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## IFA-linked degree set up in university deal

By Nicole Blackmore

The Yorkshire IFA Forum has developed a partnership with Bradford University School of Management to design an IFA-oriented degree and a student trainee programme.

Yifa, a taskforce created to "kickstart the IFA into a graduate career of choice", was formed by Yorkshire firms Ebor Asset Management, Beaumont Robinson, Smart and Cook and Pearson Jones.

Bradford University will create a financial services degree as part of its offering to students.

Yifa will be adopting Pathways to Professionalism, designed by industry bodies in 2003 to provide a career path and attract high-quality professionals.

Firms will be able to take on graduates on the degree course or offer placements to students in the third year of their studies, with the aim of offering

a graduate IFA a training contract after they graduate. Graduates will also be put through the Chartered Insurance Institute's Certificate in Financial Planning.

Speaking at a recent Money Marketing round table on the retail distribution review and new blood, Yifa chairman Peter Williams said: "IFAs are going to take on youngsters as part of their third year, which is a sandwich year, and in that year they will work full-

time for the IFA. They will pay students £12,000-£15,000 for that year.

"Firms will get the students through the certificate-level exams as part of their training contract and once the students go back to university, they can continue to work part-time. Graduates will then be offered a three to four-year contract to work for the IFA firm so the firm gets its money back but it also provides a buy-out strategy."