PRESS RELEASE FOR IMMEDIATE RELEASE

Boutique Capital Partners and Scottish Seabird Centre unite for marine conservation and education

12 December 2024, London: Boutique Capital Partners (BCP), the early-stage, innovative fund distribution business, today announces its partnership with the Scottish Seabird Centre (SCC) to help protect Scotland's seas and marine wildlife. This collaboration reflects BCP's long-term commitment to sustainability, whilst underscoring its guiding principles of commerciality, innovation, collaboration and approachability.

As a new entrant into a crowded and competitive landscape, BCP sought a longstanding charitable partner that exemplifies its beliefs, with which to collaborate, to help establish its brand identity and communicate its values and personality.

Identifying synergies between the traits of puffins and the characteristics of BCP led the team to the SCC, whose conservation work plays a crucial role in ensuring the survival of these iconic birds, for generations to come. BCP's financial contribution to the charity will grow as revenues grow and the partnership will expand to include research and education.

Julia Warrander, Strategic Consultant and member of BCP's Advisory Board, commented:
"*As an early-stage business we strive to effectively demonstrate and communicate BCP's personality and values, to help shape brand perception and make the firm relatable and memorable. We identified significant commonality between the behaviours of puffins and BCP's persona. These striking and much-loved seabirds are distinctive, committed, loyal, adaptable, resilient, collaborative and approachable*."

https://www.seabird.org/wildlife/puffin

Sadly, puffins are listed as ‘vulnerable’ on the global IUCN Red List of Threatened Species. Their survival is threatened by climate change, food scarcity and habitat disruption.

Rodger Kennedy, Founder and Managing Partner, Boutique Capital Partners, commented: "*In the Scottish Seabird Centre, BCP is partnering with a charity of national repute. This exciting collaboration enables us to be truly impactful and drive positive change, through supporting meaningful conservation. Importantly, this partnership will enable our team to gain firsthand experience in marine conservation and share this more broadly, with our stakeholders.*

"As a Scot, I'm proud to showcase the region's stunning landscape and wildlife and encourage others to contribute to its preservation. I'm particularly looking forward to visiting with my young family, when the puffins return to the region in April."

Florence Gygax, Partnership Development Manager at SSC, said: "*We are delighted to partner with BCP to support our vital work in marine conservation and education. Scotland's seabird populations, including the much-loved puffin, face urgent threats from biodiversity loss and climate change. On Craigleith Island in East Scotland, puffin numbers dropped from 10,000 pairs to under 1,000 due to the invasive tree mallow, a plant that blocks nesting sites. Thanks to over 1,300 volunteers over 16 years, tree mallow is now under control, and the puffin numbers on the island are recovering. However, continued effort is needed to ensure their long-term survival. Partnerships like these help us tackle these challenges and preserve Scotland's marine wildlife for future generations*."

To learn more about the Scottish Seabird Centre and how you can support the protection of Scotland's seabirds, visit https://www.seabird.org. Together, we can make a lasting impact on the future of our seas.

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The Scottish Seabird Centre (SSC) is an award-winning conservation and education charity, dedicated to inspiring and educating people about the Scottish marine environment, motivating them to care for and support conservation projects to protect it. It is supported by an award-winning independent visitor attraction.

Boutique Capital Partners (BCP) is an innovative, third-party fund distribution business, committed to serving the UK and Channel Islands' financial intermediaries by offering access to best-in-class managers, at highly competitive prices. Earlier this month BCP announced its cornerstone fund partnership with River Road Asset Management LLP.

Image caption and credit

- Atlantic puffin with sand eels on the National Nature Reserve the Isle of May – the largest puffin colony on the East Coast of Britain. © Susan Davies

About Boutique Capital Partners:

Founded in 2024, Boutique Capital Partners provides outsourced distribution for high quality differentiated investment strategies seeking access to the UK, Irish, and Swiss intermediary markets. With a proven capital raising track record and an extensive network of strong intermediary relationships, our mission is to identify, partner with and bring to market the next new and exciting, differentiated investment opportunities. Recognising that each boutique fund manager has specific needs we leverage decades of fund distribution, market and industry expertise to tailor our approach accordingly.

For further information please visit: https://boutiquecapitalpartners.co.uk.