



Institute for  
Family Business



Family firms are poised to play a key role in the economic recovery of the UK and the rebuilding of trust in business, through entrepreneurship, innovation and new business activity. Business families, and the entrepreneurs within them, are emerging from the recession by taking a wider view of opportunities not just in the traditional business sectors, but also in social enterprise and the not-for-profit sector. They are thus contributing to employment and wealth prospects, and boosting the performance and stability of the private sector. It has never been more important to support the next generation of entrepreneurs as they shape the future strength and dynamism of the British economy.

Written by the industry's most renowned specialists including Fergal Byrne (*FT*), Peter Leach (family business consultant), Claire Adler (*FT*, *Vanity Fair*), Iain Carson (*The Economist*), Grant Gordon (IFB) and Simon Brooke (*Sunday Times*, *FT*), this 16-page report is published in association with the Institute of Family Business ("IFB"). 'Family Business' will be distributed within *The Times* newspaper on 5 May 2010 with a print run of 710,000 copies and 1.8m readers. Building on the success of last year's issue, this report will place an emphasis on entrepreneurship and include a comprehensive survey of Britain's most innovative and entrepreneurial family firms.

This report will showcase and debate how businesses and their owners are rebuilding trust and generating wealth through new business strategies, entrepreneurial initiatives and next generation involvement. Furthermore, it will shed light on a part of the UK economy that accounts for 30 per cent of our GDP.

The report offers an opinion-led platform from which readers of *The Times* will continue to draw inspiration and knowledge from UK family firms. Leading family firms and their respective owners and chief executives will be giving interviews, providing up-to-date statistics and a thorough analysis of today's family businesses, and the exciting work of next generation entrepreneurs.

The content of the report will also act as an inspiration tool for family owners, providing them with sound guidance on how to survive and capitalise on the current economic climate.

#### EDITORIAL SYNOPSIS

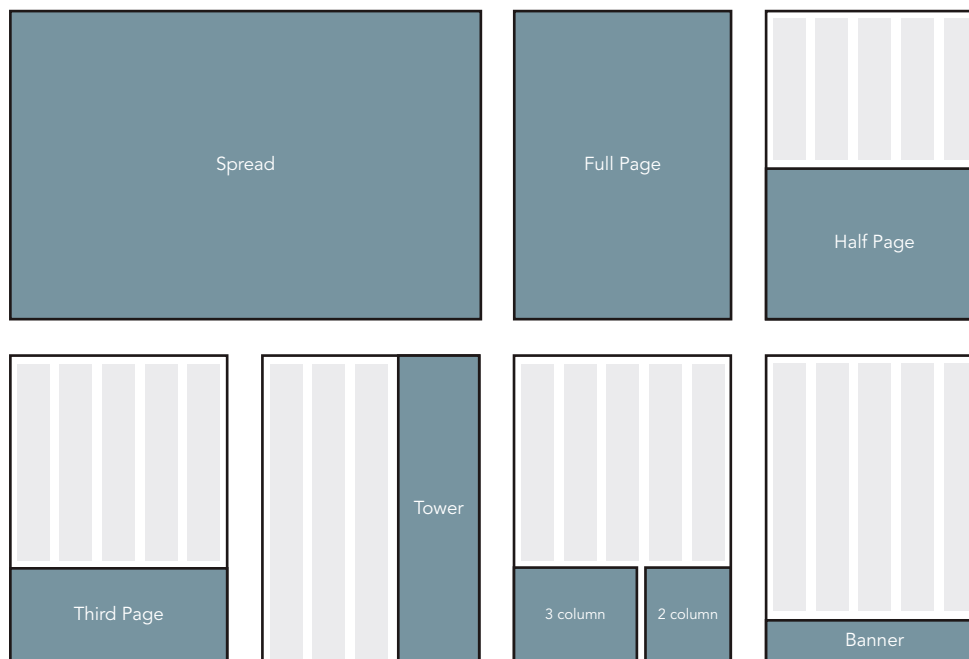
- **Introductory article on Trust** – a key foundation for creating the conditions for entrepreneurship and business success
- **Survey** of 15 highly innovative/enterprising family firms in the UK
- **Next Generation:** successful family business and next generation role models (to include 4-5 case studies e.g. Galahad Clark, Robert Mercer, Robert Hoare, Ben Goldsmith)
- **Family business mavericks:** a feature looking at family business entrepreneurs who have channelled their creativity with inspiring and thought-provoking results
- **Entrepreneurship** – key UK and global trends
- **Succession** – keeping entrepreneurship alive during generational transitions, and inheritance planning considerations
- **Tax policy and support frameworks** – incentives to encourage Family Businesses to start-up/grow
- **In-depth face to face** with a recognised family business leader

The report is timely and pertinent given the economic climate and the pace at which it is developing. It will offer the most effective communication platform to target the highest volume of business, C-suite decision makers in the UK.

I would welcome the opportunity to answer any questions that you may have about investment and editorial content. Please do not hesitate to contact me for further information.

Kind regards,

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