

**BOTT & CO**  
**SOLICITORS**  
BETTER AS A RESULT

**Media Pack**

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For Bott & Co case studies, please go to <http://www.bottonline.co.uk/case-studies>

To visit our press release archive, please go to <http://www.bottonline.co.uk/press-releases>

For our latest news, please go to <http://www.bottonline.co.uk/latest-news>

For articles written by the Bott & Co Legal Team. please go to <http://www.bottonline.co.uk/articles>

For usage guidelines for the above official Bott & Co Logo, see Section 11

## Who is Bott & Co and what do we do?

Bott & Co is an award-winning solicitors firm based in Wilmslow, Cheshire specialising in personal injury, flight delay and holiday sickness claims. The company was founded in 2001 by David Bott, Paul Hinchliffe and Gary Froggatt and was one of the first law firms to be granted Alternative Business Structure (ABS) status.

We are the leading law firm in the UK dealing with flight delay compensation claims. We processed over 11,000 claims and recovered more than £4.2 million in compensation in the departments since February 2013 and are currently dealing with more than 26,000 passenger claims.

We won [two landmark cases](#) - Huzar v Jet2.com and Dawson v Thomason Airways Ltd at the Court of Appeal in 2014, opening up the floodgates for millions of people to recover flight delay compensation where they had been previously unable to do so.

Bott & Co employ over 85 staff and a quarter of those staff have received funding for training or career development from the company via [The Bott Academy](#). The business had a turnover of £8.35m in 2014.

Bott & Co is committed to delivering a great value and high quality legal service. We put our customers at the heart of everything we do and strive to maintain ethical conduct at all times.

We are authorised and regulated by the Solicitors Regulation Authority, an APIL accredited practice, and a member of The Law Society with ILEX status. In addition we continue to be accredited as an Investor in People while also a member of Lexcel.

We established [flightcompensation.com](#) in 2014 as a free, quick, and simple way for passengers to check if they have an eligible claim for compensation using a unique FlightChecker tool that is powered by a massive flight database.

## **Vision, Mission and Purpose**

### **Our vision**

To set the benchmark for the delivery of personal injury and consumer legal services

### **Our mission**

To self-generate new business through recommendations and company reputation based on customer experience

### **Our purpose**

To enhance our customers legal experience by taking ownership of their problem and offering exceptional service backed by the latest technology

## **Company Values**

Our values here at Bott & Co inspire our actions and generate a positive result for our business partners, clients and colleagues. Our values inspire our people and benefit our partners.

We believe in:

- Knowing our sector and our business partners inside-out to deliver what's expected of us
- Working hard and harnessing efficient processes to be the best at what we do
- Being measured against service levels that meet the business goals of our clients
- Creating a framework for our employees to thrive and provide the best service for clients
- Using technology to reduce our impact on the environment and working towards a carbon-neutral future for everyone's benefit
- Being relevant and important to our clients by improving their circumstances with a high level of service

## **Product and Service Information**

### **Personal Injury Claims**

Each year our team of specialist personal injury solicitors represents over 10,000 people, successfully recovering over £25 million in damages.

Over the last decade, we've been successful in 99% of all cases, and 98% of our clients would either recommend, or use us again.

### **Road Traffic Accident Claims**

Around 200,000 people in the UK are involved in a road traffic accident each year. Unfortunately, the effects of road traffic accidents can have long lasting or even life changing consequences.

With the core of our business centred firmly around our highly experienced road traffic accident claims division, we can offer clients the superior level of legal advice they are looking for.

Bott & Co provides experienced, professional legal representation for all types of road traffic accident claims including whiplash injury claims, car accident claims, motorcycle accident claims and bicycle accident claims.

### **Employers' Liability/Professional Liability**

Bott & Co's work accident compensation department has helped thousands of employees through the compensation claims process. We handle claims for retail staff, factory or office workers, warehouse operatives and construction workers amongst others. We have dealt with all types of EL/PL claims, but the majority revolve around accidents and incidents such as:

- Injuries suffered from unsafe industrial activities
- Hearing loss or deafness from operating loud machinery
- Hearing loss from loud working environments
- Accidents from defective machinery
- Back injuries from lifting
- Slips, trips and falls on dangerous surfaces
- Injuries from unsuitable or inadequate safety and protective clothing

### **Flight Delay Claims**

Bott & Co is the UK's leading flight delay compensation specialist. We have processed over 11,000 claims and recovered more than £4.2 million in passenger compensation in the department's first 2 years.

An estimated 1.5% of all flights in/out of the UK are delayed by more than three hours or cancelled each year and so are potentially claimable under the terms of the regulation.

### **Holiday Illness Claims**

We've created a dedicated team to help people recover compensation following an illness or accident abroad that wasn't their fault. The most common types of claim include food poisoning on holiday, slips and trips, bedbugs and accidents on board planes and at sea.

If you book a package holiday through a UK tour operator, most of the major parts of your trip will be covered by The Package Travel, Package Holidays and Package Tours Regulations 1992. These regulations say that the tour operator is responsible for all the different parts of your package holiday. This means that your transport, accommodation and food whilst on holiday are all covered by British legislation.

To make a claim under the Package Holidays Regulations 1992, you have to be able to prove the tour operator showed a lack of reasonable care and skill in the supply of your holiday. The regulations say the expected standard of skill and care will be considered in relation to the reasonable standards in the country where the accident happened.

## **EU Regulation 261/2004 Explained**

Flight compensation, or to give it its full name - Regulation (EC) No 261/2004, gives passengers the right to claim compensation if their flight is cancelled, delayed, they are rerouted or they miss their connection. Travellers are entitled to claim if they reach their final destination more than three hours after the scheduled arrival time. To claim for your flight, you must be departing from or arriving at an EU airport or be travelling on board an EU airline.

The airline does have one defence to compensation claims: Extraordinary circumstances. Airlines don't have to pay if delays are caused by things like terrorism, severe weather conditions, bird strikes or industrial action.

You can claim between €250 and €600 flight compensation per passenger. The amount of compensation is fixed depending on how long your delay was and how far your flight was. EU261 aims to compensate passengers for lost time and the inconvenience of a delay.

## Awards and Ceremony Photos

### Law Society Excellence Awards 2014

We were highly commended in **Excellence in Client Service** for creating our in-house 'Client First Response' (CFR) team. The team work to provide a rapid response to enquiries and take on new claims even outside of traditional office hours; they're available for over 90 hours per week including until 9pm in the evenings at weekends and bank holidays.



**Caption:** Bott & Co Flight Delay Lawyer Coby Benson at the Law Society Excellence Awards 2014



## Manchester Legal Awards 2014

We were winners of **Small Firm of the Year** for our Bott Academy staff training scheme, our dedication to customer service with the creation of CFR, and investment in IT systems maximising the speed and efficiency of the claims process for our clients.

Our Aviation Solicitor Coby Benson won the **Associate of the Year** award for his part in creating the ground-breaking legal service in the Rising Star category, which is open to solicitors less than five years qualified.



**Winner**

Law Firm of the Year - Small

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**Winner**

Associate of the Year

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## Modern Law Awards 2014

We won the **Marketing Campaign of the Year** award for establishing ourselves as the leading flight delay brand and further raising awareness of flight delay compensation. This award was also handed to us for taking the Dawson and Huzar cases from County Court to Court of Appeal to the Supreme Court.



**Caption:** Bott & Co Client First Response team member Laura Curblishly and Senior Partner David Bott at the Modern Law Awards 2014



**Caption:** David Bott, Sanita Gillespie and Sam Borrett of Bott & Co at the Modern Law Awards 2014

### The Lawyer Management Awards 2014

We were proud winners of **Best Technology Project** having worked hard in developing a new flight delay reporting system. In just four months the team integrated thousands of existing flight compensation claims into the new case management system.

### Law Society Excellence Awards 2013

We won **Excellence in Business Development & Innovation** for ensuring that our customers are firmly at the centre of all aspects of our operations. We've committed significant investment to our Client First Response team, extended our opening times far beyond traditional office hours, introduced web chat and automated claim status updates, and expanded our social media offering.

### Modern Law Awards 2013

Bott & Co Aviation Solicitor Coby Benson won **Rising Star** in recognition of his role in establishing the Aviation Team at Bott & Co, providing an innovative compensation recovery service to passengers on delayed or cancelled flights. As the first service of its kind in the UK, Coby has been responsible for taking a number of airlines to court and winning on behalf of air passengers.



**Caption:** Bott & Co Legal Manager Andrew Peters collecting the award on behalf of Coby Benson at the Modern Law Awards 2013

## **ILEX**

Bott & Co won the **ILEX Employer of the Year award** in 2010 in recognition of our unique internal training programme – Bott Academy. The Academy was established as part of our ongoing commitment to giving Bott & Co staff members the opportunity to develop their professional career with the appropriate study programmes.

Winner

**ilex**



Employer of the Year 2010

## Accreditations



### Solicitors Regulation Authority

The purpose of the Solicitors Regulation Authority is to protect the public by only accrediting solicitors that meet their exacting standards, and by taking investigative action against those who don't.



### Investors in People

Investors in People have a set of strict requirements that businesses must live up to in order to receive their valued accreditation. They recognise outstanding people management and celebrate organisations that go above and beyond the call of duty in demonstrating their commitment to staff development.



### Lexcel

Lexcel is the Law Society's mark of excellence in legal practice management and client care. We hold the Law Society's award for Lexcel Practice Management Accreditation, demonstrating our consistently high operational efficiencies, client services and risk management handling.





## **Association of Personal Injury Lawyers**

The APIL accreditation scheme has been in place to protect the interests of injured people since 1999. As an accredited member of the scheme we've made a promise to stay up to date with all the latest legal developments and implement them in order to deal with our cases successfully.

## Bott & Co Partners



Bott & Co Partners: David Bott, Paul Hinchliffe and Gary Froggatt

### David Bott (Senior Partner)



David Bott is the Senior Partner of Bott & Company. David established the firm with Paul Hinchliffe and Gary Froggatt. The trio shared a vision they remain committed to today, namely to provide an unrivalled service to individual clients.

David is passionate about the ethos of putting clients first. At Bott and Co, a claimant will be treated as an individual and will talk to a real person. Bott and Co is down to earth and we want what our clients want; that's to get the best settlement, in the quickest time, through the use of great IT and personable lawyers. 99% of all our clients who fill in client feedback forms would recommend us to friends and family, so David is rightly proud of the firm and its people.

David trained at a general, high street practice in Stockport. After qualifying, he worked as a commercial litigator at Keoghs in Bolton (a defendant insurer practice). In 2001, David was a founding member of Bott and Co.

#### **Association of Personal Injury Lawyers (APIL)**

David was elected to the Executive Committee of APIL in April 2006 to represent the needs and rights of injured people. He served as APIL President from 2011 to 2012.

He has been extensively involved in the Ministry of Justice (MOJ) streamline process and was the APIL representative on the Project Steering Group and the Model Office Workshop. David is APIL Representative on the Board of "Portal Co".

David was the APIL representative on the Calibration Tool for Damages set up by Law Justice Jackson.

### **Law Society**

David was elected to the Executive Committee of the Legal Management Section of the Law Society in April 2006. He is currently Vice Chairman of the Legal Management Section and regularly lectures on business management, quality control and Lexcel.

David chairs the Law Society Lexcel Forum in October and regularly chairs other Law Society events.

David was a member of the Law Society Civil Justice Committee and the Law Society Council between 2008 and 2010.

### **Charity**

Since 2005, David has been a member of the fund raising board and organising committee of the Spinal Injuries Association Cornflower Ball.

## **Paul Hinchliffe (Managing Partner)**



Paul Hinchliffe is Managing Partner at Bott & Co, which he co-founded in 2001 with David Bott and Gary Froggatt. Paul leads Operations, IT and Human Resources.

Paul sees his primary role as maintaining and developing the infrastructure necessary to support the firm's key asset – its people – and supporting their commitment to delivering the highest standards of client care. As one of three members of the Management Board of Bott & Co, Paul is responsible for the running of the business at an operational level.

With a keen interest in technology, Paul oversees the practice's substantial investment in leading-edge IT systems and focus on quality standards. This has allowed Bott & Co to constantly reduce case lifecycles, to the point where over two-thirds of cases are now settled within nine months – an achievement recognised by the Law Society Lexcel Practice Management Standard.

With his HR hat on, Paul says: "Our key resource is the great team of people that work at Bott & Co. We have internal training programmes to assist in the development of our own talent. Our excellent record of staff retention is a great source of pride across the whole firm."

"I love my job and it matters to me that we make a real difference to the lives of our clients. Both passengers with delayed or cancelled flight claims and accident victims need a firm they can trust to fight for them."

Paul is keenly aware of the competition flooding into the personal injury sector of law and therefore is constantly striving to improve the productivity of the firm. "I am always looking at ways of improving the way we run individual client matters and at better serving our work providers. Through careful monitoring of the MI we produce we can fine tune the business to maintain our high levels of productivity and client service."



“I am proud of what we have achieved in just a year in flight claims, setting up the team from scratch. We won the leading two cases in this country at the Court of Appeal in May 2014 and each of those decisions impacted on billions of pounds worth of claims for passengers.”

Paul is a keen Manchester City fan.

### **Gary Froggatt (Finance Partner)**



Gary heads up the Accounts and Finance at Bott & Co and is responsible for all aspects of financial control.

He heads up a small team collectively tasked with everything from the preparation of monthly management accounts through to legal cashier, purchase ledger, payroll and pensions.

Gary is committed to preparing the financial plans with the highest degree of accuracy and is responsible for ensuring the business remains adequately funded in order to achieve its operational and strategic objectives.

Gary lives in Wilmslow and is married with 3 children.

#### Career

Gary began his career at Ferranti Engineering a FTSE 100 Company in 1983 as Trainee Accountant qualifying 5 years later. After taking a year off to travel he resumed his career at another FTSE 100 Company, Invensys.

He feels fortunate to have had the opportunities to work in such demanding environments requiring the highest levels of corporate governance.

Gary has been at Bott & Co 13 years since helping to establish the Company back in 2001.

## **Charitable involvement**

Bott & Co supports a number of charities which are close to our heart.

Every year staff get together to take part in the Manchester to Blackpool charity bike ride to raise money for Cancer Research and The Spinal Injuries Association. We've also been known to don our pinnies in the name of charity, with our fundraising bake-offs for Macmillan and Cheshire East Hospice always proving popular.

We donated £10,000 to local charity Wilmslow Wells for Africa to celebrate our 10th anniversary and gave £3,000 to the Wilmslow High School senior sports teams for equipment.

Other charitable giving includes regular internal events and fundraising for local and national charities, anonymous donations to community centres and food programmes during December, donations to Alzheimer's Society, DebRA, The Christie and we've also donated £7,500 to the Motor Neurone Disease Association.

## Bott & Co Logo Usage

It is essential that our brandmark is used correctly and consistently across all applications

### ***Brandmark minimum size:***

The Bott & Co brandmark should never be reproduced at a size smaller than 30mm in width, as shown below. This will ensure the legibility of the strapline.

Please take note of the following rules when using the brandmark:

Never modify the brandmark

Never try to recreate the artwork

Never create patterns or backgrounds with the brandmark

Never stretch or distort the brandmark in any way

Never use another typeface within the brandmark

Never put a box around the brandmark

Never use non-approved colours on the brandmark

Never alter the angle of the brandmark

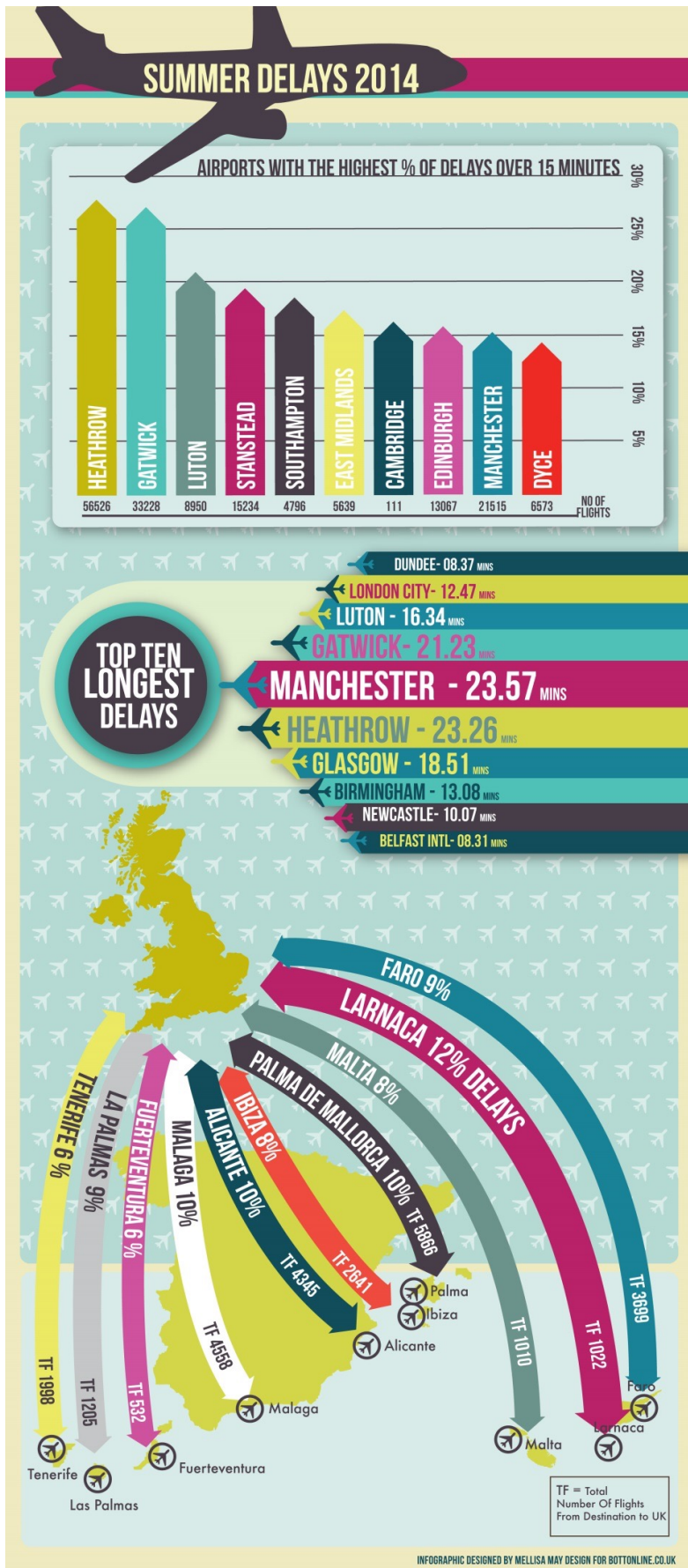
Never leave out any of its elements or use them separately

The recommended and preferred position of the brandmark is the top left corner. In exceptional circumstances, the brandmark can be positioned in another corner of an item preferably bottom right. Only when a corner is not available or appropriate should the logo be positioned in another place. Ideally, the brandmark should be as close as possible to the edge of the page or border as permitted by the exclusion area.

# Bott & Co Infographics

When using Bott & Co infographics, please credit Bott & Co Solicitors at [www.bottonline.co.uk](http://www.bottonline.co.uk)

When using flightdelaycompensation.com infographics, please credit [www.flightcompensation.com](http://www.flightcompensation.com)



# THE ABC OF FLIGHT COMPENSATION

**A**

Access our online calculator at [www.flightcompensation.com](http://www.flightcompensation.com)

**B**

Boarding pass or flight date & number is all you need to get started

**C**

Compensation in your bank



**FLIGHTCOMPENSATION.COM — MAKE YOUR FLIGHT DELAY PAY**

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