

We made great progress on our work to represent, promote and support the profession effectively and efficiently in 2016. This review highlights just some of the strides we made and gives examples of the impact we have had.

**We represented solicitors by speaking out for justice and on legal issues.**

We acted to influence government and regulatory policy in England, Wales and internationally. We responded to 125 consultations throughout the year and alongside our relationship with the media, our influencing and party conference activities made sure our members were heard. We intervened in legal cases to protect our members' interests and acted in the public interest on issues which raised concerns about rights, freedoms and access to justice.

**We promoted solicitors, highlighting their ethical and professional standards, legal education and training, and the value of using a solicitor at home and abroad.**

We raised the profile of the profession through our campaigns and promoted the value solicitors add. We celebrated the best work in the profession, encouraged the best people to join it, regardless of their background, and we informed the public about the benefits of working with a solicitor.

**We supported solicitors to develop their careers, expertise and businesses, whether they work for themselves, in-house or a law firm.**

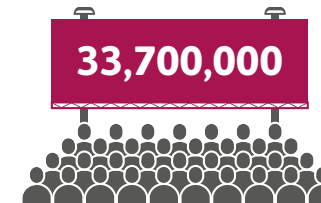
We offered helpline support and advice, improved websites, new practice notes, toolkits, events, access to communities and published research on key issues. We focused on doing all of this efficiently, always mindful of the fact that we are spending members' money.

This is just a small selection of the highlights from our business review. For more information, please visit our website.

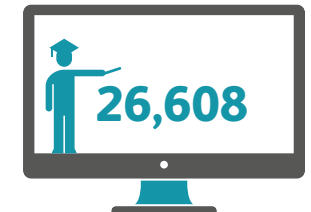
Just some examples of what we achieved in 2016



Our coverage in print media alone had an estimated value of **£2.2 million**



Over **33.7m opportunities** to see our new brand campaign



Members attended 346 events, with **26,608 registered delegates**



**34 interventions** by the Law Society's International Action team on behalf of solicitors around the world



We gave **evidence to parliamentary** committees 8 times, briefed parliamentarians on over 20 pieces of legislation and were mentioned 160 times in Hansard



Our anti-money laundering practice note attracted 199,168 unique external **page views**



# What we achieved for members in 2016

## Practice Advice Service (PAS)



**26,195** enquiries answered by the Practice Advice Service on a range of practice and procedural issues



**99%** satisfaction score

## Promoting the benefits of using a solicitor



**56,000** online engagements



**226,000** views of videos on youtube



**43M** online adverts served

“ The campaign has been fantastic for raising my profile. I’ve been recognised by barristers and solicitors around the country who have seen the campaign, and I’m honoured to be involved. ”

*Barrington Atkins, solicitor, campaign participant*

## Wills and Inheritance Quality Scheme (WIQS)

“ The 15 minutes of advice I’ve just received was the most useful conversation I’ve had in the last two years of looking after my dad. ”

*WIQS exhibition stand visitor*

## Digital successes



**2.7M** Law Society website users



**3,364** tweets sent, which were seen 12.5 million times and interacted with 1000,000 times



**77,000** followers on Twitter. Increased from 65,000 (up 12,000 or 18.5%)

## The Law Society Gazette



**71%** of practising solicitors had read the hard copy Gazette, with 62% rating it 7 or more out of 10

“ By the way, the Gazette is a wonderful paper, lively, well-written and an excellent read. Lawyers and legal journalists at their best. ”

*Philip Wood CBE, partner, Allen and Overy*

## The Excellence Awards



**155** articles covering the awards

## The Law Society Library



**77%** of the Top 100 used the library’s legal research service



**97%** of users are likely or highly likely to recommend it

## Junior Lawyers Division

“ It helped me as a future lawyer to gain some insight into how to qualify and do well in my career. ”

*A Junior Lawyer Division member*

## Law Society divisions



**115,000+** members offered support from divisions

And much more. [See the website](http://www.lawsociety.org.uk) for more information.