



Consumer Duty

Fair Value Assessment

Date Assessment Completed: 12/05/23

Value For Money Assessment Result: Good Value

What is a Fair Value Assessment?

Price and Value is one of the four outcomes under Consumer Duty. A firm must ensure that all products and services are designed to meet the needs of our clearly defined Target Market and the price a retail customer pays for a product or service must offer 'fair value' compared to the overall benefits received.

This will be assessed on an ongoing basis over the life cycle of the product or service.

Assessing value is much more than just looking at the fees which our retail customers pay. Our assessment considers several measures we have taken:

- **Costs and Charges** - we have reviewed our services and products and the fees and charges applied to them. We have looked at the value both in terms of our products and services relative to each other and relative to market rates.
- **Investment Proposition** - our retail customers are sold and receive products and services that have been designed to meet their needs and objectives and that these are appropriate, perform in line with expectations and provide fair value.
- **Customer Support** - our retail customers receive good customer support as expected and on an ongoing basis.
- **Service Delivery** - to ensure that our service levels are in line with what our retail customers would expect for the service they receive and pay for.

In addition, we asked for feedback from our retail customers. In the main the feedback was positive, and we believe that we are providing an investment proposition that delivers good outcomes and provides fair value to the target market. However, we recognise that we can make some improvements in some areas and will be looking to address these in due course. We will also continue to review our assessment and encourage feedback from our retail customers and their advisors as to how we can further improve our service.

Services We Offer Peterborough

- Execution Only Service - **Represents Good Value.**
- Advisory Investment Service - **Represents Good Value.**
- Discretionary Investment Management (Bespoke) - **Represents Good Value.**
- Discretionary Investment Management (non-bespoke) - **Represents Good Value.**
- AIM IHT Portfolio Management Service - **Represents Good Value.**
- ISA Administration - **Represents Good Value.**
- Probate Service - **Represents Good Value.**
- Managed Portfolio Service (MPS) - **In line with market.**

Current Fees and Charges Peterborough

- Execution Only Service - Fee 0.25% + VAT. Dealing charges £30 on first £1,000, 1% on the next £9,000, 0.5% on the balance - **Represents Good Value.**
- Advisory Investment Service - Fee 0.5% + VAT. Dealing charges £30 on first £1,000, 1.5% on the next £9,000, 0.5% on the balance - **Represents Good Value.**
- Discretionary Investment Management (Bespoke) - Fee 0.75% + VAT on first £500,000, 0.5% + VAT on the balance. Dealing charges 1.25% on the first £10,000, 0.5% on the balance - **Represents Good Value.**
- Discretionary Investment Management (non-bespoke) - Fee 0.75% + VAT on first £500,000, 0.5% + VAT on the balance. Dealing charges 1.25% on the first £10,000, 0.5% on the balance - **Represents Good Value.**
- AIM IHT Portfolio Management Service - Fee 1.25% + VAT. Dealing charges £100 per transaction - **Represents Good Value.**
- ISA Administration - Fee 0.5% + VAT - **Represents Good Value.**
- Probate Service - £10 per holding (minimum £40) for valuations. Execution only dealing charges - **Represents Good Value.**
- Managed Portfolio Service (MPS) - Fee 0.30%* per annum (No VAT) - **In line with market.**

*This does not include any further charges imposed by the third party platforms.

Services We Offer Bishop Stortford

- Execution Only Trading (Direct) - **Represents Good Value.**
- Execution Only Trading (Outsourced) - **Represents Good Value.**
- Advisory Investment Service (Direct - Bespoke) - **Represents Good Value.**
- Advisory Investment Service (Outsourced - Bespoke) - **Represents Good Value.**
- Discretionary Investment Management (Direct - Bespoke) - **Represents Good Value.**
- Discretionary Investment Management (Outsourced - Bespoke) - **Represents Good Value.**
- Discretionary Investment Management (Outsourced - Models) - **Represents Fair Value but under review.**

Current Fees and Charges Bishop Stortford

- Execution Only 0.1% +VAT, no dealing charges - **Represents Good Value.**
- Discretionary (Bespoke & Ethical) 0.75% +VAT, no dealing charges - **In line with market.**
- Discretionary (Out-sourced Model) 0.75% + VAT, no dealing charges - **In line with market but under review.**
- Advisory (all services) 0.5% +VAT, no dealing charges - **Represents Good Value.**

Overall assessment of Value

Our provision of services involves the expertise of highly-skilled, knowledgeable and experienced investment professionals who hold recognized industry standard qualifications. The team's collective expertise enables it to adopt a rigorous and disciplined approach to the management of investments and the giving of advice to our retail customer target market.

We feel that our target market do not themselves possess the investment experience and expertise or the market access and knowledge, or the time and inclination to manage their investments in a manner that would deliver the same consistency of results as provided by us. We cater for a demand among retail customers who want investment management and advice at a price that provides value and at which it is commercially viable for us to meet that demand.

Accordingly, we are satisfied that our suite of services represent fair value to our target market (unless where stated) having regard to the price that they pay for and the benefits that they derive from them.

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