

110Extra



Your Club 110 quarterly newsletter | December 2023



You're '110 Extra' special – that's why we're going the extra mile!

The miserable weather of the last few weeks has confirmed that the sunshine of Lisbon, our Club 110 Conference location, is now firmly behind us! But there's been a huge amount of work to deliver on commitments we made to go the extra mile for you.

Your feedback highlighted a growing desire for us to provide you with a 'trading edge' and develop support that allows you to use your membership of Club 110 to the benefit of our mutual clients. I'm delighted we'll soon be delivering that change! Our webinars, held on 24 and 28 November, outlined how we'll bring those improvements to life through:

- Increased under-insurance insight with free buildings sum insured uplifts (subject to terms and conditions)
- New enhanced cover extensions
- Increased access to dedicated New Business Underwriters

As always, there'll no doubt be a bedding-in period, but we're determined that you feel the benefit of these changes and would love to hear your early feedback. Please drop me an email at club110@aviva.com. If you've yet to hear the details, you can rewatch the launch webinar [here](#), or chat to your aligned Broker Development Manager.

In addition to the trading improvements, we'll soon be launching our first ever 'Service Charter' for Club 110. The charter puts all our service commitments in one place about how we go further day-to-day for you, your business, and your customers. It outlines the dedicated

support that's provided for members and where to get help in case things don't go as you'd expect.

It's also this time of the year that we tend to extend a warm welcome to our new Club 110 members for the year ahead. Club 110 is reserved for select regional brokers and we're delighted that the following businesses have made the grade to join:

- **Clarke Jeffreys Insurance Brokers Ltd**
- **Daines Kapp Insurance Brokers Ltd**
- **Firth & Scott (Insurance Brokers) Ltd**
- **Penshurst Insurance Services Ltd**
- **Ray Millard (Insurance Brokers) Ltd**

We look forward to working with you even more closely in the weeks and months ahead.

Our growth in membership will continue as we earmark other brokers who achieve the required standard throughout 2024. This is set against a positive Aviva/ Club 110 growth story for 2023 from existing members, seeing us increase premium written by 14%. The club is in great shape, and we're committed to ongoing development for our members, thank you for your support.



There's much to look forward to in 2024. We're passionate about improving and investing further in Club 110. It's all about going the extra mile for you. So, please feel free to give me a call, or drop me an email at club110@aviva.com with your thoughts on how we can mean even more to each other.

For now, I hope you all have a great break over the Christmas period.

Best wishes,

A handwritten signature in black ink, appearing to read 'Ryan', with a stylized flourish at the end.

Ryan Birbeck

Broker & Client Development Director

This is your chance to join the Royal Philharmonic Orchestra for a celebration of some of the greatest film music ever written!

To win a pair of tickets to the Hollywood Film Music Gala on Saturday 11 May at the magnificent Royal Albert Hall, London, all you need to do is send us an email with your name and brokerage name to Club110@aviva.com by 31 January. Two winners will be chosen at random and will get a chance to witness the greatest of films music, live! Good luck!

We have two pairs of tickets to be won, so get sending us that email...

This promotion doesn't constitute an endorsement or affiliation of Aviva by the Royal Albert Hall or the Royal Philharmonic Orchestra

[See here for full terms and conditions that apply.](#)



News around the regions

Congratulations to all the 110 winners in the Aviva Broker Community Fund

What a haul Club 110 broker good causes had at the Aviva Broker Community Fund finale event at the end of October! Congratulations to you all, it's fantastic to see so many of you on the winners' list.

£20,000 winners:

Prizm Solutions Ltd – Grace Cares

Lansdowne Woodward – MYTIME Young Carers

Thomas Carroll – Taff-Ely Foodbank (now local media superstars with the coverage they've gained in ['News from Wales'](#))!

£10,000 winners:

amb Insurance Services Ltd – Alice Charity

W B Baxter – Coopersale Community Cricket Club

T L Dallas & Co Ltd – Loving Hands Outreach Team

£5,000 winners:

Davies Craddock – Foothold Cymru

Brownhill Insurance Group Ltd – Living On Bereavement Service

£2,500 winners:

Adler Fairways – Down Syndrome UK

M R Ratcliffe Consultants Ltd – Isbourne Foundation

Sutton Winson – Off The Fence

Lansdowne Woodward – Poole Waste Not Want Not

Hinks Insurance – Sight Support Hull and East Yorkshire

Momentum Broker Solutions Limited – Stockwood Park Rugby Football Club

Caleb Roberts Insurance Services Limited – We are Farming Minds

Sutcliffe & Co. Insurance Brokers – Worcester Warriors Community Foundation



Congratulations to our Club 110 Aviva Future Leader Programme graduates!

On 28 November, we said a formal congratulations to our fourth cohort of FLP brokers at their graduation ceremony in London. After completing twelve modules on the programme, the evening was a chance for the delegates, along with their business owner sponsors, to celebrate their achievements.

Our congratulations go to:

Amy Logan – AB&C Insurance

Jacob Duckworth – Anthony James

Jeremy Mountford – Portishead T/A Aspect

Joe Perry – Sutton Winson

Jordan De Saa – Movo

Luke Stevenson – Adler Fairways

Peter Lambon – Ray Millard

Richard Brannigan – The Bletchley Group

Rick Woodthorpe – Fletcher Smith

Sev Singh-Digpal – Ashley Rodwell

Simon Dawe – TH March

Steve Faulkner – Beam

Well done all – it's a big commitment to complete the programme, and we look forward to seeing you go from strength to strength! Look out for when we announce the Club 110 broker delegates joining Cohort 6 of the programme in the New Year.

News around the regions

Insurance Times Awards 2023 – our 110 winners

We hope those of you that attended the Insurance Times Awards had a great evening. We were delighted to win General Insurer of the Year for the tenth year. Thanks to all of you who voted for us. We also wanted to give a shout out to our Learning & Development team led by John Nutter who picked up the bronze award for Excellence in Professional Development. We know a lot of you will know John and the team and will have benefited from the wide range of programmes they deliver.

But we're not here to talk about us, we're here to celebrate your wins! Massive congratulations go out to:

Hayes Parsons who were awarded gold in the 'Independent Broker of the Year' category



Romero who were awarded silver in the 'Independent Broker of the Year' category

Movo who were awarded bronze in the 'Business Partner of the Year' category

Northern Ireland brokers come together in merger

We all know that Club 110 is full of great people and like-minded brokers. So it's little surprise when we see members coming together given the shared values and cultures we see across the club. Last month saw two of our Northern Ireland contingent join forces to create one of the largest independent brokers in UK and Ireland.

Our congratulations go to both Roland and Ashley as Kerr Insurance become part of the Dickson & Co Group. Both businesses are established and prominent members of Club 110 – and we look forward to working even more closely with the combined group going forward.



Roland Kerr (left), Managing Director at Kerr Group Insurance and Ashley Dickson, Managing Director at Dickson & Co Insurance Group

We're having a ball with Provinciewide

Aviva were delighted to be invited to join the Provinciewide Limited Gala Ball in October to celebrate their 30th anniversary. Held at the Titanic Museum in Belfast, the event was 'sold out' – a measure of the esteem with which the group is held by its members and partners.

The event was also an opportunity to support a great charitable cause with £13,500 being raised for the Alzheimer's Society. On behalf of everyone associated with Club 110, many congratulations to Provinciewide Limited.



Raoul Suthers (left), Head of Regional Broker Development, Jonathan Nixson, Regional Broker Development Manager and Catherine Brown, Broker Development Manager

News around the regions

Getting quizzical for Alzheimers



Thanks to Hayes Parsons for inviting a few of the Aviva Team along to their quiz night in aid of Brace Alzheimers Charity. Nigel Johnstone pictured sporting some questionable eyewear (or hiding from the fact the team came fifth?!)



Welcoming PMJ Risk Solutions to Club 110

In addition to the newest members just announced in Ryan's intro, Joe Martin welcomed PMJ into the club with a plaque and celebratory bottle. We can't resist a presentation pic, so here's Joe with Robert Parker, who's looking delighted at becoming part of the club.



Happy 1st Birthday to our Club 110 Commercial Motor Claims Team

Next month sees us celebrate the 1st anniversary of our dedicated Commercial Motor Claims team for Club 110. The team is made up of experienced claims handlers and is led by Laura Jones, your point of contact for anything you may need to escalate. We hope you're feeling the benefit of this focused resource. And look out for our Club 110 Service Charter launching next month which aims to lay out service commitments to you from other areas of our business too.

For now, a massive thanks to Laura and the team for their ongoing commitment to providing great claims outcomes for Club 110 members.



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](#)

The Aviva Broker Apprenticeship Programme – could it help you attract and retain talent in 2024?

Club 110 members like you are fundamental in helping the regional broker market to thrive, and our Broker Apprenticeship Programme is specifically designed with brokers like you in mind.

We're now taking enquiries and applications for 2024.

Our programme, which launched in 2021 and is run with Davies Learning Solutions, has had 66 broker placements so far. But we want more to benefit from the funding from our levy pot* and gain a CII-certified qualification!

It's clear to us that brokers like you provide unique opportunities for career development. But, in a challenging recruitment market, many brokers face hurdles when recruiting good candidates and retaining staff. It's not just about associating with a large and trusted brand like ours (although that can't hurt, can it?), it's about us helping you to compete for the best talent in the industry.

Take a look at our [Apprenticeships Guide](#) to learn more, or drop us an email at IBLearn@aviva.com and a member of our team will be in touch.



Linzie Barnes is our Learning & Development team member who will be leading our Apprenticeships Programme, and she's looking forward to hearing from you.



Our new Club 110 initiatives to help give you a 'trading edge' – re-watch our webinar

At our 110 Annual Conference in Lisbon, and in our subsequent conference catch-up webinars, we announced plans for our Club 110 'Trading Edge' initiatives. These will provide you with trading tools to help give you enhanced coverage and better protection for your clients.

If you've missed the webinars that give you the detail, you can [re-watch here](#). We'll be sharing more information in the new year before these go live, so keep a lookout for more details.

Introducing Luke Jones, your new contact for Succession support

In the last edition we celebrated Phil Pearce's retirement and his own succession plan. He's been leading our Succession support for the last few years and has helped many 110 brokers with planning their next steps. With the market still very lively in terms of mergers and acquisitions, we didn't want to leave it too long before we introduced Luke Jones as Phil's successor. Luke has spent the last 10 years in Sales and Business Development at Aviva. He's been shadowing Phil for the last few months and is ready to step into his shoes as the go-to person for those of you who'd like a conversation about the next steps for your business.

As always, Luke will treat any conversations completely confidentially, so please reach out to him if you're considering succession and longer-term planning, or any M&A activity. As a reminder of the support we can offer, have a look at our [succession page](#) on our Aviva Broker website.

You can contact Luke on:

07800 690 025

luke.jones@aviva.com



Our new Wellbeing Service for Group Personal Accident and Business Travel customers

As part of the refresh of our Accident and Health (A&H) proposition, we've introduced a new Wellbeing Service for Group Personal Accident and Business Travel customers and their employees. Although not exclusively for Club 110, we thought it worth highlighting what's included. After all, looking after employees' wellbeing can only help with retaining a happy and healthy workforce!

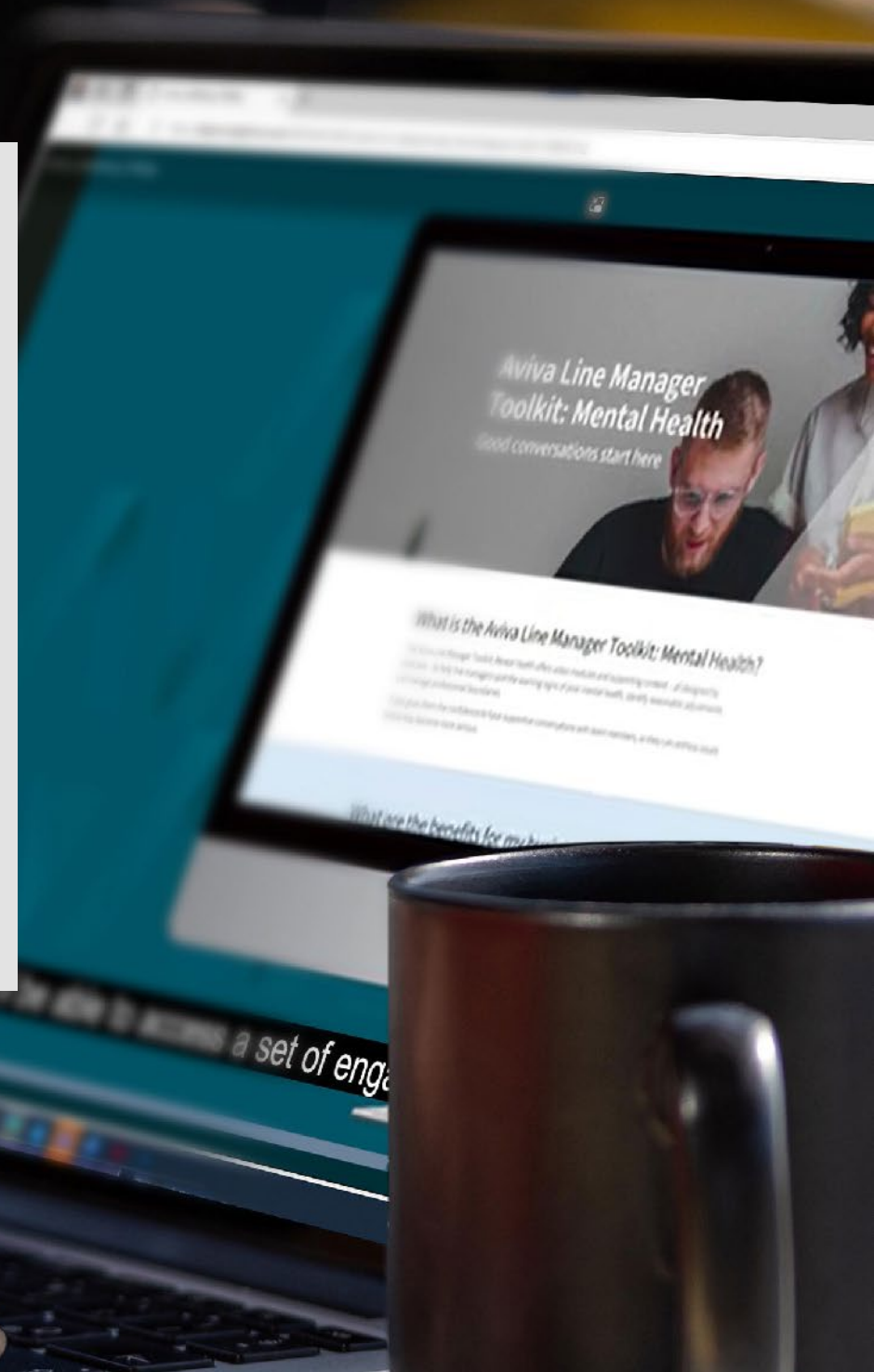
What's included?

- **Aviva Line Manager Toolkit for Mental Health** to help line managers support the mental health of their team.
- **Get Active** (inclusive of Cancer Care) for savings on gym and health club memberships as well as discounted lifestyle products and services.*
- **A wellbeing library** online resource, full of useful content, articles, and information that offers helpful support on all kinds of subjects – from family and relationships to money and work.
- **A counselling service** provided by Care First that has professionally-trained counsellors available 24/7, 365 days of the year.

Take a look at [this short video](#) that introduces this new Wellbeing service.

You can also find out more [here](#). To quote and buy a Group Personal Accident Policy you can go straight to [Fast Trade](#) or speak to your usual Aviva underwriter.

** The actual discounts available may vary and are subject to change at any time. Offers are only available for United Kingdom, Northern Ireland, Channel Islands and Isle Of Man customers. This is a non-contractual benefit and can be changed or removed at any time.*



New! Your ready-made Underinsurance ‘Campaign in a box’

Underinsurance continues to be a big industry concern that isn’t going away any time soon.

Our Campaign in a Box is here to help you educate your clients and help you start those all-important conversations about why reviewing their sums insured is so important.

We’ve created a five-stage campaign, carefully put together to help take your clients on the journey from thinking ‘underinsurance doesn’t affect me’ all the way through to realising ‘it’s actually a risk that affects everyone and I need to do something about it’.

By sharing useful content and demonstrating your expertise, your clients will quickly see you care about protecting their business. And when they’re motivated to review their cover, they’ll be clear that you’re the right person to help advise them.

With templates for emails and social media images you can dual-brand, you’ve got a campaign ready to use. And as the New Year is just around the corner, now’s the perfect time to start planning how underinsurance content can form part of your 2024 activity schedule.

[Open my Underinsurance Campaign in a Box](#)

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Diary dates

Discounted Q1 technical, compliance and business skills training from Searchlight

We're delighted to have another great line up of discounted training sessions for you from Searchlight. If you haven't yet booked for Q1 2024, you can find more information about what's on offer [here](#) and book [here](#).

'Aviva Live' – 31 January 2024, 10–11.30 – Look out for more details and your invitation soon!

The BIBA Conference 2024 – 15–6 May 2024, Manchester

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