

# ACUITY LAW.

[acuitylaw.com](http://acuitylaw.com)

# Acuity Law

**INSTINCTIVELY COMMERCIAL**

**A**cuity Law is a top ranked law firm offering a business to business legal service throughout the UK and internationally. The firm was founded by ex-city lawyers and has offices in Bristol, Cardiff, London and Swansea.

We are an instinctively commercial team of market leading professionals with an entrepreneurial spirit and an appetite for a better legal service to revolutionise our industry.

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:

Law Firm of the Year | Legal 500 Awards 2020

Legal Team of the Year | Wales Dealmakers Awards 2020

Corporate & Commercial Team of the Year | Wales Legal Awards 2020



# Corporate Social Responsibility

## OUR PEOPLE, OUR COMMUNITY, OUR PLANET

We are passionate about providing the best legal service for our clients while having the smallest impact on our planet as possible. We are on a learning journey and are collaborating with external sources to ensure continuous improvement. We are proud supporters of The Chancery Lane Project, a collaboration between UK lawyers looking to develop new contracts and model laws to help organisations fight climate change. We actively encourage staff to minimise the environmental impact by encouraging schemes such as lift sharing and the cycle to work.

At Acuity, the health and well-being of our people is at the core of our business. We seek to promote a health-conscious environment, buoyed by 'lunch and learn' sessions with nutritionists, mindfulness coaching and advice on how to reduce stress in the workplace. We recognise the equal importance of mental and physical health.

With offices in Bristol, Cardiff, London and Swansea it's important for us to grow deep roots in our communities and build lasting relationships. Every year, team Acuity nominate and vote for our two charities of the year to raise money and support the vital work these charities do.

# Our Story

## DRIVING ENTREPRENEURIAL SPIRIT

**W**e 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 legal service, our clients are at the heart of everything we do. Naturally inquisitive and innovative, our teams of exceptional people detect legal problems early and solve complex business challenges quickly and efficiently.

“ Since day one, we've had a portfolio of clients that we have worked very closely with as an extension of their legal and commercial teams. The success of Acuity is demonstrated by the growth of that portfolio, as our client base has grown we've brought in more lawyers, expanding our services but have always maintained our ethos of a close, personal service. The future is really exciting, we have a group of lawyers who are instinctively commercial, focused on business needs, our model has been proven and we are growing rapidly. ”

**Steve Berry, Chairman**



# Our People

MEET OUR EXPERTS

22 PARTNERS | 100 STAFF | ESTABLISHED 1999



**Steve Berry**  
SENIOR PARTNER



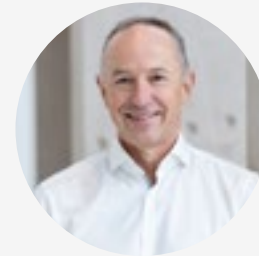
**Hugh Hitchcock**  
SENIOR PARTNER



**Edward Finley**  
SENIOR PARTNER



**Rachelle Sellek**  
SENIOR PARTNER



**Paul Lowe**  
SENIOR PARTNER



**Claire Knowles**  
SENIOR PARTNER

“AGILE AND HIGH-QUALITY SERVICE FROM A FIRM THAT PROVIDES  
A COMPLETE SOLUTION FOR COMMERCIAL LEGAL ADVICE.”

# Practice Areas

## A FULL-SERVICED COMMERCIAL FIRM

We are a new style “law company” and not a traditional partnership model. Our approach aligns us with our clients and means that we can provide a joined-up service across departments and one where long-term client retention is our goal. Our partners are recognised as leading practitioners in their fields, we have specialist teams in to support our clients on all their business needs.

Banking & Finance

Health & Safety

Commercial & Technology

Immigration

Corporate

Intellectual Property

Creative Industries

International

Competition, Regulatory & Trade

Litigation & Dispute Resolution

Data Privacy & Cyber Security

Planning & Environmental

Employment

Real Estate & Construction

Financial Regulation & Compliance

Real Estate Finance



# Clients

## SOME WORDS FROM OUR CLIENTS



“Principality has worked alongside Acuity for many years and on a range of deals from the more straight forward to the significantly complex. Their approach is both professional and pragmatic in assessing and mitigating risk to help us deliver a high standard of customer service to our clients. They have a strong, resilient team which ensures high service levels are maintained during absences and a positive and collaborative approach where different parts of the business are called upon.”

## PRINCIPALITY

“Sometimes our professional lives extend a long way beyond the standard and extent of a professional relationship; without Acuity’s encouragement, vision, faith, commitment and support, we could never have seen the case through to this. My sincerest thanks for the expert legal analysis, the settlement would not have been possible without the professionalism and expertise demonstrated within Acuity.”

## ROXBURY DEVELOPMENTS LIMITED

# Expertise

## OUR RECENT WORK

Instructing **Brickability Group** on the completion of a successful AIM listing, with a number of significant new institutional investors including LionTrust, Blackrock and Soros investing. Brickability raised £57m in its initial public offering through the issue of over 87m new ordinary shares, giving the company a market capitalization of £150m – the second highest market cap among AIM IPOs in 2019.

Advising shareholders of **Kingswood Insurance** when the company was acquired by The Plan Group Limited, the company behind the Yellow Jersey Insurance marque for a significant undisclosed sum.

Advising **Delio** on a round of investment including £2m from Maven Capital Partners as well as follow-on funding from Development Bank of Wales and other existing shareholders taking Delio's fundraising total to £3.3m.

Advising **Phytoponics** on a £500,000 equity financing round from a number of existing shareholders with match funding provided by the Development Bank of Wales as the company's first institutional investor.

Acting for **Principality Building Society** in relation to the drawing down of a new facility, continuing the development by Ely Bridge Development Company of the affordable element on a

53 acre site to the west of Cardiff city centre. This development represents the regeneration of one of the largest brownfield sites in Cardiff into a new community.

Advising **Jurassic Fibre Limited** in connection with its build of a multi-million pound ultrafast full fibre-optic broadband network across Devon, Somerset and Dorset including applications to OfCom, disputes with other broadband providers, software licence and mobile app development agreement, customer terms and conditions and data protection compliance.

Advising on all development and planning issues during the application phase of the

£150m development of the former **Southwark Bridge Road Fire Station**, encompassing one of the most innovative new schools in London plus residential apartments and commercial space. The project included the acquisition, structure and facilitation of legal documentation.

Advising **Rightacres** on the redevelopment of the £100m Transport Interchange building currently being developed near Central Square following the acquisition of the remainder of the site from Network Rail by Rightacres.



# Product Portfolio

## ACUITY MEMBERSHIP SERVICES



We offer a suite of HR and commercial training modules which can be provided to your management team. We can deliver these in person or through electronic means and cover areas such as:

- Motivating and incentivising employees
- Best practice in the workplace
- Negotiating and structuring technology (IT) contracts
- Protecting intellectual property

For more information visit:

[acuity-academy.com](https://acuity-academy.com)



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.

- 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

For more information visit:

[acuitycounsel.com](https://acuitycounsel.com)

# Product Portfolio

## ACUITY SERVICES



At Acuity Consult we are the exception, not the rule. We are the next generation of legal consulting.

Giving you the freedom of self-employment with the resources of a more traditional law firm, our unique approach to consultancy enables you to leverage our award-winning brand whilst watching your own practice develop, grow and flourish.

For more information visit:

[acuity-consult.com](https://acuity-consult.com)



Acuity Reputation Management provides a full suite of corporate reputation management protection.

We provide a bespoke service delivered by our industry-leading reputation management experts, tailored to your business' needs on a flexible blended rate basis.


Our full-service solution covers all areas of reputation management, 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.


For more information visit:

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

# Contact Acuity

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**ACUITY  
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