

A legacy rooted in Jersey

By **Chris Cotillard**, director at Alex Picot Trust

FOR Alex Picot Trust, legacy is not simply something we help families plan for; it is something we have experience of first-hand. With roots in Jersey stretching back more than 140 years, we have grown and evolved alongside the Island.

Much of Alex Picot Trust's own legacy can be found in the relationships we have built over time. The firm undertook its first trust work in 1932, and that relationship remains with the firm today – a powerful example of the continuity that sits at the heart of our work.

Our strong connection to Jersey is also reflected in our client base. A significant proportion of our clients are Jersey residents, and many of those relationships have continued across generations. We will probably have worked with a family for many years before going on to support their children or grandchildren, giving us a long-term understanding of the family and how its circumstances and needs change over time.

That experience is important when we talk to families about their own legacy. We have seen first-hand how families change from one generation to the next, which means looking beyond an asset and liabilities statement to understand their priorities, family dynamics – which may be complex – and what they all want to achieve and, ultimately, what they want to pass on to the next generation.

Legacy beyond inheritance

For many people, legacy also extends beyond the family. It can be about the causes they support, the organisations they are involved with and the contribution they make to the community around them.

The same thinking applies to Alex Picot Trust itself. Being an independent, long-established Jersey firm brings with it a sense of responsibility to the Island. Our own legacy is not simply about preserving our history, but about continuing to positively contribute to the community in which we have grown.

That means retaining the values that have underpinned the business – independence, 100% director ownership and long-term thinking – while continuing to evolve with the needs of our clients, our people and the wider island.

Building on a legacy

Our history gives us a solid foundation, but what matters is how we build on it and invest financially and also with the giving of time. For us, that means continuing to be at the heart of the community and supporting the Island alongside the work we do with our clients.

Over the years, this has included supporting local schools and sports events, as well as getting involved in initiatives around the future of Jersey's local food system. The firm has also taken part in the Jersey Swimarathon for 48 consecutive years and supports a variety of charities every year.

For me, that is an important part of our legacy in Jersey, not just the history of the business, but the contribution we continue to make.



Heritage built over time. Trust built to last.

With over 100 years of history, our director-owners are proud to continue the values that have shaped Alex Picot Trust:

Our people, our culture and our sense of community.

This design reflects our heritage, community focus, and the longstanding relationships we have built with clients and staff over more than 140 years. 'Trusty Ewart' was named by our team; 'Trusty' represents our trusted relationships with clients, and 'Ewart' pays tribute to Alex Picot's middle name in a nod to our heritage.

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Alex Picot Trust is a registered business name of Alex Picot Trust Company Ltd and is regulated by the Jersey Financial Services Commission to conduct trust and company business.

- 1885** First recorded history of our company
- 1915** Alexander E Picot becomes partner of Brockhurst & Picot
- 1926** Name changes to Alex E Picot & Co
- 1932** First trust work undertaken
- 1977** Trust company established
- 2015** Formal separation from Alex Picot Chartered Accountants
- 2024** 100% owner-managed by working directors



100% Independent

100% Owner-Managed

100% Client Focused