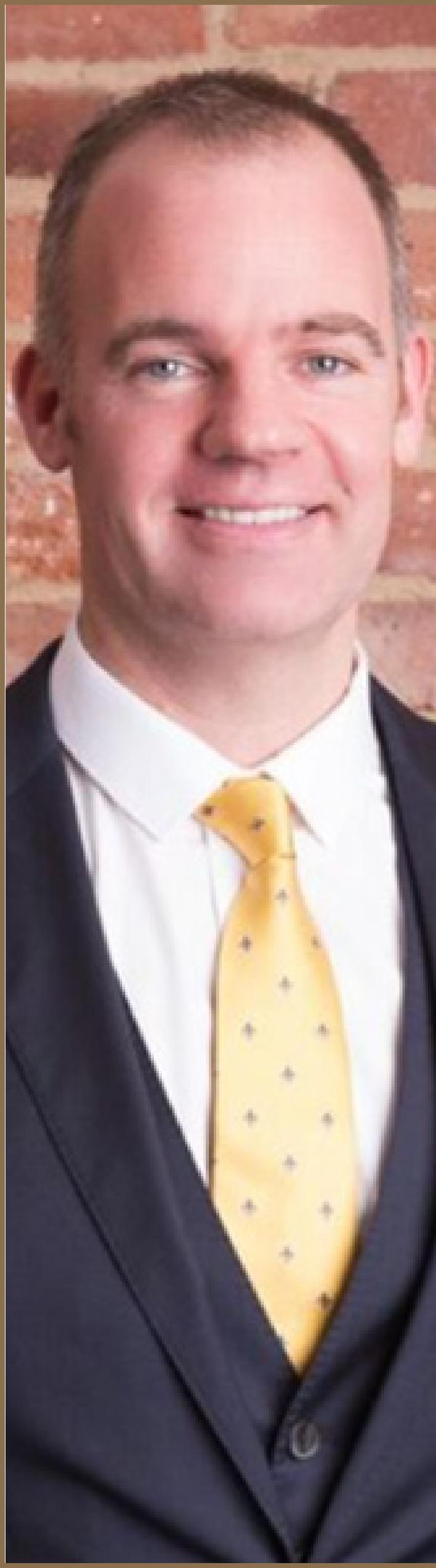




RHODES

WEALTH MANAGEMENT

Rhodes Wealth Management Bulletin
July 2020



Foreword

Adam Rhodes

*Managing Director, Rhodes
Wealth Management*

It has been another month of transition and change for the UK as we slowly and carefully move out of lockdown. Up and down the country people are cautiously sipping their first 'pub pint' in months, getting a well needed trim at the hairdressers, or preparing their caravan for a staycation.

Having adjusted well to our new working conditions, at Rhodes Wealth Management we are continuously coming up with new adaptations that ensure our client service levels are maintained. On Thursday 16th July we had Michelin trained Darryl Breen share his skill and expertise in our virtual culinary demonstration evening, and following the success of our market update webinars we have now organised two additional webinars on the themes of intergenerational wealth planning, and planning for your retirement. I do hope you will find these useful, the speakers provided by St. James's Place are always very engaging, and the content interesting.

With yet more government support announced to help sustain the economy through the tumultuous year that has been 2020, there is hope for those concerned about unemployment, business owners and first-time buyers.

Our Mortgage Advisers have also seen lenders beginning to open up their lending options again, providing more choice and opportunity to those buying their first home, remortgaging or borrowing more on their existing property.

We now have a small and safe number of team members using the office again, and our advisers are happy to have appointments via phone, video call or in the office where required. My priority and focus is ensuring the safety and comfort of our clients and team as we move towards a 'new normal'.

A handwritten signature in black ink, appearing to read 'Adam Rhodes'.

Adam Rhodes BA Hons ACSI Dip PFS Cert CII (FS)
Director of Rhodes Wealth Management Ltd

Your home may be repossessed if you do not keep up repayments on your mortgage.

Meet the team

Jody Robinson

Client Support Specialist

What do you most enjoy about working at Rhodes Wealth Management?

The people here are great. Everyone is so welcoming and willing to help. I can see people progressing towards their own goals which is inspiring and it's clear that development is a key focus here. I am soon to be part of the exam study group.

Where did you work before joining Rhodes Wealth Management?

I worked for RBS for 11 years. I started as a cashier and worked my way up to Bank Manager running 4 branches – I enjoy a fast pace. I also looked after a portfolio of personal and business customers opening accounts and looking at lending solutions which I found really interesting. It's rewarding when you can see a plan come together, whether that be helping a customer achieve their dream or helping to develop one of my team to their full potential. I have always been client facing and really enjoy getting to know people which is what I love about my role.

What are your hobbies outside of work?

I like to keep busy, so I am usually out with friends sampling different flavoured Gins or on a nice long dog walk somewhere. I love summer because there's always something going on like a food festival. If it's cold though I will probably be at home decorating.

Where's your favourite place in the world? OR something you want to do in the next year that you've never done before?

I went to Jamaica last year which was beautiful! The beaches were like the pictures in a magazine. Next year I want to explore Croatia. I would love to do a Safari but I need to overcome a few phobias first.



Investing in Education: Planning for University

Have you weighed up the costs of your child heading to University?

A three-year University course in the UK can set you back up to £27,750 ¹. Some courses can even be four or five years depending on your chosen subject.

Cost of tuition excludes living expenses, which may include accommodation and travel, textbooks and course materials, a laptop, printing and photocopying expenses, graduation attire and membership to the University clubs and societies.

Annual living costs for a 39-week student year total around £14,355 ², of course this does not consider rail fares if your child chooses a University further from home.

In the UK, the average 2020 graduate starting salary is estimated to be £22,200 ³. Whether your child chooses to move back home or flee the nest can have a great impact on their living expenses and savings going forwards.

It can be difficult saving to buy your first home whilst balancing the repayment of student loans. Many adults aim for a 20% deposit before taking out a mortgage, however some lenders may allow you to borrow with as little as a 5% deposit.

With various costs of adulthood in mind, it is important to start saving early for your children's future. Our Financial Advisers are here to help you plan for both you and your children's future, in a way which works for everyone.

If you'd like discuss your options when planning for your family's future, contact us today for advice, on 01332 497670, or email us at rwm@sjpp.co.uk.

The value of an investment with St. James's Place will be directly linked to the performance of the funds selected and the value may fall as well as rise. You may get back less than the amount invested.

1.<https://www.ucas.com/finance/undergraduate-tuition-fees-and-student-loans>

2.www.timeshighereducation.com/student/advice/cost-studying-university-uk

3.www.bridgewateruk.com/2020/02/average-graduate-salary-2020/1

Keeping in touch with you

As our normal way of life continues to be affected, we at Rhodes Wealth Management are looking at new ways in which we can ensure you are fully up to date with your St. James's Place policies and plans. Further disruptions are expected to the Royal Mail network, so we want to ensure that you do not miss out on any important communications, by inviting you to register for your Online Wealth Account.

The St. James's Place Online Wealth Account offers secure access to the following services online:

- View the value of your investments in a range of currencies and see a breakdown of that valuation.
- Access St. James's Place Insights for the latest investment news.
- Receive electronic correspondence and update your future mail preferences.
- Receive important electronic communications directly from St. James's Place
- Use your debit card to make payments to St. James's Place.
- Top up your ISA with your debit card at a time that suits you.
- By registering for electronic correspondence, you will also be helping us to reduce our environmental impact.

Contact the team on 01332 497670 or via email on rwm@sjpp.co.uk to register for the Online Wealth Account.

Did you know that St. James's Place produces regular informative and topical insights into the world of investments and finance? Covering a range of topics from retirement to protecting your business, insights are here to help you make informed decisions about your wealth.

Visit the 'Insights' section of our website to access the most recent market updates and register for our complimentary e-briefing service.

Upcoming Events

Intergenerational Wealth Planning webinar
with Diane O'Connor - 10.09.2020
virtual event at 2pm

Quarterly market update 14.10.2020
Stapleford Park, from 1pm
(Please note this event is dependent on Government guidelines)

Quarterly market update 02.11.2020
Derbyshire County Cricket Club, from 6pm
(Please note this event is dependent on Government guidelines)

If you'd like to attend one of our
complimentary events, please contact us on 01332 497670
or register your interest on our website

www.rhodeswealthmanagement.co.uk



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The Vegan Economy

It's more than just the month-long 'Veganuary' challenge.

Veganism has become a popular lifestyle choice amongst Generation Z and Millennials in the UK. In 2018, there were over 600,000 people following a vegan lifestyle, which has continued to grow in popularity ¹.

Veganism is described as a lifestyle choice which aims to exclude forms of exploitation of and cruelty to animals for food, clothing, and other consumers purposes where possible and practicable ².

Key supermarkets are stocking more vegan options to appeal to the growing consumer demand. Fast-food chains, including McDonalds and Greggs have launched vegan alternatives, which have had a substantial impact on sales.

In 2018, the market for meat-free foods was £740m compared to £539m in 2015 ¹. Businesses are reconsidering their product diversity, as a vegan lifestyle is considered a longer-term consumer shift rather than a trend. The global Coronavirus lockdown led to 1 in 5 adults reducing their consumption of meat and dairy products ³. Companies with a vegan-food offering are seeing benefits to their share prices.

As supermarkets and restaurants build their vegan offering, products have become more accessible to consumers who are willing to trial an alternative diet. Many consumers do not consider themselves vegan but are interested in reducing their meat intake. Some consider themselves 'flexitarian' which involves adopting a part-time vegan or vegetarian lifestyle.

A range of factors have influenced this dietary choice. A survey of 12,814 people in the UK, reflected that 68.1% chose to adapt their diets in favour of animal welfare, whilst health reasons influenced 17.4% of those surveyed ³. Other influencing factors include environmental impact, weight management and taste ¹. We could see a reduction of 70% in greenhouse gas emissions if a vegan diet became widely adopted. A study performed by Finder reported that we could see up to 12 million people following a meat-free diet by the end of 2020 ⁴.

Whilst it encourages us to consider our dietary choices, it may also influence our wider product-purchasing decisions, including sustainable sourcing methods when it comes to clothing and cosmetic choices in relation to animal welfare.

To find out more about St. James's Place's approach to responsible investing and the environment, visit their Corporate Social Responsibility page.

The value of an investment with St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

1 <https://www.bbc.co.uk/news/business-44488051>

2 <https://www.vegansociety.com/go-vegan/definition-veganism>

3 <https://vomadlife.com/blogs/news/why-people-go-vegan-2019-global-survey-results>

4 <https://www.pnas.org/content/113/15/4146>





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Rhodes Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the Group's wealth management products and services, more details of which are set out on the Group's website at www.sjp.co.uk/products. The 'St. James's Place Partnership' and the titles 'Partner' and 'Partner Practice' are marketing terms used to describe St. James's Place representatives.