



PRESS RELEASE

Release date: 5 February 2025

TRANSAID PATRON OPENS ASSET ALLIANCE GROUP PARENT COMPANY'S NEW LONDON OFFICE

Her Royal Highness The Princess Royal, Patron of Transaid, has officially opened the new London office of Asset Alliance Group parent company Arbuthnot Latham, a private and commercial bank with heritage dating back to 1833.

Asset Alliance Group pledged its support as a corporate partner to Transaid, the international development organisation, just over 12 months ago.

Arbuthnot Latham has delivered strong growth in recent years – a period which included the acquisition of commercial vehicle finance and sales specialist Asset Alliance Group in 2021 – and the move to 20 Finsbury Circus has enabled all 600 London-based employees to come together in one City location.

Willie Paterson, Chief Executive of Asset Alliance Group, says: “We were truly honoured that The Princess Royal could lead the official opening of Arbuthnot Latham’s new headquarters and meet with staff from across both businesses. It marked a significant milestone in the Bank’s long history and was a moment of personal pride for me and my team.

“At Asset Alliance Group we are very proud members of Transaid. The fact that we can collectively utilise the skills, experiences and resources of our wider industry to improve and save lives in sub-Saharan Africa is a compelling reason for us to play our part.”

During her visit The Princess Royal met with a team of Asset Alliance Group colleagues who kayaked 18.5 nautical miles across the English Channel to raise funds for Transaid last September. The trio, comprising Suki Chana, Senior Credit Manager; Martyn Bellis, Commercial Director of Bus & Coach; and Darren Fitzpatrick, Sales Director of Bus & Coach, made the journey from Dungeness to Boulogne in just five hours and 45 minutes.

137 Euston Road, London, NW1 2AA
United Kingdom

T: +44 (0)20 7387 8136
F: +44 (0)20 7387 2669
E: info@transaid.org
W: www.transaid.org

Caroline Barber, Chief Executive of Transaid, says: “This was a wonderful opportunity to introduce The Princess Royal to a team which has made a real difference to Transaid in a very short space of time. Within their first year as partners, Asset Alliance Group has supported our events, charity auctions, run their own fundraising activities and even donated a truck to our professional driver training project in Zambia.

“They’re an incredible partner to have backing us, and we’re genuinely excited for what the future together holds.”

Arbuthnot Latham’s new office embodies the quality and permanence of clients associated with the Bank and its subsidiaries. Its opening will also allow Asset Alliance Group to offer modern facilities in central London for meetings.

For more information and to find out how you can support Transaid, please visit www.transaid.org.

ends

Note to Editor:

About Transaid

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation works with communities, partners, and governments to solve transport challenges throughout sub-Saharan Africa.

Transaid works in two core areas, road safety and access to health, to solve two of the biggest transport challenges in sub-Saharan Africa. Transaid’s road safety work focuses on influencing safe driver behaviour with long term programmes in Ghana, Tanzania, Uganda and Zambia, responding to local needs for improved training for drivers and riders of trucks, buses, motorcycles and forklift trucks. On the access to health side, Transaid is working with local partners and communities to strengthen access to health services, primarily in rural areas. They are also working to strengthen health supply chains in collaboration with local partners and governments.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



<https://www.facebook.com/Transaid>



<https://www.twitter.com/TransaidOrg>



<https://www.youtube.com/user/Transaid1>



<https://www.instagram.com/Transaidorg/>



<https://www.linkedin.com/company/transaid/>

For further press information:

Maddy Matheson at Transaid: +44 (0)20 7387 8136 / maddy@transaid.org

Natalie Ganshert or James Keeler at Garnett Keeler PR: +44 (0)20 8647 4467, or by email to natalie.ganshert@garnettkeeler.com / james.keeler@garnettkeeler.com