



@otblegal

VIVID VISION 2025-2027

BACK TO WORK

Welcome to January 28



It is January 2028 and as we return to work from the Christmas period. We are ready to look ahead with continued hope and optimism for another exceptional year, building on the success of our business over the previous 3 years.

Looking back we can see that we have continued to consolidate our position as a leading immigration law firm. We have a growing reputation amongst clients and peers for the quality of work we deliver and the pride we take in what we do.

We have continued to consolidate our position as a professional, efficient team with a focus on well paid and highly productive staff whilst still maintaining our ethos as a environmentally responsible employer promoting work-life balance and family-friendly policies.

Our focus has been on evolution rather than revolution and we are in a good place for future development.

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VIVID VISION

2025-2027

Culture is driven by Directors who have a shared vision of what we want our company to represent which includes; a commitment to genuine quality work, high ethical standards and an openness to engaging with new ideas. We want to support our staff to be the best they can be and enjoy the time they spend at work.

WE LIKE TO THINK WE ARE DIFFERENT

Good communication continues to be key spread across different office locations and staff benefitting from flexible hybrid working. We keep in touch with each other regularly through meetings, Whatsapp and team days to swap ideas for innovation, provide emotional support to each other and celebrate the individual strengths and experiences we have.

We focus our staff development on achieving successful outcomes rather than managing inputs of time through demoralising management systems. Our targets are aimed at lifting all team members to achieve their potential in a supportive environment.



We have grown to a team of 35 professional, motivated and highly performing individuals.

Our cultural identity offers a better way of working. A combined approach of developing junior staff into leading professionals alongside our recruitment strategy attracting more experienced staff has led us to have consistent and productive growth.

OUR PEOPLE



Visual
Representation
of a Pod



OUR PEOPLE

Our legal teams have refined the pod approach of working within smaller defined teams of 4-5 people led by an experienced supervisor (at Associate level) so that we have 6 legal pods plus a dedicated operations pod.

These pods have enabled us to develop close-knit teams in small enough size that they can self-manage comfortably. We find this model encourages accountability, team work and delivery of outstanding case results.

Pods work within wider legal teams to benefit from having multiple people working on identifying best practice, improvements to processes, compliance and networking. For example, each team has a dedicated case management expert who works across pods to identify and implement changes to the work processes to allow us to benefit from increased digitalisation of work.

All staff have detailed training and development plans which not only support their legal knowledge (which is, of course, very important) but also covering compliance, networking skills, and wider training on softer skills like client care and engagement which deliver positive results in client conversion rates. Overall we provide a holistic package of development tools.

We have further supported and funded staff in obtaining professional qualifications to support their development and are proud to have seen a number of Paralegals progress through our Graduate Solicitor Apprenticeship Scheme to become qualified solicitors. It has been particularly pleasing to see young talented individuals start their legal career with us and continue towards being immigration law leader of the future.

Our operations team has grown with further additions to the finance and HR sections to enable us to develop in a structured manner. As a team of 6 they have successfully managed all aspects of managing growth, compliance and overall development.

OUR PEOPLE



Our pod approach to legal teams has allowed us to foster a highly productive and supportive environment and this wouldn't be possible without highly performing leadership.

All of our leadership team, which includes managers at all levels, have received high quality training on how to coach the best out of their staff. We feel that this style of leadership supports a great culture and allows us to focus on delivering successful outcomes.

Our operations team contains leaders in their individual sectors, from marketing to client care and finance. They recognise areas for improvement within the business and implement them, cutting across teams to bring measurable benefits to the business.

Staff tell us that they feel positive about working within, and contributing to, their individual teams but also that they feel part of an organisation-wide ethos with shared values and strategy.

LEADERSHIP



SALES AND MARKETING



*Marketing
Manager*

By the end of 2027, OTB Legal has achieved a remarkable position in the market, with a fee income of £2.5M and a conversion rate from enquiries to paying clients of 30%.

Our marketing efforts are consistently bringing in high-quality leads that keep our fee earners busy with billable work, ensuring steady growth and client satisfaction. The user base on our website has almost doubled, and our website conversion rate has reached its highest level ever, solidifying our digital presence.

Our London office has seen significant expansion, with a growing client base and a reputation for excellence in the gaming industry, resulting in multiple referrals and repeat clients.

Additionally, our personal immigration team has increased repeat client work at the end of 2027 by 15%, reflecting the trust and loyalty we've built with our new high quality clients.

We are now 6 years into our Lexcel accreditation which provides us with a rigorous annual audit around our quality management systems to keep us on track with our work processes and to demonstrate to the outside world that what we say, we actually do in practice.

COMPLIANCE AND ACCREDITATIONS

In addition to Lexcel we have once again gained reaccreditation for Cyber Essentials Plus, the highest level of cyber security accreditation for our industry. As a company that enjoys using technology to offer modern seamless services to clients, it is important that we take our custodianship of highly sensitive data seriously. Cyber Essentials Plus is our commitment to delivering on that.

Our annual Solicitors Accounts Rules audit continue to show that we have a good handle on accounting systems and continue to look after client account money in the appropriate way. We have a strong operational team who give analysis and direction on maintaining our systems and processes to be compliant at all times and regularly feed in to meetings with our Compliance Officer for Legal Practice and Compliance Officer for Finance and Administration.



We have continued to take our community and environmental commitments seriously. This has included ensuring that, where possible, contracts for services are offered to independent local businesses.

We are proud to have continued to support one local charity per year through fundraising, work experience programmes, and profile raising via social media platforms. Staff have been encouraged to engage in this project by recommending local charities and events to be supported each year.

As a further development our volunteering programme allows staff to use 1 working day per quarter to be involved in volunteering for worthwhile causes. This has been well received and allows staff to feel like they are contributing to the community.

2028 represents our 8th year of being a carbon neutral business through our carbon offset programme which has led to us planting over 3500 trees across the world to date.



COMMUNITY AND ENVIRONMENTAL IMPACT

FINANCIALS

A black and white photograph of a man with a beard and glasses, wearing a light-colored suit jacket over a white shirt. He is looking upwards and to the right. He is standing next to a glass display case. The background is a modern interior with a dark ceiling and some lighting fixtures. The word "FINANCIALS" is overlaid in large, bold, yellow capital letters across the middle of the image.

FINANCIALS



We have continued to achieve our strategic aim of increasing our fee income by 30% per year whilst maintaining a sustainable 20% profit margin which allows us to fund our future expansion plans.

Our fee income for the last financial year has exceeded £2.5M which is testament to the hard work of all of our staff.

We continue to put our VAT and Corporation Tax liability in to a separate account on a monthly basis as well as 3 months of overheads to ensure that we have a significant cash buffer in place should an unexpected issue arise in the future.

Our financial KPIs monitor on an ongoing basis our performance against profitability targets, budgets and cash-flow projections to understand the financial stability of our company and ensure that we grow in a sustainable and managed manner.

As part of our focus on delivering exceptional case outcomes and being seen as market leaders we are grateful for the recognition we have received for the work we do.

We are now listed in the highest bandings in the Legal 500 and Chambers and Partners guides for our legal work, with all legal directors listed as leading lawyers within these categories. We are pleased to see a number of our highly skilled colleagues also recognised.

RECOGNITION

This company wide and individual recognition continues to give clients and law firms who refer work to us the assurance that we will provide their clients with a top quality service.

Client feedback is also immensely valuable to us and we are enormously proud to be consistently listed in the top 3 ranked immigration law firms nationally on Review Solicitors, the leading solicitor client feedback network.



Traditional law firms have been slow to embrace technology and the competitive advantage it can bring.

OTB Legal has continued to invest in both forward-thinking IT systems and training for all staff to be able to deliver this to clients efficiently.

Each team has a staff member who is tasked specifically with looking in detail at the processes that team follows to identify where work streams can be engineered more efficiently making use of work-flows, new software packages and artificial intelligence.

By focusing on how our systems can support our people, they in turn can deliver a better service to clients. This has been most clearly demonstrated through our enhanced account management processes which allow us to communicate and form deeper relationships with our larger corporate clients.

EFFICIENCY



2028-2030

Our ability to scan the future horizon and adapt to what is facing us is a strength of this firm.

There are inevitable geopolitical forces which may shape the way we deliver services in the future but we feel we have firm foundations to stand up to these stresses and continue on our growth trajectory for the future.

A black and white photograph of a modern building with a glass facade. In the foreground, several people are on a rooftop terrace. One man in a light-colored suit is pointing upwards, and another man in a dark suit is also pointing upwards. A hand holding a glass is visible in the bottom right corner. The scene is set against a backdrop of the building's architecture.

THE FUTURE