



August 2010

It might seem a lifetime ago, but the period since the last newsletter in April has seen a dramatic change in UK government and clear signs of improvement in the housing market. There were no surprise judgments from the High or Appeal Courts in the last few months and we are even seeing unexpected growth in the economy. ALEP is also showing growth, while change comes in the form of relocation of the six-monthly conference.

ALEP MARKET RESEARCH

As we go to press, we are digesting the results of our professionally-organised focus groups with both ALEP members and non-members. The detailed discussions covered every aspect of what ALEP has done to date (and has not done!) and we already have new ideas to keep ALEP moving in the right direction. While growth of the membership is important to enable us to have more clout and offer more benefits, you have made clear that we need to make sure that the quality of membership is maintained. Alex Greenslade, Honorary Secretary, will be presenting a review of the findings as the Autumn Conference so make sure you don't miss that revealing presentation.

DAMIAN GREENISH LETTER

Damian Greenish of solicitors Pemberton Greenish LLP took over as our Honorary President a few months ago and non-members in the enfranchisement sector have received a letter from him urging them to consider joining us. While Peter Haler will be a tough act to follow, Damian has made clear that education and membership growth are his priorities and he has backed these with actions.

AUTUMN CONFERENCE AND ANNUAL GENERAL MEETING

The conference is moving! The International Coffee Organization has hosted the conference over the last two years and we know the consensus has been that it was an excellent venue. But it is no longer big enough. So we are moving this autumn to the prestigious One Birdcage Walk in London's Westminster, the home of the Institution of Mechanical Engineers. You should recently have received notification of the speakers and syndicate sessions plus information about a new morning session helping those in enfranchisement to get more and better business by using social media like Twitter, Facebook and LinkedIn.

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ALEP NEWSLETTER



ALEP ON THE TOWN

In response to requests for more chances for practitioners to meet up and chat informally, we are trialling the ALEP 'On the Town' (ALEP OTT) meetings. These will have no formal structure and we will invite both members and non-members involved in enfranchisement to meet and talk. It will also be a chance for you to meet up and talk to committee members in a relaxed environment. The first ALEP OTT will be at All Bar One, Chicheley Street, Waterloo (near the London Eye) on Wednesday 15 September from 6pm. There is no charge but our generosity does not stretch to paying for the drinks! So come along, support the initiative and meet some new people. Please email us on info@alep.org.uk or telephone us on 0845 225 2277 if you are interested in attending so that we can gauge numbers.

TRADE ASSOCIATION FEDERATION

ALEP is now a member of TAF and that means that we will continue to uphold the highest standards for trade and professional associations. We will be looking to bring on board more and better ideas to make sure your membership fee continues to be a great investment.

LANDLORD SHOW

The next show – renamed the Landlord & Letting Show - is at Olympia on Wednesday 8 and Thursday 9 September and ALEP is planning to take a stand. The usual opportunities to 'time share' the space to generate leads for your company and promote your business will be available. If you want to attend or take your own stand you can find more information at www.londonlandlordsday.co.uk and you can declare your interest in stand sharing using the usual details.

ALAN BOSWELL GROUP INSURANCE

Members and non-members will have received a trial newsletter from Alan Boswell Insurance highlighting the member offers they have made. These are genuine member benefits including one year's free ALEP membership. We would very much like to hear your feedback about ABG's offer, their collaboration with ALEP and any other member offers or collaborations you would like to see.

GOLF DAY

Members again appreciated the novices' section of the golf day, allowing inexperienced golfers to enjoy Bushey Hall's excellent facilities as much as the regular golfers. You can see photos from the event and details of the winners on the website. However, ALEP committee members had the cheek to win several prizes, though congratulations go to Andrew Raby (not a committee member) of Thackray Williams for winning the main prize.

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ENFRANCHISEMENT AND RIGHT TO MANAGE AWARDS

Ten ALEP members and committee members were guests of News on the Block for the ERMA's in May. It was wonderful to see almost half of the winners and shortlisted entrants being drawn from ALEP membership.

NATIONAL SOLICITOR SELLING SURVEY

ALEP supported the survey and we know several members made their voices heard. The survey is being run by committee member Andy Szebeni along with three other companies and ALEP will have detailed access to the results of the survey which we will broadcast in a few weeks. For more information, please visit the following website: www.sellingforsolicitors.co.uk.

WEBSITE PROFILES

It is good to see so many more members responding to your various attempts at encouraging and cajole you all to keep your web profiles up to date. In some cases you still need to 'populate' the information. Please do ensure that your organisation's page on the ALEP website is accurate and completed – if it is not, you are less likely to receive your share of the ever-growing number of leads that the site now generates.

We still need more content for the site and your organisation is missing out if you don't supply us with your news. Tell your PR and marketing teams about us and ensure they send us your staff changes, office moves, successes, awards, recognition or any other news that will generate more exposure for your firm. We will consider most things for inclusion in the news section.

NEW MEMBERS

A warm welcome to the following members that have joined since the last newsletter:

MERJS
George M Pope
Rodgers and Burton
Bishop Beamish
Lancaster Brown

Wallace LLP
Lawrence & Wightman
Philip Ross Solicitors
C A Church Ltd