

Review of Last Year

Challenges and Resilience in the Stock and Bond Markets

Dear Investors,

As we turn the page on 2023, it is important to reflect on the journey we have experienced in the financial markets. Last year was undoubtedly a rollercoaster, marked by various global challenges that impacted both stock and bond markets. However, as we step into 2024, there are reasons to remain optimistic.

The Stock Market Story of 2023

The stock market in 2023 was a tale of resilience amidst adversity. After a somewhat turbulent start, influenced by lingering effects of the pandemic, geopolitical tensions, and inflationary pressures, the market gradually found its footing. Thanks to the proactive measures taken by central banks and governments worldwide, the latter part of the year saw a return to stability.

While some sectors faced hardships, others thrived, illustrating the diverse nature of



the market. Technology and healthcare sectors showed promising growth, benefitting from innovative breakthroughs and increased demand, respectively.

Bond Markets: Navigating the Rough Waters

The bond market in 2023 was no less dramatic. Initially, bond prices faced

downward pressure, primarily due to rising interest rates – a common tool used by central banks to combat inflation. However, as the year progressed and inflation concerns eased, the bond market began to stabilise. This stabilisation restored investor confidence, showcasing the market’s ability to adapt and recover.

2024 – Reasons for Optimism

As we look forward to 2024, there are several reasons to maintain a positive outlook.

Economic Recovery

Economies around the world are showing signs of recovery. This rebound is expected to fuel growth in various sectors, potentially boosting stock market performance.

Inflation Control

With inflation expected to be under tighter control, we anticipate more stable market conditions. This stability bodes well for both stocks and bonds.

Technological Advancements

Continuous innovation, especially in sectors like technology and renewable energy, presents new investment

opportunities. The potential for artificial Intelligence (AI) to drive innovation and productivity enhancement cannot be overstated.

Diversification

The diverse nature of the market means that while some sectors may underperform, others could excel, offering a balance for investors.

While the outlook is optimistic it is important to remember that markets can be unpredictable. Diversification remains a key strategy in managing risk. Investing in a mix of different assets (stocks, bonds, etc.) can help balance potential risks and rewards. As we embark on 2024, we encourage you

to approach the market with a balanced perspective. Stay informed, diversify your investments, and remember that short-term fluctuations are a normal part of the investment journey. With a “well-thought-out” strategy and a positive outlook, we can navigate the year ahead with confidence.

Thank you and wishing you a prosperous 2024!

John Cooper APFS

Andrew Cook FPFs

Joint Managing Directors,
Heritage Investments

2023 – A Year in Review

A ‘Santa Claus Rally’ increase in the stock market was experienced by investors at the end of 2023.

As defined by the Stock Trader’s Almanac, this term refers to the S&P 500 prediction for investments to rise during the five final days of trading in December and historical tendency to rally the first two days in January.

We renewed our Chartered Status in 2023. Our advisers are required to maintain a level of distinction in their professional qualifications to achieve this which ensures that we deliver the best level of service to you, our clients. Other members of staff within the company are also undertaking

qualifications or have achieved professional qualifications and diplomas during 2023.

We have recruited and trained eight new members of staff within various roles in 2023, but particularly in support of our administration teams. Passion for the industry and understanding of our mission statement forms a key part of our recruitment process.

We have also adopted a tight knit operational structure which allows staff to focus on specific tasks for the same advisers and their portfolio of clients. This will result in a much-improved continuity of service and turnaround of tasks which ultimately reflects in the work and service provided to our clients.

You can read more in this newsletter about our recently appointed staff. They reflect complimentary capability and experience across the industry adding strength to our growing team. Our Social Committee also continue to work hard for us to ensure that Heritage Investments remains an enjoyable place to work and ensures staff well-being.

Heritage Investments will continue to grow and build on the good work started in 2023. There are plans for a refresh of our documentation and website, acquisitions on the horizon (more information on this in our next newsletter) and work is underway with independent partners to ensure our Centralised Investment Proposition is healthily maintained with market leading investments.



If you were a visitor over the festive season, you may have noticed the addition of our Christmas door wreaths this year. Eagle eyed members of the public in Christchurch did and nominated the wreath in a Christmas competition arranged by the Business Improvement District’s (BID) office where votes placed it third gaining a very serendipitous bronze award for Heritage Investments.

Message from Paraplanner Trina

We are delighted to say that Paraplanner Trina Read who raised £850 in 2023 for chosen charities ‘Going for Bust’ in Wimborne and ‘The Deborah James Bowelbabe Fund’, has been declared cancer free.



Although Trina’s personal journey ahead to full recovery includes a further operation early in 2024, this is a truly fantastic piece of news that she wanted to share with you. We thank you for your continued kindness and support.



Heritage Investments End of Year Event

A huge **Thank You** to our Social Committee again for arranging a memorable night out at the Dragonfly, Ashley Cross, for the Heritage Investments end of year event.



Pictured: Some members of the Heritage Investments Team, enjoying their night out.



Heritage Investments – Help in the Community

Heritage Investments has been a regular supporter of the incredible work carried out by charity Macmillan Caring locally and 2023 was no exception.

On the 16th October members of the Heritage Investments Social Committee visited Macmillan Caring locally to observe the amazing work, care and undertaking of the Christchurch unit.

‘As someone who has had close relatives on palliative care it was initially difficult to return to a hospice environment. However, I was very quickly reminded of how comforting and welcoming the staff make it. The staff’s dedication and care for their patients and the families is amazing and it was immediately obvious that everyone there is very passionate about what they do. The visit really helped to cement how vital such facilities are and how important it is that we continue to support them.’

Dany Werner, Social Committee Member.

Inspired by the work of the charity, Heritage Investments staff baked some amazing

‘showstoppers’ for a coffee morning sale held on 1st November, the proceeds of which went to the charity. Raffle prizes were also kindly donated for the event by individuals and businesses alike including Dew Drop Designs, B Beauty, Burning Obsession, The Forum Jewellers, Wetherspoons in Broadstone, Blandford Heights Garage and The Village, Bournemouth.

A multi-site static bike ride challenge was arranged at Christchurch and Wimborne offices over the course of a week between 30th October to 3rd November 2023, with several members of the Heritage Investments team volunteering to cycle 874 miles – the equivalent distance from Land’s End to John O’Groats raising additional funds. During the months of October and November visitors to our offices were also invited to donate to this worthy cause and treated to some delicious confectionery on offer at both sites. A phenomenal £1,165.58 was raised in total and a cheque presented to Leanne Giddings who is seen in the picture to the right accepting the donation on behalf of the charity.

A special thankyou to our clients and staff who also very kindly donated or were

involved in making this event such a success. A particular shout out to clients John Preston and Alan Pike for completing an impressive 24.85 and 21.18 bike miles respectively!



Pictured from left to right: Andrew Cook, Joint Managing Director, Heritage Investments, Leanne Giddings, Community and Events Fundraiser, Macmillan Caring locally, and, Martyn Gibbens, Head of Operations, Heritage Investments.

Celebrating 50 Years

In 2024 Macmillan Caring locally will be celebrating their 50th anniversary.

Many exciting events will be taking place during the year and Heritage Investments are delighted to announce that as a “Gold Partner” of the charity we intend to proactively engage on this special milestone of their journey. The partnership affords many mutual benefits including team building, staff engagement and impact within the community.

Pictured: Andrew Cook, Joint Managing Director, Heritage Investments, and, Martyn Gibbens, Head of Operations, Heritage Investments.



Supporting Local Food Banks

Heritage Investments was privileged to provide a further cash donation of £250 at the end of 2023 to both Wimborne and Christchurch food banks for use over the busy festive period.



Examination Results



Briony Bartlett DipPFS

Finance Administrator

Briony who joined Heritage Investments in March 2023, successfully completed her Chartered Insurance Institute Taxation (R03) examination in October, and Financial Planning Practice (R06) examination in November. She is now fully qualified and has a Diploma in Regulated Financial Planning. Congratulations!



Felicity Hardy

Paraplanner

Congratulations Felicity, who successfully completed her Chartered Insurance Institute Pensions and Retirement (R04) examination in October, and Personal Taxation (R03) examination in December 2023.

New Appointments



Lisa Bowles Finance Administrator

Finance Administrator Lisa Bowles worked for another independent financial advisor before joining Heritage Investments in February 2023. Her early career included working at JP Morgan and the Bank of New York. Lisa enjoys long walks in the countryside with her dog Holly, going camping and reading. Lisa recently renewed her qualification as a first aider for the company and supports her local Scout Association by volunteering as a Scout Leader.



Claire Wilkinson Receptionist

Receptionist Claire Wilkinson who joined in May 2023 worked for Standard Life Health Care, and then at Twynham School for thirteen years as part of their student support scheme. More recently she did reception and admin work for the NHS. Claire is a keen crocheter, volunteers at a friend's local Repair Café helping with refreshments and enjoys sea swimming. Her challenge in 2024 is to swim in as many natural tidal pools in the Southwest as she can with her friends.



Susie Archer Paraplanner

Paraplanner Susie Archer worked for a national independent financial advisory firm before joining Heritage Investments in June 2023. She previously worked in a research chemist role before moving to the financial services industry in 2019. In her spare time, she enjoys reading, gaming and baking, especially cakes!



Jasmin Reynolds Finance Administrator

After leaving college, Finance Administrator Jasmin Reynolds worked in financial services on endowment complaints for a mortgage broker, then later at Liverpool Victoria (LV). After returning from a gap year travelling, in which she taught English in Cambodia, Jasmin did paraplanning for Compass Wealth Management. She joined Heritage Investments in July 2023. Jasmin teaches preschool children to swim in her spare time.



Ellie Holborn Finance Administrator

Ellie Holborn joined in July 2023 and is currently working across three roles within client services – admin, client review and reception. She has previously worked as a receptionist and has also worked for Ageas Insurance within their customer service team. Ellie is enjoying her time at Heritage Investments and loves taking trips abroad and looking after her two cats.

Get in Touch

✉ info@heritageinvestments.co.uk 🖱 www.heritageinvestments.co.uk

This newsletter is issued by Heritage Financial Ltd which is authorised and regulated by the Financial Conduct Authority.

The content of this newsletter does not constitute advice and should not be taken as a recommendation to purchase or invest in any of the products mentioned. Before taking any decisions, we suggest you seek advice from a professional financial adviser. Past performance is no guarantee of future returns; you may get back less than you invested.

We always like to hear from our clients, so if there is a specific article or news item that you would like us to feature in the next newsletter, please let us know. We also regularly send out emails notifying clients of market or Heritage Investments updates; if you are not receiving these emails, or would like to subscribe or unsubscribe please email us at: marketing@heritageinvestments.co.uk.

Christchurch Office

24 Bargates, Christchurch,
Dorset BH23 1QL
☎ 01202 332333

Wimborne Office

21 Eastbrook Row, Crown Mead,
Wimborne, Dorset BH21 1HN
☎ 01202 332334



This newsletter was produced using FSC certified paper