

Law firms in the Regions, Wales,  
Scotland, Northern Ireland and  
Offshore Britain  
Editorial submission request

We will soon be starting research for the 2012 edition of *The Legal 500 UK*, and invite you to provide us with editorial submissions along the attached guidelines.

Editorial submissions and referee spreadsheets for the Regions, Wales, Scotland, Northern Ireland and Offshore Britain should reach us no later than **Friday 27 January 2012**.

The editorial of *The Legal 500 UK* is structured by region and practice area. Firms should provide submissions for each region in which they are based, in relation to each practice area for which they believe they warrant recommendation.

We would remind you that firms appear in the editorial sections of *The Legal 500 UK* free of charge. Any queries regarding directory listings (ie paid-for entries) should be addressed to our head of directory sales, **Amy Taylor**, email [amy.taylor@legalease.co.uk](mailto:amy.taylor@legalease.co.uk). Information regarding directory listings will be circulated in January 2012.

If you have any queries, please email the address below, although you may first wish to check the FAQs at:

[http://www.legal500.com/pages/uk\\_research](http://www.legal500.com/pages/uk_research)

Yours sincerely



**David Kelly**  
Editor, The Legal 500 UK  
[editorial@legal500.com](mailto:editorial@legal500.com)

#### TIMETABLE

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Referee spreadsheets should reach us no later than Friday 27 January 2012

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Editorial submissions should reach us no later than Friday 27 January 2012

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Follow-up research will be conducted by interview between 20 February and 16 March 2012

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Researcher contact details will be posted on our website on Monday 13 February 2012 at [www.legal500.com/pages/uk\\_research](http://www.legal500.com/pages/uk_research)

## West Midlands Editorial submission guidelines

### Submissions by region and practice area

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Submissions should include the following information, by practice area:

- 1) Feedback on the 2011 edition
- 2) Contact details
- 3) Detailed work highlights
- 4) Team information

Detailed submission guidelines and the full list of practice areas follow (see pages 4 to 8)

### References

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Please provide, in a separate spreadsheet, details of referees whom we can contact for feedback. See page 7 for details

### Firm overview

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Firms are, in addition, welcome to include a brief general overview of their year in practice. This should include key highlights of the year, for example growth in particular practice areas, important new clients or lateral hires, or outstanding deals, cases or other instructions handled

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## West Midlands Editorial submission guidelines

### Confidentiality

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We will assume that all information provided to us is not confidential and may be referred to in the editorial, unless you indicate otherwise. Please identify clearly all confidential information – whether client names, deal or case values, or other details – by marking that information **CONFIDENTIAL**, in bold and upper case

### Sending editorial submissions

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- Please email all submissions separately from any referee spreadsheets, to [editorial@legal500.com](mailto:editorial@legal500.com)
- Firms can provide submissions for the region in a single email or in multiple emails. From an administrative point of view, we prefer a single email (attaching either one document containing all practice area submissions, or multiple documents). If sending a single email, the subject line should be marked as follows:  
**UK/West Midlands/[Firm name]**
- If a firm is providing submissions in multiple emails, the subject lines should be marked with the relevant practice area(s) ie  
**UK/West Midlands/[Firm name]/[Practice area(s)]**
- A firm providing submissions for more than one region must do so in separate emails, whether single or multiple; no email should include submissions relating to more than one region
- Please do not send any hard copy submissions

### Sending referee spreadsheets

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- Please email all referee spreadsheets separately from any editorial submissions, to [editorial@legal500.com](mailto:editorial@legal500.com)

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## West Midlands

### Editorial submission guidelines

- Firms can provide spreadsheets for the region in a single email or in multiple emails. In either case, the subject line should be marked as follows:  
**UK/West Midlands/[Firm name]/Referees**
- A firm providing spreadsheets for more than one region can email the spreadsheets separately or together
- Please do not send any hard copy referee spreadsheets

### Detailed submission guidelines

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For each practice area, please provide the following:

#### Feedback on the 2011 edition

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Do you agree with the assessment of the practice in the editorial and ranking of the 2011 edition? This is the starting point for the research, so firms are encouraged to provide feedback, including advising as to a suggested ranking for the 2012 edition. (Please bear in mind that firms are ranked alphabetically within tiers)

#### Contact details

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Please provide contact details for the person we should contact to arrange to follow up on the submission, ie contact name, position, email address and telephone number

#### Detailed work highlights

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**(All work referred to should fall between 01/01/2011 and 31/12/2011)**

Please provide details of up to five transactions, cases or other instructions which the firm considers to be significant and which indicate the team's range of recent expertise. In each instance, please identify the firm's role and indicate which partner(s) led the advice. You are also encouraged to elaborate briefly in order to put each transaction/case/instruction in context, rather than simply listing the matter in question. Ideally at least one matter should be cleared for publication

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## West Midlands Editorial submission guidelines

You may wish to provide, in addition, a more general indication of work handled in the course of the year, and may also identify other highlights of the year, for example new client gains or panel appointments. Also useful to researchers are lists of active key clients and panel memberships, and any hard facts that can be provided to put the practice in context; for example, for transactional practice areas, consideration will be given to the total number of deals handled and the aggregate deal value for the year

The focus of the research is on recent work. If, however, you think older work is significant – or would help us better to understand the nature of the practice – then please do mention it and explain why it is of interest. Other background information may also be provided. However firms are warned against overloading the submission with details unlikely to assist researchers

### Team information

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Please identify:

- Head of team (including job title, email address, and telephone number)
- Partners who spend more than 50% of their time working in the practice area
- Number of other partners in the team
- Number of associates/assistants in team
- Leading individuals in team, including a brief profile (indicating, for example, level of experience and focus of practice)
- Significant recent arrivals and departures
- Office location of all individuals named

### Barristers

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We would welcome any feedback you are able to give on barristers you have used (either at the London or regional Bar). Please email any feedback separately, to [editorial@legal500.com](mailto:editorial@legal500.com) with the subject line

UK/Bar feedback/London Bar/[Practice area]; or

UK/Bar feedback/Regional Bar/[Practice area]

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## West Midlands

### Editorial submission guidelines

#### Sub-regions

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The coverage of selected practice areas is sub-divided into geographical areas within the region, for both rankings and editorial

The structure of the regional coverage in the 2012 edition will follow the structure of the 2011 edition. Firms – particularly those with more than one office in the region – should take the current structure into account in compiling their submissions, bearing in mind that the researcher will in some cases be seeking to assess rankings and write editorial for sub-regions rather than the region as a whole. Feedback should be tailored to the sub-regional rankings and editorial

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## West Midlands

### Editorial submission guidelines

#### References

Please provide details of referees whom we can contact for feedback. As a guideline, firms should provide five referees per partner per practice area, but may send fewer or more if felt appropriate. A referee may be a client, an introducer or referrer of work, or counsel. Firms are asked (for the first time this year) to specify the category into which each of their referees falls, to enable us to tailor our reference requests appropriately. Both longstanding and more recent client gains should be included. Firms are welcome to provide details of multiple individuals within a client or other organisation, if felt appropriate

Details of referees must be provided in a separate document, as a spreadsheet in the prescribed format. Each region has a dedicated referee template, which can be found at [http://www.legal500.com/pages/uk\\_research](http://www.legal500.com/pages/uk_research)

For detailed notes about how to complete a referee spreadsheet, see the 'Referees explained' document, at [http://www.legal500.com/pages/uk\\_research](http://www.legal500.com/pages/uk_research)

A sample spreadsheet is also available, on the same page

To clarify how the referee spreadsheets are used, referees will receive one email shortly after the start of the research period, asking them for feedback on the firm and practice area in question. They will receive a second email on publication of *The Legal 500 UK* in September 2012, stating that the results of the research are available to view, free of charge. Clients will **not** be put on any marketing lists

The Legal 500 series received in excess of 250,000 individual referees in 2011, and to ensure referees are not repeatedly contacted, it takes time to process and deduplicate the spreadsheets. The referee deadline must be adhered to. We cannot guarantee to contact referees in spreadsheets delivered late

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## West Midlands Practice areas

**DEADLINE: Friday 27 January 2012**

### West Midlands

#### Corporate and commercial

- Corporate and commercial
- Corporate tax
- EU and competition

#### Crime, fraud and licensing

- Crime
- Licensing

#### Dispute resolution

- Banking litigation
- Commercial litigation
- Debt recovery

#### Finance

- Banking and finance
- Corporate restructuring and insolvency

#### Human resources

- Employment
- Health and safety
- Pensions

#### Insurance

- Clinical negligence: claimant
- Clinical negligence: defendant
- Personal injury: claimant
- Personal injury: defendant
- Professional negligence

#### Private client

- Agriculture and estates
- Charities
- Family
- Personal tax, trusts and probate

#### Projects, energy and natural resources

- Energy
- Project finance and PFI

#### Public sector

- Education
- Health
- Local government

#### Real estate

- Commercial property
- Construction
- Environment
- Planning
- Property litigation
- Social housing

#### TMT (technology, media and telecoms)

- IT and telecoms
- Intellectual property
- Media and entertainment
- Sport

#### Transport

- Transport

#### FOOTNOTE

The 2011 edition does not include a separate section for **Banking litigation**, but firms are invited to provide submissions for this area for the 2012 edition