

## Sponsor

Royal Mail is one of the country's most trusted household names delivering to 28 million businesses and residential addresses nationwide.



The company reaches 350,000 homes and 21,000 business addresses in Brighton thanks to its 1,330 postmen and women – many of whom you see everyday on the streets of Brighton and Hove.

Royal Mail is delighted to join the BAHBAs for the first time as a sponsor and hopes its involvement will extend its current relationship with the city's business people.



## Winner

### Acumen Business Law

IN AN industry notorious for being traditional and lacking innovation, Acumen Business Law has created a law firm that has broken the mould.

Founded in October 2007, Acumen Business Law employs commercial lawyers with both business acumen and a commercial focus.

The firm's vision is to change the way in which legal services are purchased by creating a less intimidating environment for clients.

The creativity and vision of Acumen Business Law is demonstrated in the way in which the firm interacts with its

clients as well as in the way it works with its own people.

In a bold move to shake up a very conventional industry, Acumen Business Law has scrapped the hourly-rate charging system and introduced a fixed-fee pricing model.

The 'dumping of the clock' approach has enabled the firm to develop honest and open relationships with its clients.

Acumen Business Law has acted for Russia's biggest investment bank, a media production company in New York, leading local entrepreneurs, a foreign government minister and a

range of local Sussex businesses.

The company is expecting to hit a quarter of a million pounds turnover in its first financial year.

Overall, the judges were impressed that all staff – from the bottom up – understood the company's vision and felt part of its phenomenal success.

One judge commented: "Acumen Business Law is a refreshing example of how one company can step outside the box and radically change the impact it has on the business community. We believe it has a very bright future ahead."