

BOTT & CO
SOLICITORS
FLIGHT DELAY • PERSONAL INJURY • HOLIDAY ILLNESS

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 a multiple award-winning specialist consumer rights solicitors firm based in Wilmslow, Cheshire with particular expertise in personal injury, flight delay and holiday illness 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).

We are the leading law firm in the UK dealing with flight delay compensation claims. We've accepted claims for over 120,000 passengers. We have settled claims for 86,370 passengers which amounts to around £29.5 million recovered since the department was established in February.

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 105 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 £11.1m in 2015/16.

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 Compensation

Bott & Co is the UK's leading flight delay compensation specialist. We have accepted claims for over 120,000 passengers and settled claims for 86,370 passengers which amounts to around £29.5 million recovered since 2013.

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

Over the past few years we have worked hard investing in new, streamlined IT systems, strengthening our Marketing team and a developing our Client First Response team to provide you with a better service at every step of your claim. We are proud to say our efforts have been recognised throughout the industry and we are flattered to have won a number of leading legal awards, including:

2015 Manchester Legal Awards - Small Firm of the Year

We won Small Firm of the Year for the second time, for investing in technology to support clients with small consumer disputes against the onerous opponent of airlines. We are continually pushing the boundaries of this field, taking two landmark cases to the Supreme Court last year. These decisions established binding case law in England/Wales, opening up billions of pounds in passenger compensation.

2015 Manchester Legal Awards – Associate of the Year

Our flight delay Lawyer Kevin Clarke won the Associate of the Year award for his contribution to the Flight Delay Compensation departments success at both micro and macro level. Since its launch in 2013, Kevin has been involved in every aspect of the team and played a central role in the two landmark flight cases Huzar v Jet2 and Dawson v Thomson – seeing them all the way from County Court to the Court of Appeal to the Supreme Court.

2015 Claims Innovation Awards – Best Use of Technology

We won Best Use of Technology for our IT innovation and investment, particularly in the development of our flight compensation calculator: a free and unique flight data system providing air passengers with an online tool that can instantly advise them on the eligibility of their flight delay claim. The online tool means delayed consumers can submit their claim without having to speak to our legal team, making the service accessible 24 hours/day, 365 days/year.

2015 Modern Claims Awards – Legal Team of the Year

Our Flight Delay Team won Legal Team of the Year for their outstanding work in paving the way for delayed air passengers in the UK. In one year the team won two landmark cases at the Court of Appeal, unlocking billions of pounds in compensation and bringing England and Wales in line with European law.

2015 Modern Claims Awards – Marketing Campaign of the Year

We won Marketing Campaign of the Year for our role in raising consumer awareness about flight delay compensation in the UK. An estimated 2.36 million passengers per year in England and Wales have a flight delay claim, but market research we commissioned in 2013 showed consumer awareness of flight compensation was just 30%. Our Communications Team worked hard to increase this figure using PR and marketing, and by October 2014 we found that consumer awareness had risen by 80%. We are now regularly approached by high profile journalists for comment, quotes and advice for stories surrounding passenger flight rights.

2015 Modern Claims Awards – Technology Initiative of the Year

We won Technology Initiative of the Year for our flight compensation calculator: a free online tool that instantly advises passengers on the eligibility of their flight delay claim. Our talented in-house IT team created the calculator, which enables consumers to find out whether they have a claim in seconds. The online tool means delayed consumers can submit their claim without having to speak to our legal team, making the service accessible 24 hours a day, 365 days a year.

2014 Modern Law Awards – Client Care Initiative of the Year

Bott & Co won the Client Care Initiative of the Year Award for the dedication of our Client First Response (CFR) team in dealing with customer enquiries. The team are available 90 hours per week by phone, email and web chat to answer questions from new and existing clients at a time when suits them and without confusing legal jargon.

2014 Modern Law Awards – Marketing Campaign of the Year

Bott & Co 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 for our handling of marketing and PR surrounding the Dawson and Huzar cases that Bott & Co took from County Court to the Court of Appeal to the Supreme Court.

2014 Manchester Legal Awards – Small Firm of the Year

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 to maximise the speed and efficiency of the claims process for our clients.

2014 Manchester Legal Awards – Associate of the Year

Our flight delay Solicitor Coby Benson won the Associate of the Year award for his part in creating the ground-breaking legal service. Bott & Co's flight delay department was developed following a ruling by the European Court of Justice in October 2012 that paved the way for millions of claimants on delayed and cancelled flights within the past six years under EU Regulation 261.

2014 Law Society Excellence Awards – Excellence in Client Services (Highly Commended)

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. The judges also highlighted our unique flight delay case management system which sends automatic email status updates every time there is a new development in a client's case.

2014 Law Society Excellence Awards – Excellence in Marketing & Communications (Finalist)

We were also shortlisted for Excellence in Marketing & Communications for our efforts in raising awareness of flight compensation. Our multi-channel campaign used online and offline tactics to successfully contribute to an 80% jump in consumer awareness of flight compensation, without any spend on traditional advertising.

2014 The Lawyer Management Awards – Best Technology Project

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. Investment in innovative IT systems and streamlined processes has been an essential part of the development of Bott & Co's flight delay department allowing our flight delay lawyers to provide a quick and efficient claims process for clients. Our IT team continues to be recognised within the firm as one which offers relevant and effective solutions.

2014 Law Society Excellence Awards – Excellence in Business Development & Innovation

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.

Coby Benson was highly commended in the Junior Lawyer of the Year category for his help in establishing a new legal service in delayed flight compensation. The judges highlighted his 12-month meteoric rise from a promising personal injury solicitor to a technical legal manager and leading authority in the UK on EU Regulation 261.

2013 Modern Law Awards – Team of the Year

We won Team of the Year for the tremendous effort it took to move our flight delay department from concept to launch in just two months, including the integration of IT systems across two countries. The award also recognised our flight delay compensation services and what we provide for passengers unable to recover their rightful compensation from airlines themselves

2013 Modern Law Awards – Rising Star

Bott & Co Solicitor Coby Benson won Rising Star in recognition of his role in establishing the flight compensation 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.

On receiving his award, Coby Benson said: “I was stunned and delighted to receive this recognition at the Modern Law Awards. With the flight compensation service only launched in February this year it has been an intense 12 months but we’ve had some amazing successes as a team and I wouldn’t be winning this award without all the wider support and involvement from the firm and its superb staff.”

2010 ILEX Employer of the Year

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.

All staff members who enroll on an approved course are provided with a Bott Academy learning pack to help them plan their study time and keep a record of their achievements. We’re dedicated to helping all our staff reach their full potential; enabling them to provide the best possible service for every one of our clients.

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.

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.

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.

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.

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 & Co, a claimant will be treated as an individual and will talk to a real person. Bott & Co is down to earth and we want what our clients want; 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 & Co.

Association of Personal Injury Lawyers (APIL)

He is a Past President of APIL, having been President from April 2011 until April 2012.

David was elected to the Executive Committee of APIL in April 2006 and continues to sit on the Executive Committee.

He was the APIL representative on the Calibration Tool for Damages set up by Lord Justice Jackson.

As well as being an APIL representative, David has been on the MedCo board since May 2015.

Law Society

David was elected to the Executive Committee of the Legal Management Section of the Law Society in April 2006 and sat on the committee until 2012. He was Vice Chairman of the Legal Management Section for two years.

David was a member of the Law Society Civil Justice Committee and the sat as the APIL representative on the Law Society Council between 2008 and 2010.

Charity

Since 2005, David has been a member of the fundraising board and organising committee of the Spinal Injuries Association Cornflower Ball (held in Manchester each spring).

Paul Hinchliffe (Managing Partner)

Paul Hinchliffe is Managing Director 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 16 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:

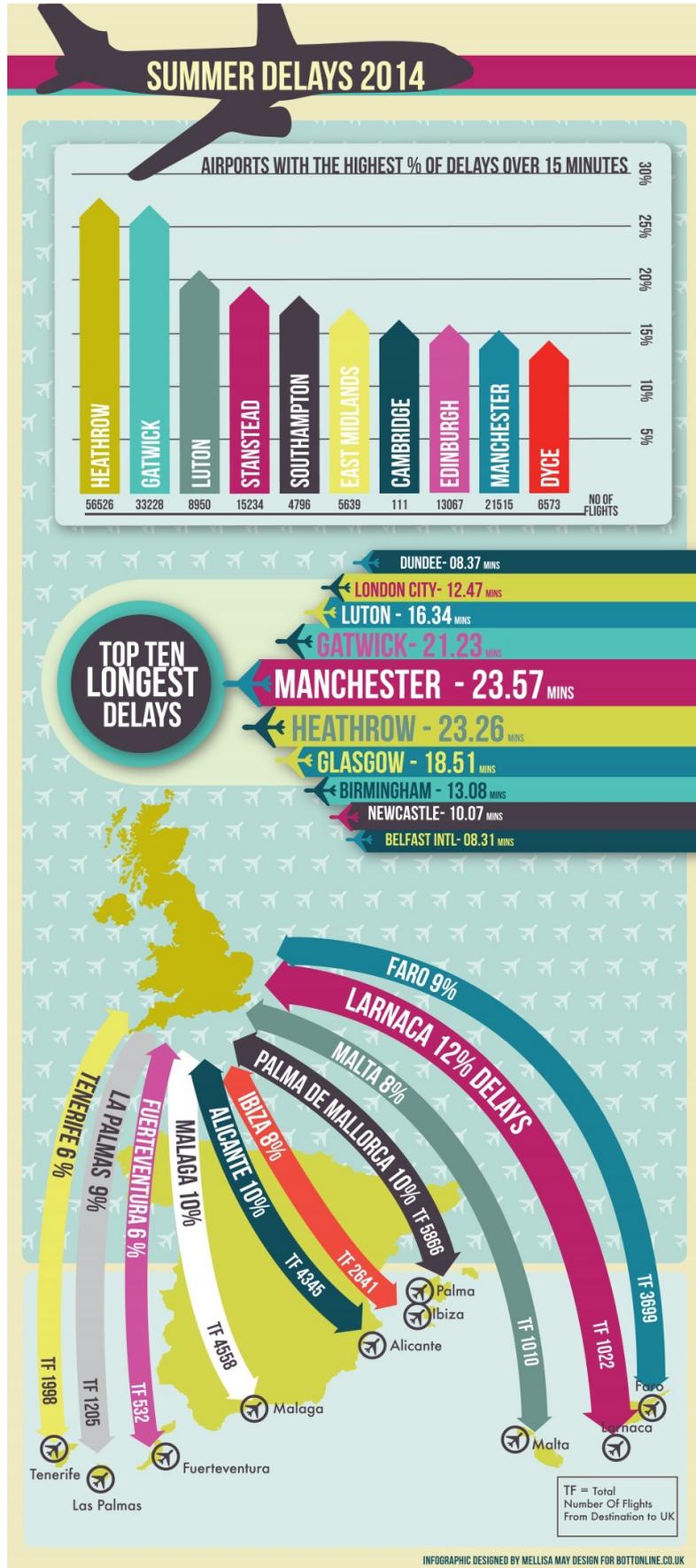
- Never modify the brandmark
- Never try to recreate the artwork
- Never create patterns or backgrounds with the brandmark
- Never stretch or distort the brandmark in any way
- Never use another typeface within the brandmark
- Never put a box around the brandmark
- Never use non-approved colours on the 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

When using flightdelaycompensation.com infographics, please credit www.flightcompensation.com



THE ABC OF FLIGHT COMPENSATION



A

Access our online calculator at 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

INFOGRAPHIC DESIGNED BY MELLISA MAY DESIGN FOR FLIGHTCOMPENSATION.COM

