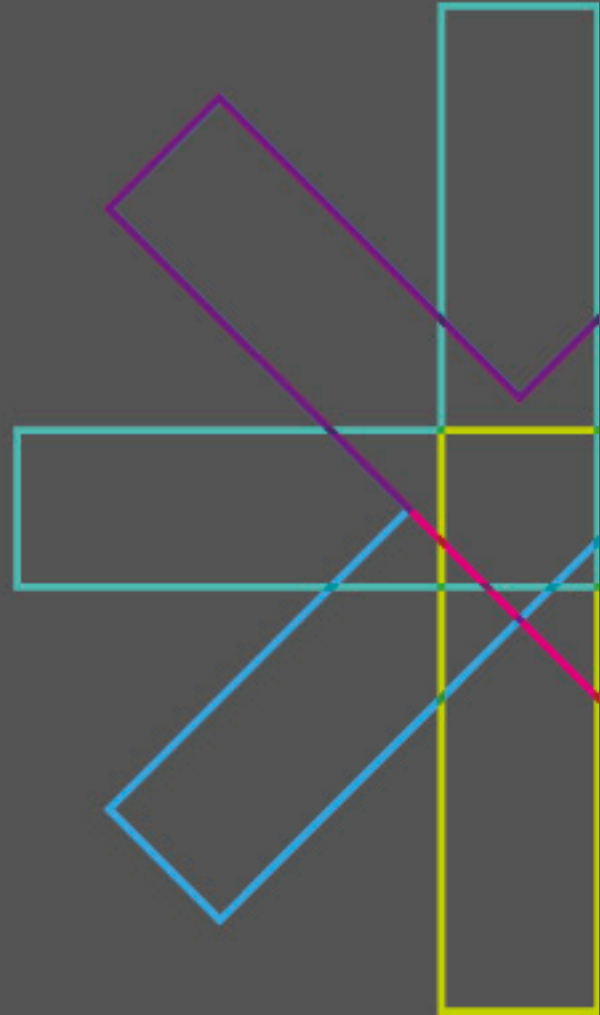


Reform of the English legal marketplace

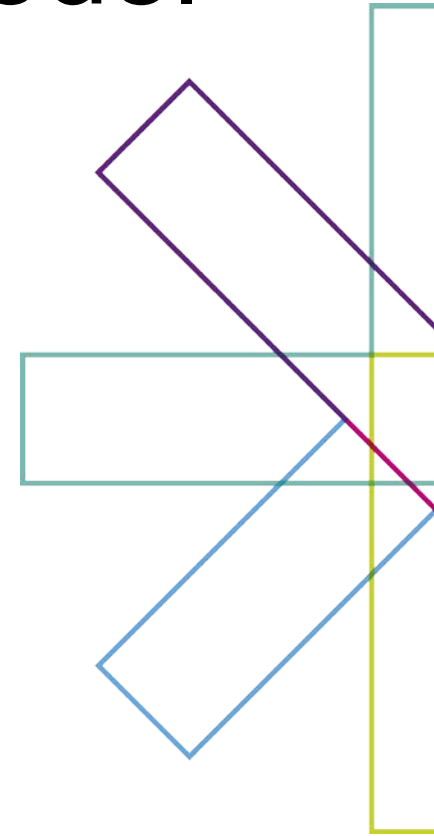
Roger James, partner Taylor
Vinters Solicitors

Taylor Vinters 



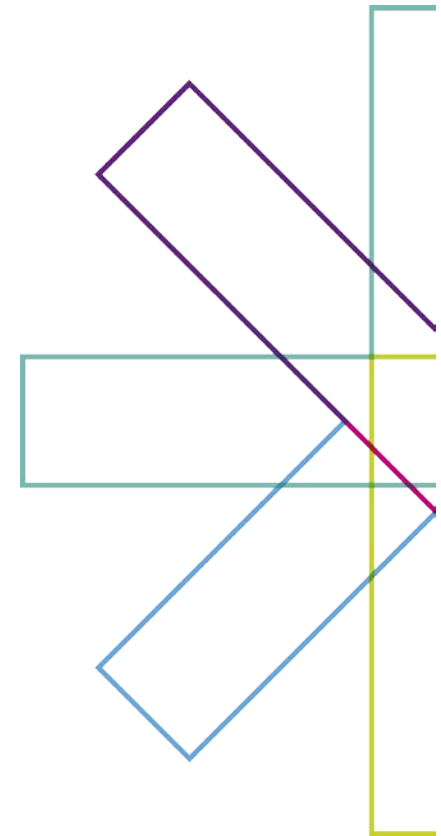
A 'Traditional' Law Firm Model

- Partners are joint owners and business directors of the organisation
- Associates comprise employees of the firm with the prospect of becoming a partner
- Partners share the profits (and losses) of the firm



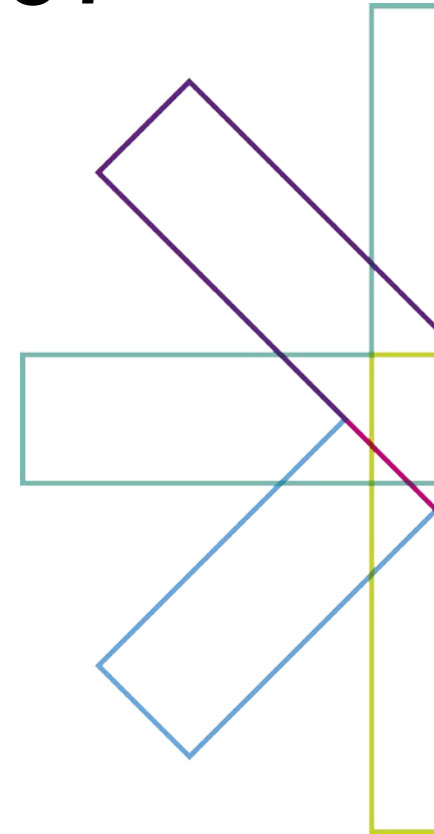
Pressure for Reform

- A need to be able to access outside capital
- A desire to offer equity stakes to non-lawyers such as Finance Director
- A demand for Multi Disciplinary Practices (MDPs)



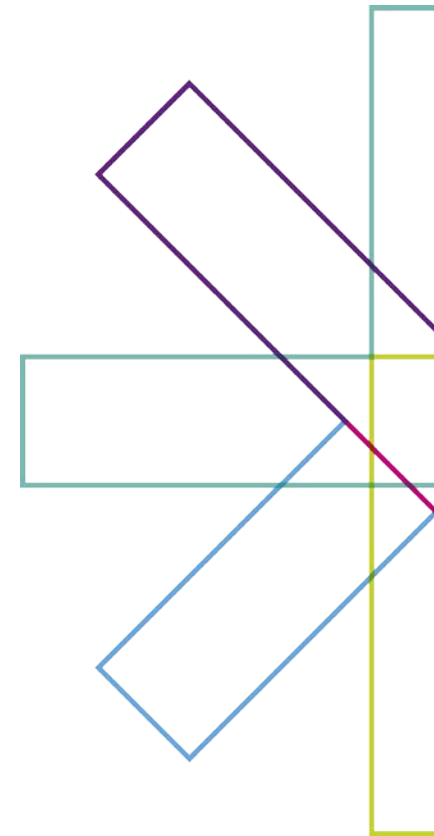
The Legal Services Act 2007

- Allows Alternative Business Structures (ABS) with non-lawyers able to participate in:
 - management, and,
 - ownership roles



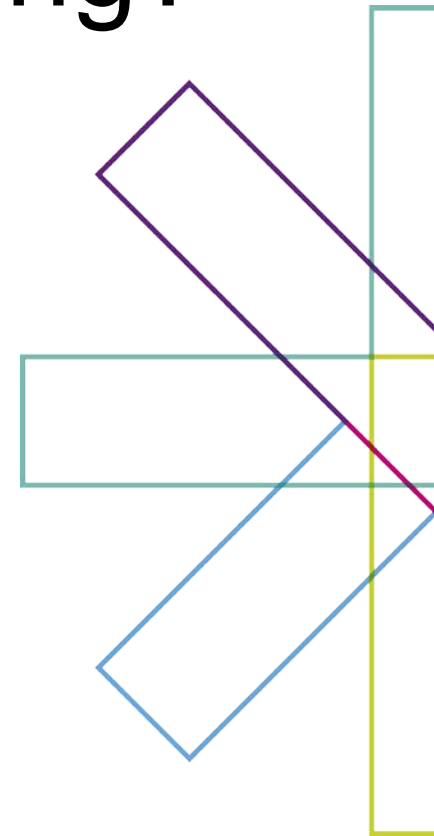
An ABS Structure

- Examples of ABS organisations:
 - Normal law firm bringing in non-lawyer partners
 - Consumer brands – Co-op and BT
 - Insurance companies to handle claims
 - Virtual firms – Excello and Brilliant Law
 - Private equity backed firms – Parabis and Keoghs
 - Not for profit organisations – the Community Advice and Law Service
 - Multi-Disciplinary Practices (MDPs)
 - World’s first listed law firm – Slater and Gordon



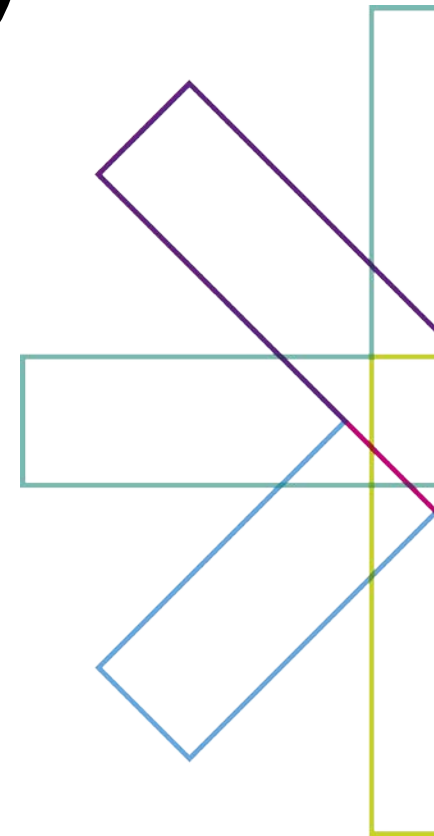
How are Law Firms Adapting?

- 50% of law firms have either put a new structure in place to allow non-lawyer ownership (or expect to in the future)
- 50% of law firms have not gone down this road and do not intend to
- External funding is now an option for firms



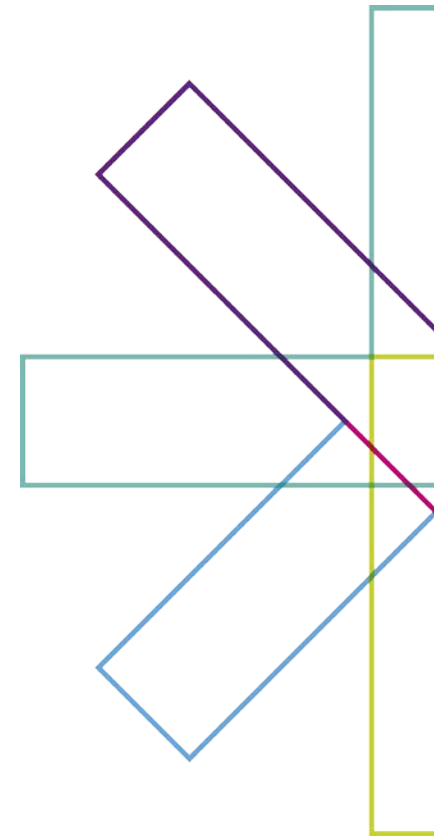
Impact on Service Delivery

- Shift away from the hourly billing model
- Firms offering almost exclusively fixed fee work – Brilliant Law
- Consumers today are more aware than in previous years
- Unbundling legal services
- Consultations via Skype? - iSolicitorUK



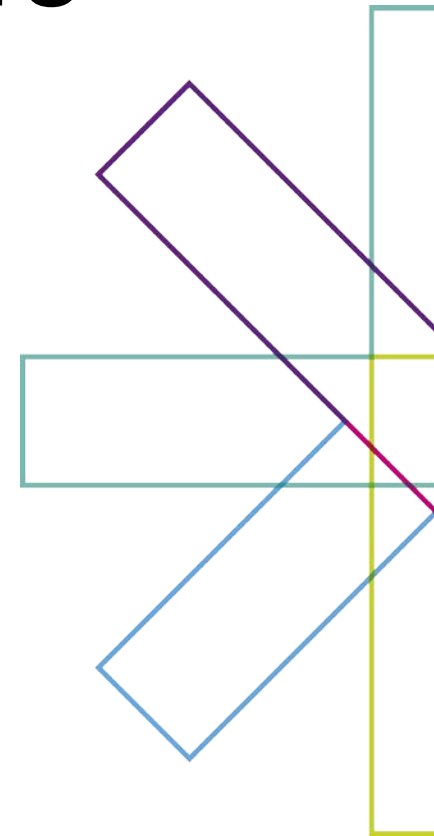
Impact on Management

- Partnership model vs corporate model
- Increase in the number of firms who have brought in non-lawyer managers
- Dedicated management team
- Innovative ways to incentivise staff required as goals shift



Case Study – Taylor Vinters

- Focused strategy – concentrate on what best at – technology, investment and private client
- Sale of personal injury practice to S&G
- International strategy – eg International Counsel service - an international service for international clients
- Joint ventures – clarityTaylorVinters
- Dedicated management team
- Expansion into London and Singapore
- Competing on quality not price





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