

# 110 Extra



Your Club 110 quarterly newsletter | March 2024



## Your 110 Extra newsletter is two!

Who'd believe it's been two years since we published our first 110 Extra! This is now our 9th edition and we've more new and exciting content on all things Club 110.

2024 started where 2023 left off, with our Club 110 brokers front and centre in our plans. Our new regional structures went live in January that simplify how we face into your teams. Each region has dedicated claims, distribution and underwriting resource that's focused on growing together and solving problems when they occur.

This is backed by our new Club 110 [Service Charter](#) which accompanied our 2024 membership renewal packs and is live for you to reference on our [Club 110 Members' Lounge](#). I hope you're beginning to feel the benefit of this investment.

Following the 'Aviva Live' event at the end of January, we're rolling out an extensive programme of local engagement events. Branch open days, Club 110 Forums, regional dinners and more – all aimed at making sure we're listening to your feedback and driving positive change for the club throughout 2024.

Talking of positive change, our [Trading Edge](#) initiatives went live in February. These give you access to a wide range of flexibly priced, additional policy covers to support our mutual customers. And for those of you who opted in, we're using our data insight to send you commercial property risks that we believe are underinsured, helping you to ensure your business clients are fully protected ahead of renewal, without additional cost.

Looking ahead, the annual BIBA Conference is nearly here. It's being held in Manchester on 15–16 May, and we're proud to be supporting the event as principal sponsor once again. Our invitations to Club 110 brokers were sent last month and I'm delighted to see so many of you have accepted our offer to come along. The Aviva team are looking forward to seeing you there.

And finally, we've announced the dates and location for our flagship event – the annual Club 110 Conference. For the first time, we'll be heading to the vibrant and historic island of Malta from 17 – 20 September 2024. Our conference is a key date we work towards each year and is the time we bring the whole club together to hear your thoughts and share our plans.



Until then, I hope to see you and your teams on my travels around the UK. Your feedback is vital to ensure we continue to invest in the right areas to improve Club 110 going forwards. If it's easier, please feel free to give me a call or drop me an email at [club110@aviva.com](mailto:club110@aviva.com).

I look forward to hearing from you.

Best wishes,

A handwritten signature in black ink, appearing to read 'Ryan Birbeck', written in a cursive style.

Ryan Birbeck

**Broker & Client Development Director**

## Our 110 Advisory Council – an update

It's been a while since we last updated you on the 110 Advisory Council. Set up in 2022, the council comes together 3–4 times a year to discuss key topics, trends and challenges impacting regional brokers and to drive the future direction of the club.

The council is key to our change agenda and guidance from the group was central to us launching the Service Charter and Trading Edge initiatives earlier this year. Our latest meeting was held in February with members providing views and opinions on everything from service and trading through to reviewing the purpose and values that underpin the club. We'll continue to ensure the feedback provided is built into our club improvement plans, helping to deliver positive change going forward.

To find out who your regional council member is, drop us an email using the dedicated 110 mailbox [club110@aviva.com](mailto:club110@aviva.com).

The council will meet up again in April. If you have any thoughts or items you'd like us to add to the agenda for discussion, please get in touch using the Club 110 mailbox mentioned above. We'd love to know what's on your mind!



Are you a member of our Club 110 LinkedIn group? Here you can participate in business discussions, gain access to marketing support and other benefits your membership entitles you to.

[Request to join it here.](#)

## News around the regions



### Club 110 goes to Hollywood!

In our last edition of 110 Extra, we gave all our readers the opportunity to win a pair of tickets to the Hollywood Film Music Gala at the Royal Albert Hall in May. A great many of you took the opportunity to get involved – thanks to everyone who did. Our lucky winners drawn at random were:

- **Eileen Ward**, Senior Accounts Assistant at Sutton Winson
- **Lucinda Baker**, Client Executive at Estate Insurance Group

Many congratulations to you both. We hope you enjoy the show, and we look forward to hearing all about it (and seeing some pics) in next edition of 110 Extra!

### A warm welcome to our newest Club 110 members

It's always great to welcome new firms into 110 as they realise an ambition to be part of our premium club for the best regional brokers. So, it's with great pleasure that we can confirm the latest brokers joining the membership ranks – **Denis O Brown** in Stirling and **Eggar Forrester** in London.

I'm sure everyone connected with the club will join us in congratulating both firms on achieving member status. We look forward to seeing you at future club events and gatherings.



Pictured left to right are: Nicholas Stannard, Aviva Broker Development Manager, Tommy Hodgson, Eggar Forrester Director and Peter Jukes, Aviva Regional Business Development Manager

## News around the regions



### Happy Club 110 10th Anniversary, TMD!

We're delighted that TMD Insurance Group is celebrating a 'decade of collaboration, growth, and shared success' with Club 110. Thanks for marking this milestone with a great feature on your website, we really appreciate it – here's to the next 10 years together!

### A round of applause for Stuart Adamson from Macbeth

Well done Stuart (Claims Manager at Macbeth) on receiving the 'Annual Achiever Award' at the Reading Insurance Institute Dinner recently.



### Double award congratulations to Prizm

Prizm Solutions have been celebrating two recent award wins. We'd like to add our congratulations to the team for receiving Feefo's Gold Trusted Service Award, and to MD, Peter Robinson, who has been honoured with Lichfield & Tamworth Chamber of Commerce's Presidents Award. Great work everyone!

### Customer Care Award for Rowett

And it's not just Prizm who are shining stars when it comes to customer care. Rowett Insurance Broking have also received Feefo's Gold Trusted Service Award, and for second year running! Congratulations to Gareth and the team.

### Congratulations Movo on your National Insurance Awards win!

Awarded 'Growth Company of the Year' at the recent awards held in London, Liz and Lea look very happy with their recognition at the event.



### Won something? Had an event? Want to give someone a shout out?

Send your news to  
[Club110@aviva.com](mailto:Club110@aviva.com)

# Introducing our 2024 Future Leader Programme delegates from Club 110

Earlier this year we welcomed our new cohort of the Aviva Future Leader Programme. And as always, we've delegates who are part of Club 110. Over the next two years, the delegates will work closely with our programme trainers and mentors, and progress through 12 modules on an exciting journey to becoming great leaders.

## Meet our Future Leader Programme delegates from Club 110

- **Anita Riddell** – Divisional Director, James Hallam
- **David Boow** – Head of Schemes and Affinities, Sutton Winson
- **Dee McCann** – Senior Manager, Oakland Insurance
- **Greg Edwards** – Regional Director, Thomas Carroll
- **Harriett Hawkins** – Account Executive, AIPS
- **Jennie Alcorn** – Broking Director, Dickson & Co
- **Jo Morgan** – Regional Director, TH March
- **Katie Watt** – Head of UK Retail, H W Wood
- **Liam Wyatt** – Director, Lansdowne Woodward
- **Richard Hughes** – Accounts Assistant, Mason Owen Financial Services
- **Sanchia Finlay** – Client Services Coordinator, Adler Fairways
- **Stevie Jeffrey** – Director, Firth & Scott

A warm welcome to our cohort 6 delegates! It's a big commitment for them and their sponsors, and we're looking forward to supporting them throughout the programme and beyond.

The first day of cohort 6 at the FLP was filled with energy and enthusiasm. Here are some glimpses:





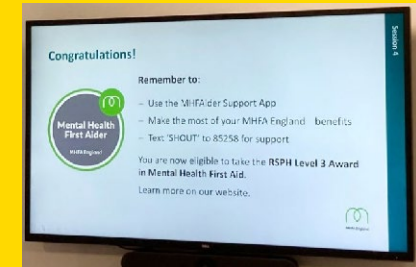
## Our recent branch open days and forums in Manchester and Leeds

As per Ryan's introductory note, we'll be hosting an extensive programme of local engagement events throughout the year. Branch open days, Club 110 Forums, regional dinners and more – all to make sure that we're listening to your feedback and making the changes you need as club members throughout 2024. March has seen branch open days in Manchester and Leeds and a 110 forum in our Solus repair centre in Castleford.

We hope to see many more of you in the coming months at an event in your region.

## Mental Health First Aider training in Birmingham

On 26 & 27 February, some of our club brokers joined our Broker Development Manager, Dean Henningham, and the Mental Health in Business (MHIB) team for the latest Mental Health First Aider Course. It's great that so many of our brokers are committed to improving the wellbeing of their people – both inside and outside of the workplace. Read more about this in our article on the next page.



**The next courses are running in Leeds on 18 & 19 April and in Manchester on 26 & 27 June. Please email [Club110@aviva.com](mailto:Club110@aviva.com) to register your interest.**



# Your people – prioritising your biggest business asset

Many of our club brokers are paying more attention than ever to the wellbeing of their people. It makes perfect business sense when the recruitment and retention of good staff is a constant challenge. We've a number of resources that can help with this on our [people page](#), but we thought we'd highlight some of the things you're doing in this space. It's just a small round up of the things we know about, but we'd love you to share other things your business is doing that makes your business a great place to work! Let us know at [Club110@aviva.com](mailto:Club110@aviva.com)

## Coeus move to a 4-day working week

According to Stewart Jordan – MD at Coeus Insurance Management – “Ask any business owner the question and the majority will tell you that their most prized asset is their people.” And that's why they've taken the decision to switch to a 4-day working week. Stewart adds “our service levels to our clients will remain unaltered. Happy Workplace = Happy Colleagues = Happy Clients.” The move has attracted many positive comments on their recent [LinkedIn post](#).



## TH March encourages colleagues to share their 'Whole Self'

As part of 'My Whole Self Day' led by MHFA England® which aims to foster a sense of belonging and connection among colleagues, TH March's regional HR Director Jo Morgan [shared her love of summer, crime documentaries and her Dachshund, Lottie](#). Getting to know your colleagues better can help with inclusivity in the workplace and making some unexpected connections. Jo says “at TH March we are committed to fostering Equity, Diversity, and Inclusion (ED&I) throughout our organisation. We believe that diversity in backgrounds, perspectives, and experiences strengthens our team and enhances our ability to serve our customers effectively. We recently encouraged staff to share their Whole Self and it was great fun to learn more about each other. As part of the work, we have been doing around ED&I, throughout January and February 2024, we also held companywide training sessions covering ED&I, valuing out differences, moving from unconscious bias to conscious inclusion and we have also provided training sessions for Hiring Managers specifically around conscious inclusion.”

## Sutcliffe & Co and TH March named 5-star Insurance Employers for 2024

Insurance Business UK Magazine's Top Insurance Employers initiative is designed to identify and celebrate the best employers in the insurance industry. To determine the winners, IBUK invited organisations to participate by submitting comprehensive information about their offerings and practices. Additionally, employees from nominated companies were asked to provide anonymous feedback evaluating their workplace across various metrics, including benefits, compensation, culture, employee development, and commitment to diversity and inclusion.

Congratulations go to TH March and Sutcliffe & Co, who were both announced as 5-star Insurance Employers.



Duncan Sutcliffe says “This accolade is a testament to our ongoing efforts to prioritise our employees' success and satisfaction. At Sutcliffe & Co, we believe that investing in our team members is paramount to our continued success, and we are dedicated to fostering a workplace where everyone feels valued, supported, and empowered to reach their full potential.”

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## Is your business a great place to work? If so, shout about it like Macbeth!

We're sure many of you have great things going on that make your businesses great places to work. But are you celebrating those things enough? Are you clear about the sort of workplace you are to potential apprentices, recruits and clients? Making the most of LinkedIn and your website to share employees' experiences, your company benefits and policies, and the things happening day-to-day will help bring your workplace to life. Macbeth has a really [compelling 'work with us' page](#) on their site to help potential recruits get a feel for what life's like in their office, and they regularly share their people news such as [birthday celebrations](#) and [apprenticeship success](#) on their LinkedIn account.

Kelly Fenner, Head of People at Macbeth says: *"Macbeth continues to promote itself as a positive workplace by ensuring our values are embedded within our processes and across the whole business. When recruiting we want to ensure new joiners live and breathe these values to help enhance the culture we have created, develop it further and help our new joiners feel settled and part of the team. Our values are Credible, Attentive, Entrepreneurial and Energetic. By our employees sharing and demonstrating them helps create a sense of belonging and encourages teamwork that enables individuals to reach their potential and beyond."*

**Check out the 'Your people' section on the [Club 110 members lounge](#) to find out more about things that could help with your people agenda. Or get in touch with us at [Club110@aviva.com](mailto:Club110@aviva.com)**





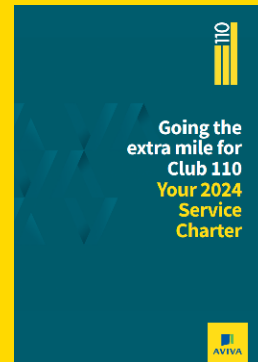
# Meet Shelley Reeve – your Commercial Motor Claims Team Leader

Shelley has replaced Laura Jones as your Club 110 team leader for commercial motor claims, so we thought we'd get her to tell you a bit about herself!

*"Hi, my name is Shelley and I've been working at Aviva for six years. I started as a claims handler in Personal Lines and moved over to Commercial Motor in 2019. I worked in our Commercial SME team for three years before becoming a team leader in 2022. I worked closely with Laura Jones when the Club 110 Commercial Motor team was formed and have been enjoying watching the team grow and make new relationships with club brokers over the last year.*

*I have a lot of knowledge of Motor Claims at Aviva, and I'm keen to make it the best it can be. I know there are some challenges across the insurance industry at the moment, but I'm eager for us to work as a team to get the best possible outcomes for our mutual clients. Outside of work, I have two children aged 5 and 7, and they certainly keep me on my toes! I look forward to meeting and speaking to you all within the coming months."*

You can find Shelley's details and all your other key contacts in our new [Club 110 Service Charter](#).



# Facility 110 celebrates its 15th anniversary

In April Facility 110 celebrates its 15th year. Created in partnership with Miles Smith, part of the Specialist Risk Group, it aims to help you with hard-to-place risks when they fall outside of Aviva's appetite. The facility now writes business for over 70% of Club 110 members, helping you to find solutions for your customers.

To mark this anniversary, Miles Smith invited some of the Aviva team and Club 110 brokers for lunch on a Belmond British Pullman train trip from London to Bath, followed by a tour of the Roman Baths.

Barry Gilligan, Group Broker Development Director, said: *"It was a fantastic day celebrating an exceptional facility. For 15 years we have been assisting Club 110 members with their hard-to-place risks. It was a distinct pleasure to spend time with that community, who has enabled Facility 110 to grow to where it is today. Our proposition has never been as complete, and I would recommend any Club 110 member who doesn't currently use the facility to get in touch with myself to see if we can assist in the future."*

**If you want to know more about Facility 110, get in touch at [Club110@aviva.com](mailto:Club110@aviva.com)**



# Online Protection for you and your customers

As we enter a new year, businesses continue to face numerous challenges and concerns that pose a threat to their online security. Particular worries include issues such as impersonation or fake social media accounts, financial scams, reputational scams, and negative reviews or posts. They're generally well aware that any of these incidents can jeopardize their business and its reputation, and according to the latest [Aviva Cyber Report 2024](#), 35% of businesses consider their reputation to be one of the major concerns when it comes to a cyber event\*.

Knowing that online reviews and reputation can have a significant impact on customers' buying decisions, we've partnered with online experts, RiskEye, to offer reassurance, guidance, and effective mitigation strategies for online events. With their extensive knowledge of online platforms and providers, RiskEye are able to deliver protection strategies that can set the benchmark for safeguarding businesses online.

By introducing RiskEye to our existing Incident Response service available to our customers with a Cyber policy, we can provide 24/7 365 protection accessible to our Cyber customers as standard. Through this collaboration, businesses can have peace of mind knowing that an expert is available to assist them with any online challenges they may encounter. You can find out more about our Cyber products [here](#).

And of course, for Club 110 members, we continue to invest in RiskEye services on your behalf to help protect your firms from the risk of reputational damage and online harm. If you want to know more about the service available, get in touch at [Club110@aviva.com](mailto:Club110@aviva.com)

\*YouGov Survey, 1,218 senior business leaders surveyed between 15 September to 8 October 2023.



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# Disary dates



## **Discounted Q2 technical and management training from Searchlight**

We've recently launched our Q2 programme of discounted training sessions for you from Searchlight. You can find out more about what's on offer this spring [here](#) and book [here](#).

## **UKGI 'Compliance with Confidence' spring seminars:**

- Leeds – 16 April
- London – 30 April
- Find out more and book your place [here](#).

**The BIBA Conference 2024 – 15–16 May, Manchester**

**Club 110 Annual Conference – 17–20 September, Malta**

**For broker use only.**

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