS also seized the opportunity to invite clients and potential new business sources, helping to further widen the circle and offer new networking opportunities.

A new world

Lord Neuberger, Master of the Rolls, made a clear address as to the current challenges facing the legal scene, alongside the ever-increasing need to improve access to justice. In the wake of commercial giants such as the Co operative Group looking to set up in house legal services, the threat to small-medium sized law firms will be increasingly appar-

ent over the next few years, increasing the need for Sheffield & District Law Society to offer firm support and guidance to local lawyers and their clients. He outlined his opinion of the developing new world for legal services, 'unlike no other,' that will inevitably cause many law firms to change their business model. How this and discussion of Jackson's reforms went down with the guests remains to be seen (answers to emma@impressiondp.co.uk please!) but on the whole the crowd was honoured to have such a highly revered guest of honour.

This year's Banquet was held in support of The Children's Hospital Charity. Funds raised on the night will be used to help improve facilities and care for young patients and their families in hospitals across the region (more information about the charity can be found at www.tchc.org.uk).

Sheffield & District Law Society would like to thank the generosity and support of sponsors for this year's Yorkshire Law Banquet: CRA Legal; Bank House Chambers; Wildy & Sons Limited; The Royal Bank of Scotland; Wesleyan for Lawyers; Conveyancing Risk Management Limited; Legal Cost Negotiators Limited; John M Hayes Partnership Limited; KBW Barristers Chambers; All Things Wine and More; Park Court Chambers; Joanna Price Floral Designs, and; Grant Thornton, which sponsored the cheese and port course.

The President would also like to extend a special thanks to Lynne Parker, Manager of Sheffield & District Law Society, the SDLS Committee and Alan Greaves, freelance photographer, for their hard work and support in making this a memorable event.

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Lifestyle Review: The Wig & Pen by The Milestone

The morning after the Yorkshire Law Banquet, Emma Waddingham braved a snowy Sheffield to see if the Wig & Pen could clear a thick head and craving for proper British chips.

The Wig & Pen has changed since I visited in 2009 after the brains behind The Milestone (an award-winning gastropub brought to national fame by Ramsey's Best Restaurants 2010 - Gordon Ramsey's search for the best restaurant serving British food), took over the Campo Lane site a year ago.

As I'm lucky enough to suffer the kind of post-revelry hangover that's cured by food, we dive into the generous set menu before the impending snow makes our return home an icy one. Inside, the atmosphere reflects the serious yet informal content of the menu. Split over two floors, the venue is relaxing, unfussy, vaguely rustic and provides that all important space between you and other diners. Ideal for client lunches and meetings which require a laid-back atmosphere, relative privacy and an inspiring food and wine list to keep the ideas and conversation flowing.

I'm a bit of a stickler for supporting establishments with a measurable commitment to locally sourced produce. The team behind both restaurants have invested resources into a piggery as well as buying in locally grown vegetables from local grower and allotment owners (they offer a bartering service for the green fingered).

Care and attention has gone into the combination of flavours while the generous portions look almost too good to eat. The ham hock with apple puree, covered in a topping akin to crumble (it tastes less odd than it sounds) and was melt in the mouth. The beetroot pannacotta with goats cheese mousseline the perfect opener on a winter's day. Usually I'd have joined this with a large glass of white to keep the chill out later but unfortunately we felt a little over-fuelled from the night before...

It's clear to see the time and passion driven into the venture that's moved the Wig & Pen into an already popular and much

loved restaurant. Owners Marc Sheldon and Matt Bigland also offer some unique and quirky cookery classes, special events (such as cupcake and cocktail making evenings) and corporate packages that look to inspire the budding cook to the – like me – kitchen queasy. I'm booking in for a 'make and take' session as soon as I can. (See the website for full details as these courses are frequently changed and quickly booked up).

The impeccable service continued when a wooden platter of chunky fried Pollack, fat doorstep chips and 'smashed' peas arrived. The fish was fresh and light and the beer-batter not too greasy. As an aficionado of the humble chip, I was delighted with the chubby jenga style offering, rather than fries.

Hangover well and truly abated, we begrudgingly leave in a bid to get ahead of the snow. If I had room for dessert, it would have been the carrot cake with coriander icing, cardamom ice cream and toffee carrots. I'll just have to order it next time!

What's on offer?

- Contemporary, seasonal menus, championing locally-sourced ingredients
- Set menu: served all day Sun-Thurs, until 7pm on Fri and Sat) - 2 courses & half bottle of wine £20 or 3 course for £24
- Brunch: served 11pm-3pm
- Express menu: all dishes £8.50
- Wig & Pen Tasting Menu: served 5pm-10pm. £36pp for a series of tasters exploring the skills and flavour inspirations of the Chefs. A specially selected menu of wines to accompany the taster menu is also available (£14.50pp).
- Winter Menu: served 5-10pm currently features starters and main courses including 'sous vide quail breast with boudin of the leg, bacon popcorn' and 'Calow Farm beef rump with dauphinoise potato, wild mushroom tortellini, baby leeks and truffled jus'.
- After-Work drinks menu (every day,

4pm-7pm) plus Classic Cocktails for £4 (Fri & Sat, 9pm-close).

For Wig & Pen history and further details on the menu and ingredients, plus the opportunity to sign up to the VIP newsletter, filled with event news, discounts and special offers, please visit www.the-wigandpen.co.uk

The Milestone Cookery School

For a full list of courses, visit www.the-milestonecookeryschool.co.uk. Bespoke programmes can be created for companies – an ideal way to thank clients or reward and re-energise colleagues.





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- Sheffield Law Society supports the local legal community and has established and valued links to the local business sector, as it understands the need to work closely with the commercial sector to benefit members.
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For further details on the Sponsorship Partners, please contact Lynne Parker, Manager at Sheffield & District Law Society.

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- The Society's training resources and facilities provide over

2012 Calendar of Events

SDLS holds a variety of social events throughout the year. Each attracts varied attendance of between 20 to 400 candidates. For 2012 we intend to hold the following, subject to availability and booking:-

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Champagne tasting and Diamond talk. Venue: Porsche showrooms.

April

Inter firm Quiz. Venue either Tulip Lounge or Cavells

May

Ladies Networking Event, House of Colours

June

President's Golf Day

August

Summer Event. Theme and venue TBC

October

Halloween Ball, Fire and Police Museum.

November

Beer tasting, brewery tour and curry

December

Law Society Christmas Party.

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