

ACUITY LAW.

PRODUCTS & SERVICES

Acuity Law

INSTINCTIVELY COMMERCIAL

We are Acuity Law - a team of lawyers who like to do things a little differently. Established in 1999, we're a team of 80+ exceptional and instinctively commercial lawyers working throughout the UK and internationally.

With an entrepreneurial spirit and an appetite for a better service, our clients are at the heart of everything we do. Naturally inquisitive and entrepreneurial, our teams of exceptional people detect problems early and solve complex business challenges quickly and efficiently.

The firm's culture is reflected in the quality of service to clients and the speed and precision with which the Acuity Law team gives advice. Acuity Law is proud to have a growing portfolio of fantastic clients and one that is built on long-standing relationships.

The firm's recent accolades include The Times Best Law Firms of the Year 2020, Law Firm of the Year 2020 at Wales Legal Awards and Legal Team of the Year at Dealmakers Awards 2020.

[acuitylaw.com](https://www.acuitylaw.com)

**ACUITY
LAW.**

AL.

Our Story

DRIVING ENTREPRENEURIAL SPIRIT

Acuity Law is an award-winning, top ranked law firm offering a business to business legal service throughout the UK. The firm was founded by ex-city lawyers and has offices in London, Cardiff, Swansea and UAE.

Acuity's innovative and commercially driven spirit paired with an appetite for a better legal service has forged an ever-expanding range of bespoke legal solutions, tailored for the modern business across the UK & internationally.

“ Our instinctively commercial nature has made us inquisitive in the ways that we offer our services to clients. With the extraordinary wealth of experience we possess through our industry leading lawyers, over the years we have been able to create a portfolio of products to offer our clients to ensure we are providing the best possible service and to be able to meet all needs under one “roof”. The Acuity brand is now proudly home to a number of innovative services that can help you grow and develop your business. ”

Steve Berry, Chairman

acuitylaw.com



AL.

Membership Services

PIONEERING LAWTECH

Acuity offers a bespoke line of Membership Services specifically designed around our clients' needs. With our reputation for innovation and entrepreneurship, we continually strive to improve the client experience and the technology that underpins our service. We focus on cost-effective, pioneering solutions designed to revolutionise our market.

All Acuity Membership Services offer 24/7 instant access to our secure client portal providing instant access to matters, invoicing, and a bespoke library of legal templates and documents via the Knowledge Bank, all at the click of a button.

ACUITY
ACADEMY.

Learning. Training. Development.

[LEARN MORE](#)

ACUITY
COUNSEL SERVICE.

Innovating Legal Outsourcing.

[LEARN MORE](#)

ACUITY
REPUTATION MANAGEMENT.

PRE-EMPT. PROTECT. CONTROL.

[LEARN MORE](#)

Acuity Products

BESPOKE BUSINESS SOLUTIONS

Our clients are at the forefront of everything we do and we continually strive to improve the client experience and the technology that underpins our service. In addition to our Membership Services, Acuity also offers a number of tailor-made products suitable for any business. Acuity products offer a simple to use, invaluable insight into different areas of your business and its potential.

All Acuity products are available as an additional benefit with our Membership Services and are also individually available as a stand-alone option.

DATA
ASSIST
by **ACUITY LAW.**

[LEARN MORE](#)

IR35
ASSIST
by **ACUITY LAW.**

[LEARN MORE](#)

LITIGATION
FUNDING
ASSIST
by **ACUITY LAW.**

[LEARN MORE](#)

ABOUT ACUITY ACADEMY

Our pioneering [Acuity Academy](#) solution provides an array of legal compliance and business training solutions designed for the modern business. This approach allows us to use our knowledge and training expertise to equip your business with a raft of tools to enable best practice.

[Acuity Academy](#) provides organisations the opportunity to get onboard with training in advance of any legal issues or legislation changes by providing a wide spectrum of training tools for a thriving business. By blending a range of [Acuity Academy](#) is a great accompaniment to work alongside business training support provisions.

FEATURES & BENEFITS

- Complete access to a wide variety of training tools designed by subject matter experts and industry-leading lawyers
- Access to an array of training solutions on via a multitude of platforms tailor made for your unique workforce
- Easy access to business training support provisions in bite-size chunks
- Ability to use Acuity Counsel Service credits for training modules



KEY CONTACT

Claire Knowles

claire.knowles@acuitylaw.com

+44 (0)7896 671 817

FOR MORE INFORMATION VISIT:

acuity-academy.com



ABOUT ACUITY COUNSEL SERVICE

[Acuity Counsel Service](#) is an innovative outsourced service providing day-to-day commercial legal support designed around your needs, giving you accelerated access to a select team of lawyers that know your business and understand your needs.

[Acuity Counsel Service](#) provides access to expert legal partnering with high calibre lawyers at costs that you control on a flexible-fee basis and tailored to meet your business's needs. Whether you need commercial and corporate support, real estate or employment advice, your [Acuity Counsel Service](#) team are on hand to help. You will have a dedicated lead lawyer who will coordinate your legal requirements and a team of legal specialists who will understand your business.

FEATURES & BENEFITS

- Legal Subscription Solution
- No Long Term Tie-In
- Blended Hourly Rate
- Roll Over Unused Hours
- Credits For Other Acuity Products
- Access To 17 Practice Areas
- Intuitive ACS Client Portal
- Bespoke ACS Knowledge Bank



KEY CONTACT

Bethan Cooke

bethan.cooke@acuitylaw.com

+44 (0)7581 124 078

FOR MORE INFORMATION VISIT:

[acuitycounselservice.com](https://www.acuitycounselservice.com)



ABOUT ACUITY REPUTATION MANAGEMENT

Acuity Reputation Management guides businesses through the ever-increasing range of threats and risks businesses like yours face. Whether it's our long-term risk and crisis planning or our 24/7 Crisis Management service you'll feel a lot more comfortable knowing you've got us in your corner, every step of the way.

Our industry-leading reputation management experts provide bespoke solutions, tailored to your business' needs on a flexible basis. We cover all areas of reputation management from IP protection to litigation as well and data support and training to ensure a maximum level of protection.

BUSINESS THREATS

- Litigation
- Press Intrusion
- Cyber Attacks
- Data Theft
- Fake News
- Smear Campaigns
- Bad Leavers
- Employment Litigation



KEY CONTACT

Aisha Wardell
aisha.wardell@acuitylaw.com
+44 (0)7976 927 001

FOR MORE INFORMATION VISIT:

[acuityreputationmanagement.com](https://www.acuityreputationmanagement.com)



ABOUT DATA ASSIST

Against a backdrop of growing cybersecurity threats, data protection and digital hygiene is vital in today's digital economy. Our bespoke product provides tailored support and advice as and when needed, leaving you with the ability to focus on what you do best.

With a Data Assist audit report, you can be sure we will make sure any weaknesses in your security will be highlighted and addressed with you. As your business grows, your collection of data grows with it. Not only does the risk of storage devices lost in public places increase, but cybercriminals aim to take advantage of weak points in a firm's security leaving you open to attacks. This type of attack affects businesses large and small, detrimental to brand trust, and can become very costly. Nobody is safe without the proper precautions.

We know that there's no one-size-fits-all approach when it comes to compliance. That's why our flexible solution covers all bases, depending precisely on what your business needs. Effective cybersecurity is an iterative and ongoing process, so our menu of options covers all aspects of data protection for continuing support and protection in an ever-changing digital world.

With Data Assist, you can be sure we will make sure any weaknesses in your security will be highlighted and addressed with you. Get started today with a free Data Assist audit.



KEY CONTACT

Lowri Morgan-Macdonald
lowri.morgan@acuitylaw.com
+44 (0)7940 348 810

FOR MORE INFORMATION VISIT:

acuityreputationmanagement.com/data-assist



ABOUT IR35 ASSIST

Our IR35 Assist Tool allows businesses to determine if their engagements with self-employed individuals (via an intermediary or not) will fall within or outside IR35. It also provides guidance on the potential exposure of employment and/or worker status claims in the Employment Tribunal, and how best to mitigate such risks.

IR35 is HMRC's tax avoidance legislation which governs the payments an individual receives when providing their services to an "end client" through an intermediary (e.g. a personal service company and/or agencies). The legislation applies to the individual workers, and the businesses hiring them, who are supplying their services via an intermediary, but who would be an employee if the intermediary was not used.

Through our end-to-end change management solution IR35 Assist, we can provide you with the knowledge, know-how and expertise needed to work safely within the new legislation.



KEY CONTACT

Claire Knowles

claire.knowles@acuitylaw.com

+44 (0)7896 671 817

FOR MORE INFORMATION VISIT:

acuitylaw.com/expertise/ir35-assist



ABOUT LITIGATION FUNDING ASSIST

Litigation Funding Assist offers Acuity clients competitive funding rates, with a time-efficient process in place to ensure effective decision making. Our funding arrangement in partnership with Augusta will fund the full cost of pursuing a claim, including legal fees and expert witness costs and other agreed disbursements.

Backed by Acuity's track record and legal 500 recognised expertise, Acuity's Litigation Funding Assist solution allows businesses to remove the risk and cost of legal spend from the balance sheet and free up cash flow.

FEATURES & BENEFITS

- Free eligibility assessment
- Minimum case value £75,000
- Claim types can include: Contractual Claims, Professional Negligence and Director/Shareholder Disputes
- Support from an award-winning litigation team



KEY CONTACT

Aisha Wardell

aisha.wardell@acuitylaw.com

+44 (0)7976 927 001

FOR MORE INFORMATION VISIT:

acuitylaw.com/expertise/litigation-funding-assist



Testimonials

HEAR FROM OUR CLIENTS

“ Acuity Counsel Service gives us direct access to a team of expert lawyers who have become our trusted advisors. Their innovative and agile service enables us to flex and scale their legal services to support our business needs. Acuity’s unique business model allows them to respond quickly to the changing marketplace and their entrepreneurial and collaborative approach supports us in achieving our business needs. Through our time partnering with Acuity, we have been impressed with their proactive, commercial manner and the speed of their advice. ”

Gareth Jones, Director
Jones Brothers

“ Acuity Counsel allows us as a company to access expert advice and support when we most need it. Unlike many firms, they have an absolute focus on customer experience. Acuity have found a winning formula – a single main point of contact who directs you to the most suitable specialist and clearly explained advice within a pricing structure that I haven’t seen matched. On each and every instruction, the timescale they have quoted has been beaten, they understand urgency and respond to it accordingly! A special mention must go to Acuity’s staff – friendly, efficient and professional with an overall manner that instills confidence and trust. ”

Greg Wood, Commercial Director
Your World Recruitment

Contact Acuity Law

GET IN TOUCH

If you have any queries or would like to know more about any of the products or services offered by Acuity Law, please get in touch with a member of staff who will be happy to help. For further information on everything Acuity has to offer please visit our website: [acuitylaw.com](https://www.acuitylaw.com)



hello@acuitylaw.com



+44 (0) 333 016 3553

LONDON

21 Ganton Street,
Soho,
London,
W1F 9BN

CARDIFF

3 Assembly Square,
Britannia Quay,
Cardiff,
CF10 4PL

SWANSEA

Exchange Building,
Cambrian Place,
Swansea,
SA1 1SH

UAE

Level 41,
Emirates Towers,
Sheikh Zayed Road,
UAE

ACUITY LAW.

PRODUCTS & SERVICES