

## **Benchmark**

- The heritage of DBL
- What famous sportsmen went on to do after they were famous
- Client Interview:  
Swapping rugby binds for coffee grinds

# David Seymour

**Swapping rugby binds for coffee grinds**

**Autumn 2017**

a fresh approach to a **financially independent lifestyle**



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## Introduction

Welcome to the Autumn 2017 edition of Benchmark.

Much has happened since we last wrote; the General Election, with its rather unexpected results, Donald Trump's ongoing exchanges with Kim Jong-Un, and Angela Merkel's re-election in Germany. September was party conference season and focus has now turned again on the Brexit negotiations.

As for economic growth in the UK, the third quarter of the year did not get off to the best of starts as the IMF downgraded its forecast growth for the year from 2.0% to 1.7%. It will be interesting to see how Mr Hammond deals with this in the forthcoming Budget on 22nd November.

As you may know, at DBL we work with many clients who are embarking on a second career. Some of these are sports' professionals while others come from all walks of life. What they have in common is a desire for an independent financial lifestyle and a recognition that this comes about through forward planning.

In this issue, we have the fascinating case study of David Seymour, a rugby player with Sale Sharks, who we have been working with on his plans for life after rugby. David shares some helpful insights into the planning and development of his new coffee company, 'Couch, Grind, Coffee', together with the challenges he faced.

You may have wondered what the DBL in DBL Asset Management stood for, so we thought we would include a little about our history and Squadron Leader Dacre Barrett-Lennard.

And finally, we have always loved our numbers at DBL. Have a look at some of our vital statistics, including the number of valuations created, the cumulative years of service and the number of emails received.

We hope you find the articles in this issue of interest. If you have any questions about them or concerning your overall financial planning needs, please do not hesitate to contact us.

Kind regards,

Dacre Staines



## DBL's vital statistics

Not surprisingly and no doubt reassuringly, we've always loved our numbers at DBL.

And so, we've taken a look at our key business statistics - some serious, some more lighthearted - including the cumulative years of service, the £ of new assets invested and even the number of letters sent and received in 2017!

We think you'll agree it makes for intriguing reading!

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CUMULATIVE YEARS OF SERVICE

£14,106,874  
OF NEW ASSETS INVESTED

1626

LETTERS SENT  
AND RECEIVED IN 2017

501  
CLIENTS

1698

Visits to  
our site in  
one month

7030  
Emails in 2017

## Our story: The heritage of DBL

We thought you may find it interesting if we shared a little of our history to show how we arrived at where we are today.

Squadron Leader Dacre Barrett-Lennard was born in 1906 and killed in action in 1944. He was the husband of Una Barrett Lennard nee Burn, the father of Paula Staines and the grandfather of Dacre Staines.

Dacre Barrett-Lennard was the elder son of Mr and Mrs Trenchard Goodenough Barrett-Lennard of Crosby, Liverpool. He was educated at Liverpool College, where he excelled at and enjoyed rugby. After leaving school, he studied Business and Accountancy and worked in commerce initially, as a commercial traveller or sales representative.

In the 1920s, he played rugby for Waterloo Rugby Football Club, Liverpool and Lancashire. He joined Thomas Hedley and Sons, later known as Proctor and Gamble. In the late twenties, Dacre could be seen driving a Clyno Sports car. He met Una Burn, when they were both working in Manchester and they married in 1938.

Dacre was appointed by Proctor and Gamble as Sales Manager for Scotland, at which point he and Una moved to Glasgow.

In 1938 he joined the recently formed RAF Volunteer Reserve in Glasgow. When war broke out in 1939, he was eligible for military service. Proctor and Gamble was manufacturing edible fats, which were important to the war effort and Dacre's employment was designated as a reserved occupation. However, he decided he should do his duty with his friends in the RAF, although he was too old for air crew.

In 1944, Dacre Barrett-Lennard was serving with an RAF Police Unit in 84 Group of the Tactical Air Force based in Belgium. He was killed at 12.05 hours on 27th November 1944, when a V2 Rocket hit Teniers Square in Antwerp just as he and a military convoy were crossing the busy square.

Squadron Leader Dacre Barrett-Lennard was hit by a splinter and died instantaneously. 157 people lost their lives in the attack including 29 Allied servicemen. He is buried in Schoonselhof Cemetery outside Antwerp.



Dacre Barrett-Lennard's pedigree is long, distinguished and aristocratic. It can be traced back to Drogo de Monceaux, the great grandson of William the Conqueror, with various links to other noble families including the Fynes (Fiennes), via various family documents, Burke's Peerage and Debrett's.

In the 18th Century, Thomas Barrett-Lennard was the 17th Lord Dacre and the grandson of King Charles II and the Duchess of Cleveland. Over the centuries, the BL's and Dacres have held extensive land holdings in Essex, Suffolk, Norfolk, Northumberland and Ireland and were responsible for the construction of Herstonceaux Castle in Suffolk.

So now you know where the DBL in DBL Asset Management comes from. Since 2007, when the firm was established by Paula Staines and Dacre Staines, we have been providing independent financial planning and advice to clients from our offices in Wilmslow, Cheshire. Given Dacre BL's interest in and talent for rugby, it is not surprising that we have continued this tradition and deal with many sports professionals.

We are also proud of the fact that our logo represents Dacre BL's service in the RAF. The dissected three triangles once formed the full RAF circular icon and then evolved to form the current logo.



The badge of the Royal Air Force





## What famous sportsmen went on to do after they were famous

With the IAAF World Championships in London marking the last track appearances for legends, Usain Bolt and Sir Mo Farah, it got us thinking about what famous sportsmen go on to do once they have retired. Mo is planning to carry on for some time, just focusing on marathons but for Bolt, that was his last formal competition. What will fill the gap after training day in day out and being constantly in the spotlight? (we are sure with Usain's personality, it is unlikely he will just disappear into the background!)

Some will make the seamless transition to becoming a commentator, like Paula Radcliffe, Michael Vaughan and John McEnroe. They can be regularly seen sharing their insights on their own sport or in Jonathan Edwards' case, moving to a completely different discipline like cycling or triathlon. Others will go on to successful coaching careers, such as Steve Borthwick, now the England's forwards coach. Others may follow the celebrity route of Strictly Come Dancing or even the depths of the jungle!

Others will take a completely different direction, as shown in the other article in

this newsletter, by building up a flourishing business. Whatever route they take, it shows there is a growing awareness of the need for sports people to think carefully about their second careers

You may have read in the press about the former Birmingham City defender, Olivier Tebily, who is now being heralded as Africa's first Cognac maker. Although this may sound a surprising move, it was in fact something he had planned on doing for some time, actually buying his first vineyard in his late teens. Showing a wisdom beyond his years, he thought it would be a good back-up plan, if injury ever stopped his footballing career.

Unfortunately, years later his fears were borne out, when a bad injury cut short his four and a half year contract with Canada's Toronto FC. At that point, he did not have enough land in Cognac, so instead ran two local restaurants before eventually becoming the proud owner of 22 hectares in the famous region. He can now be found with secateurs in hand carefully tending his vines and distilling the world's most well-known brandy. This is a far cry from the football field but he is doing something he loves just as much.

Similarly, following his retirement from football in 1997, Eric Cantona went on to pursue his passion with cinema and had starring roles in various films, as well as making his début as a stage actor.

Finishing a high profile career in sport can be a time of great uncertainty, emptiness and even depression. Those who seem to make the transition successfully do so, because they plan early. You need to be thinking about what you're going to do afterwards from the moment you start playing really. In effect, give just as much thought to your game plan for afterwards, as you do on the pitch.

**We always encourage you to think about making plans for your future career. If this is something you would like to discuss, please get in touch.**

**If Messrs Bolt or Farah should require some help with their financial planning, we are ready and waiting!**



## Swapping rugby binds for coffee grinds

David Seymour is still under contract at Sale Sharks, but that has not stopped him thinking about his life after rugby. He recently sat down with DBL to discuss his new venture, 'Couch, Grind, Coffee'.

"My teammates were a big influence, when I was thinking about what to do after rugby. Chris Cusiter, who played with me at Sale, told me to pick something that I enjoyed, learn about it and see if it would work as a business. I had seen him build his whiskey company and Nick Macleod, who also

played for Sale, had followed his passion and taken over a bakery in Cardiff. For me, it was coffee. The message was that if you pick something you enjoy, it is easier to put in the long hours required to build a business."

In 2016, David registered the 'Couch, Grind, Coffee' name and began the process of establishing the company and creating his own coffee blends. After twelve months of planning and development, the company's big launch came this Summer, with a pop-up van in the Spinningfields area of Manchester.

"The goal is ultimately to establish the name as a coffee shop in Manchester, but we

are also hoping to grow through wholesale sales, targeting independent coffee shops initially."

Both David's brand and his decision to pursue a career, as a coffee entrepreneur, are rooted in his current profession as a rugby player.

"On the rugby field you will hear 'crouch, bind, set', so the name was a play on that. The logo design on the side of the cups also features my number seven. Coffee for me is as much about how you enjoy it as the drink itself, whether that be with a paper on a Sunday morning at home or with friends in a shop. Rugby lads tend to have a bit of time on their hands in the afternoon, particularly during the season, so we will often go and sit in a coffee shop together for an hour or so."

Though David is not yet retired from rugby, he was aware that the process of planning for the future was something that he was better off starting sooner, rather than later.

"The Rugby Players Association (RPA) is now pushing the idea of considering what you do after rugby more and more and Dacre at DBL had been talking to me about it, probably for the last five years. You want to retire when

you choose, but unfortunately, in rugby it can be when injury dictates, so you need to have a plan."

Whilst David's business is now set up and ready for when he chooses to leave the game of rugby, that does not mean that his financial planning and business journeys are over.

**“My personal financial plan is going along nicely with Dacre and I will come to him for expertise, when the business reaches the stage where it can move into a shop. His insight will be crucial at this point.”**

Finally, what is the biggest difference between business and rugby?

"The admin and the paperwork! When you are a rugby player you get a lot of instruction about what to do and where to be and you do exactly that. In business it is different! I am spending a lot of time organising things and chasing people up to make sure 'Couch, Grind, Coffee' is a success."





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