



A NEW ERA BEGINS FOR AYP

Pictured left to right: Suzanne Gould, Kim Alexandra, Ian Wilkinson and Sarah Chandler

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When Kim Alexandra founded AYP Financial Planning (AYP) in Hexham in 2005, even she could hardly imagine the positive impact it would have on many people's lives in Northumberland, Cumbria, Durham and beyond.

"I established AYP to offer a top quality independent financial planning service for women. In the almost 20 years since, my business has evolved beyond specialising in advising women, and we have experienced tremendous growth with clients confidently referring family and friends as they know all will be treated with the utmost respect and professionalism by the whole team.

Trust and Expertise

We are immensely proud and grateful for this trust. What continues to set us apart is our in-depth expertise in specialist areas of financial planning that help clients achieve their financial goals.

Our clients include those with their own businesses and those going through divorce or separation.

We specialise in Ethical investing as many clients prefer to invest in responsible companies knowing their investments are an influence for positive corporate behaviour.

Life Long Financial Planning

Financial Planning is a continuous, life-long process and having a trusted adviser to help you through all of life's ups and downs in an increasingly complex financial world is crucial.

We have a loyal team with my daughter Suzanne Gould joining me ten years ago following her early career in banking. Two members of staff first experienced the firm as clients.

Becoming part of Perspective (North East) Ltd

Kim continued: "I needed to be happy we could provide this high level of service for our clients not just now, but long into the future. I knew a larger partner could provide access to the next generation of advisers, and help with the growing regulatory burden.

After a long search, I am delighted to become the Hexham office of Perspective (North East) Ltd. Rather

poignantly, Perspective's origins trace back to Bardon Mill, 10 miles west of Hexham, where the late Mitch Wilkinson established Wilkinson Hatton in 1985.

Mitch's son, Ian Wilkinson joined the firm in 1989, aged 19, having worked for three years on a farm after leaving school. Ian's sister Sarah Chandler also joined the firm.

Ian has risen to be both Managing Director of Perspective (North East) Ltd based near Newcastle, and Chief Executive Officer of the overall Perspective Financial Group Ltd, one of the leading national financial planning and wealth management firms in the UK with over 30 offices, 120 financial planners and 450 staff.

Ian said: "From the earliest days, my prime motivation has been to create a business with the strength and capacity to create teams of financial advisors who specialise in their chosen discipline, with the in-depth expertise and knowledge required to deliver the highest level of bespoke financial planning.

It gives me great personal pride to have a Perspective office in Hexham as it is where I grew up. Kim has created an excellent client-driven firm which, with our additional resources, we look forward to helping continue to thrive and expand. We warmly welcome her and her team to Perspective."