

# 110Extra



Your Club 110 quarterly newsletter | October 2023



## Giving '110 Extra' reasons to be cheerful!

I'm writing my welcome message for this edition of 110 Extra having just returned from the delightful city of Lisbon. It was the location for our 16th annual Club 110 members' conference. The Aviva leadership team were joined by around 130 member brokers to share our strategies, plans, and more importantly, to take delegate feedback that'll help us 'build Club 110 for the future' (our 2023 event theme).

We're passionate about improving and investing further in Club 110 going forwards. In fact, it was at the same event in Madrid last year where feedback told us you needed our focus in three key areas:

- Providing Club 110 with a 'Trading Edge'
- Delivering consistently on service basics
- Educating more on business services

Wind forward 12 months, and we're delivering new and exciting additional support to make the improvements that matter most to you, your customers, and to help us win more together. Everything from bespoke cover enhancements and support to tackle underinsurance, through to a club service charter and more dedicated teams. Look out for standalone emails and virtual conference roundup sessions to ensure the key messages from Lisbon get out to everyone in your business.

Last month we also announced the appointment of **Jason Storah** as our new **General Insurance CEO for UK and Ireland**. Unfortunately, the conference came too early for Jason to change plans and join delegates in Lisbon. Read on to learn more about him, his commitment to Club 110 and to watch the personal message he recorded for the conference audience.

I hope that our delivery on your feedback and comments from Jason highlights our desire to improve Club 110 now, and in the future. We're constantly listening. However, I'm also conscious that the conference isn't attended by everyone reading this newsletter, so I'd love to hear from you with your thoughts, ideas and suggestions. 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,  
**Ryan Birbeck**  
Broker Development Director



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.](#)**

If you attended the 110 Conference in Lisbon we'd love to see your pictures and posts on social media, make sure to share them with us on the Aviva Club 110 LinkedIn page or email them to us at [club110@aviva.com](mailto:club110@aviva.com).



## Meet Jason Storah our new UKGI CEO

Jason was appointed as CEO of UK & Ireland General Insurance in August 2023, having been the CEO of our Canadian business since 2019. He has almost 20 years of experience with Aviva, serving recently as Chief Distribution Officer in Canada, where he oversaw Broker Distribution, Partnerships, RBC Insurance, Aviva's Direct Insurance Business and Marketing.

Since joining Aviva Canada in 2004, Jason has worked across a number of lines of business and held the roles of Chief Risk Officer, Senior Vice President – Traders and National Brokers, and Senior Vice President — Strategic Development. Previously, he worked at RSA in North America, South America and Europe.

Jason is married to Lucia, and they have a son, Ben, who is 12. He's originally from the UK, and studied Economics at Newcastle University.

**Play Jason's  
conference video**



"I'm very excited to be taking over the UK GI business. There are many similarities between Canada and the UK, most notably the importance of our regional brokers. In fact, I've copied the Club 110 concept in our Canadian business for the last few years, so I completely buy into the club's purpose! I see its value and I expect it to go from strength to strength in the future. I want you to know that we'll continue to invest in Club 110."

## Happy 1st Birthday to the Club 110 Advisory Council

We can hardly believe it's been a year since the advisory council first met at the annual Club 110 conference in Madrid. It's with our sincere thanks to this group that they continue to bring great passion and energy to these meetings – helping to drive the club forward for the future.

And it's not just all talk. The council has been central to us delivering positive change in the last 12 months – guiding our approach on dedicated cover enhancements, claims improvements, underinsurance support, service charter thinking and more. We really couldn't have achieved these outcomes without their expertise and input.

We're currently pouring over all the feedback from Lisbon and will be taking that into the next council meeting later this year. So, if you have any thoughts you'd like us to add to the agenda for discussion, please get in touch using the dedicated 110 mailbox [club110@aviva.com](mailto:club110@aviva.com). We'd love to hear from you!

## News around the regions

### Yutree wins at the Broker Innovation Awards

A huge congratulations and well done to the team at Yutree Insurance who recently won 'Broker of the Year' at the Broker Innovation Awards. And an extra special shout out to Laura Hancock who won 'Director of the Year'. Congratulations Laura and all at Yutree!



### Congratulations to R A Cowen & Partners on celebrating your 50<sup>th</sup> anniversary

Originally founded in Mansfield in 1973 by Slav Kuchta and Bob Cowen as an insurance broker, the company now also offers financial planning, mortgage solutions and employee benefits services. We hope you've enjoyed your celebrations!



### Alphatec's Simon Davies sky dives for Motor Neurone Disease (MND) Association

Well done to Simon Davies from Alphatec who recently completed a charity sky dive for Motor Neurone Disease (MND) Association. So far Simon has raised over £1,200. Great job Simon!



### Blue Rock and Aviva team night out

Our thanks goes to Blue Rock Insurance who invited Raina Marshall and some of our Aviva team to visit Corney and Barrow wine cellars in Ayr. A great time was had by all.



### Phil Pearce is retiring after 43 years with Aviva. Happy retirement, Phil!

It's August 1980 and Abba are no.1 in the charts with 'The Winner Takes it all'. Star Wars, The Empire Strikes Back is the biggest film of the year...and Phil Pearce takes the first steps on a long and distinguished career that has seen him clock up over 43 years as part of Team Aviva.

In the subsequent years, Phil has had a variety of roles supporting our regional brokers and has been a consistent reassuring presence in a number of roles as Club 110 has evolved and grown. His most recent role has arguably been the most important, as he has led Aviva's Succession Team, offering support and wisdom to Club 110 brokers as they consider succession planning and M&A activity. And now we have to look to Phil's own successor, as he retires from Aviva at the end of the year. He leaves with the very fondest best wishes from all of us at Aviva and particularly from all involved in Club 110.





## Our Club 110 Conference, Lisbon 2023

Our annual conference for Club 110 members was held in Lisbon in September. We were delighted to welcome 129 delegates this year. The conference is our flagship event and something we build towards throughout the year.

Hosted by Ryan Birbeck, Broker Development Director and Dave Martin, MD UKGI Distribution and SME Trading, the conference gave club members the chance to spend time networking with peers and with the Aviva team discussing how we 'build for the future' together.

The conference provided eight hours of business content aimed at strengthening our partnership. If you were one of those who joined us, we hope you found the event insightful and you were able to make the most of networking with fellow 110 brokers.

Discover the conversations and commitments from this year's conference by visiting [The 110 Members' Lounge](#).

### Watch our video to see some familiar Aviva faces

We wanted to show delegates what the club means to the many parts of Aviva members interact with, and what they're doing to continually improve the service you receive. See how many familiar faces you can spot in the video we played!

[Watch 'What club 110 means to me'](#)





## Broker Feedback from the conference

"The conference was extremely worthwhile - both from a learning and a networking point of view. Fantastic venues as well."

"I very much felt there was a good mix of information, discussions and speakers. I also really appreciate the social time to discuss issues, concerns or positives with peers and the ability to have access to key members of staff within Aviva that you would not ordinarily mix with."

"Great opportunity to network with Aviva and brokers alike and access to SLT that I only wish we could get with other insurers. Excellent event as ever and thank you very much for my invite and your very kind hospitality. Another broker said on the way home - unlike other insurer offerings 110 feels like a real club and we're delighted to be part of it."



**Join our 'Conference Catch Up' webinars early next month to hear a condensed version live from Ryan and Michael. There are two sessions you can choose from:**

1 November, 4pm  
8 November, 12pm  
Look out for more details coming soon.



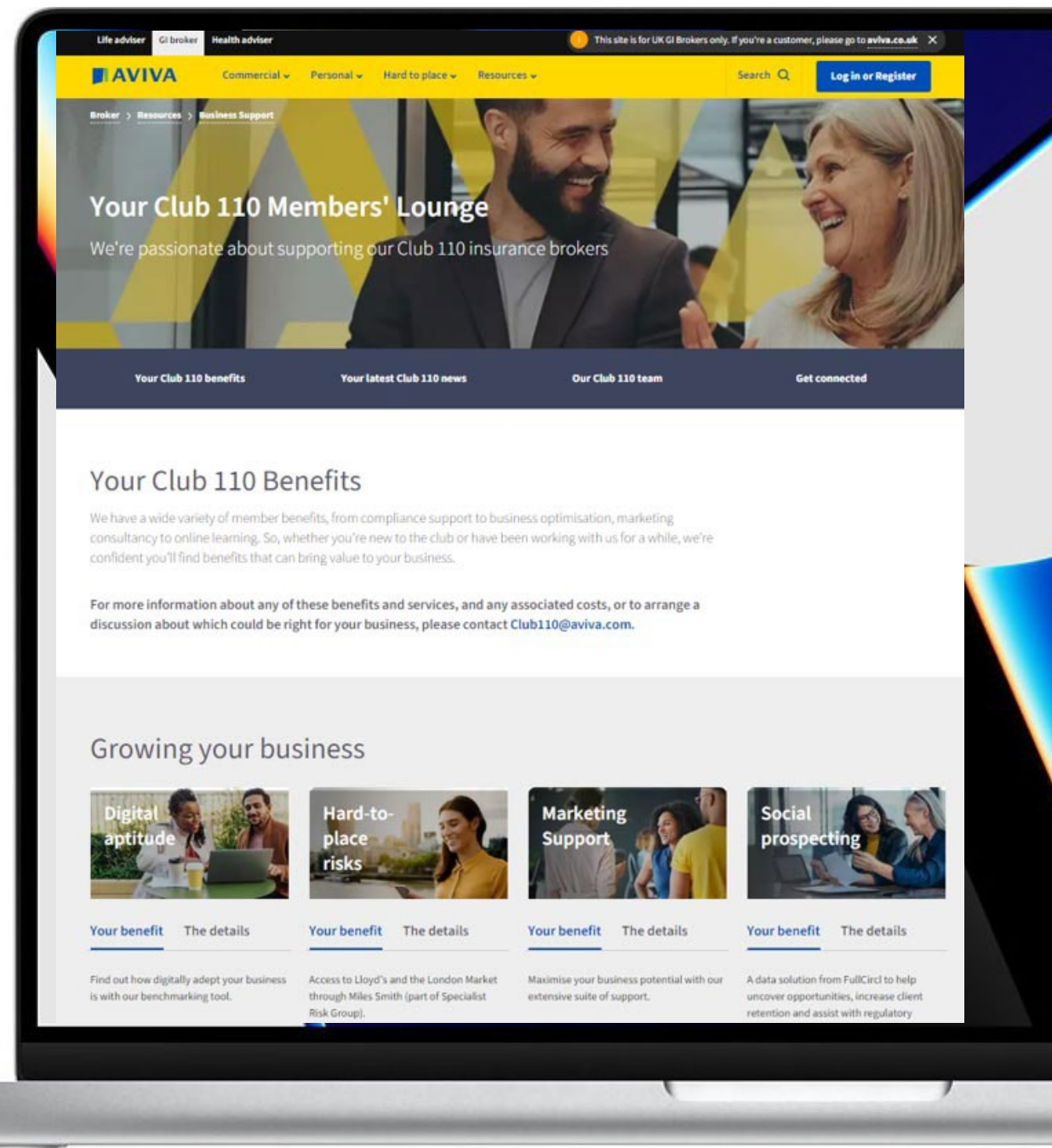
## Have you visited your updated Club 110 Members' Lounge yet?

Make sure you're maximising the value of your Club 110 memberships by visiting the newly-updated Members' Lounge on our Aviva Broker website.

Members' Lounge showcases the wide variety of member benefits available to your business, from compliance support, business optimisation, marketing consultancy to online learning – there's something for everyone. So, whether you're new to the club or have been working with us for a while, we're confident you'll find benefits that can bring value to your business.

Alongside the support, you'll find latest news and details for your key Club 110 contacts.

Visit and bookmark: [Club 110 Members' Lounge](#)



## Finalists announced in the Aviva Broker Community Fund

A huge shout out to the 166 fantastic brokerages that championed their local cause in the Aviva Broker Community Fund this year. Thank you for helping to make your communities a better place.

During July, a panel of judges reviewed all the entries put forward, and on Monday 7 August, the successful finalists were notified. We were also delighted to inform 25 brokers drawn in our early entry draw that they've each secured a prize of £500 for their project.

**The 2023 Aviva Broker Community Fund winners will be announced on 17 October at our finale event in London.**

Good luck to all the Club 110 finalists involved including:

- **Adler Fairways** supporting Down Syndrome UK
- **amb Insurance Services Ltd** supporting Alice (Relief of Poverty and Advancement of Community)
- **Brownhill Insurance Group Ltd** supporting Living On Bereavement Service
- **Caleb Roberts Insurance Services Limited** supporting We are Farming Minds
- **Davies Craddock** supporting Foothold Cymru
- **Hinks Insurance** supporting Sight Support Hull and East Yorkshire
- **Lansdowne Woodward** supporting MYTIME Young Carers
- **M R Ratcliffe Consultants Ltd** supporting Isbourne Foundation
- **Momentum Broker Solutions Limited** supporting Stockwood Park Rugby Football Club
- **Prizm Solutions Ltd** supporting Grace Cares 11.11 CIC
- **Sutcliffe & Co. Insurance Brokers** supporting Worcester Warriors Foundation
- **Sutton Winson** supporting Off The Fence
- **T L Dallas & Co Ltd** supporting Loving Hands Outreach Team
- **Thomas Carroll** supporting Taff-Ely Foodbank
- **W B Baxter** supporting Coopersale Community Cricket Club
- **Lansdowne Woodward** supporting Poole Waste Not Want Not





## Suppliers in the Spotlight

### Searchlight Training Offer for Q4

We know how much value you get from technical training and we're pleased to share with you the next phase of workshops from Searchlight Insurance Training (part of the UKGI Group). Covering technical and business skills, there's a wide range of topics on offer at the special price of £50 per person plus VAT for each half day session. The first course begins on 03 October, so sign up today!

[View the course information here](#)

Book your spaces now so you don't miss out!

[Book now](#)



### Mental Health First Aider training

On 8 September our first Mental Health First Aider (MHFA) training for Club 110 brokers was delivered by Claire Russell from MHIB (Mental Health in Business). It was great to meet everyone at St Helens and open the first of many sessions around the country for our brokers.

This course is ideal for individuals who'd like to become an MHFAider® - to gain the knowledge and skills to spot signs of people experiencing poor mental health, be confident in starting a conversation about it with someone, and be able to signpost them to appropriate support. Taking place face to face over two days, the places on these courses are fully funded by Aviva.

"With 1 in 6 people (at least) experiencing symptoms of poor mental health at any given time, it is vitally important that within every workplace we raise awareness of mental health issues.

The MHIB Team are delighted to be offering this powerful training to Aviva 110 brokers and the response so far has been amazing!"

**Claire Russell - CEO, MHIB.**

**If you're interested in finding out more or if you'd like to attend or nominate someone from your brokerage to attend a session near you, please contact [clare.denzey@aviva.com](mailto:clare.denzey@aviva.com)**



**Discover a smarter way to acquire new business and build long-term client relationships with SmartBroker from FullCirc**

SmartBroker from FullCirc (formerly Artesian) is a data solution that provides you with rich, contextualised company information on every business in the UK and Ireland. By leveraging data-driven insights, it can help you to identify new opportunities and build strong, long-term relationships.

One of our brokers who has been using the FullCirc service for some time says "A news alert assisted a £300k deal and has opened the door for new opportunities. I love FullCirc - I use it on a daily basis."

**We're offering a complimentary licence for six months to all our Club 110 brokers.** And if you already subscribe to our FullCirc proposition, you'll receive an upgrade to include SmartBroker until your subscription renews. This offer is open until 31 March 2024.

**Want to find out more about what the service could offer you and your business?**

Watch this [introductory video](#). Read more about SmartBroker [here](#).

## NEW 'Notify Claim' functionality

You may have seen our recent communication around new online functionality for Claims - if so, hopefully you've taken a look - if not here's the information you may have missed...

Our newest enhancement - Motor 'Notify Claim' has just launched within the claims section of the Aviva Broker website, so you can now notify us online of any client motor claim. Of course, for a large/complex claim, or if help is needed immediately, contacting us by phone remains the best route.

### Key Features of Notify Claim:

- More easily accessible via Aviva Broker website, via the Claims tab
- Flexible notification without the need to call
- Only see questions relevant to the type of claim and the information you input
- Pre-filled information to reduce re-keying
- Vehicle registration and property address look up for both the policyholder and third-party vehicles
- Ability to check for duplicate claims and a check to ensure the policy is in force at the time of incident.
- Know we've got it - on submission get a claim number and see it immediately in Track Claim.

### Need access?

If you're an existing user of our online claims services you'll already have access - if not, getting started is simple. You'll first need to be registered for the Aviva Broker website. Once registered, log in, go to the Claims tab, and select the 'Request access here' button. Your access will be enabled within 48 hours, and you'll receive a confirmation email. You'll then be able to go straight to the Claims tab and launch whichever service you need.

Here's some links to quick demonstration videos for each of our online Claims services that walk you through the benefits - have a watch or pass on to colleagues in your brokerage.

[Notify Claim](#) – [Claims Data](#) – [Track Claim](#)

**Look out for our next enhancement – 'Notify Claim for Property' coming soon!**

## A reminder of your dedicated Club 110 claims contacts:

### Commercial Property Claims:

0345 030 8618

[cpclaims1@aviva.com](mailto:cpclaims1@aviva.com)

Team Leader and escalation point:

Luci Younger [luci.younger2@aviva.com](mailto:luci.younger2@aviva.com)



### Commercial Motor Claims:

For First Notification of Loss (FNOL): 0345 030 7784,

[fnolnor@aviva.com](mailto:fnolnor@aviva.com)

Existing Customer Claims: 0345 030 7785

Team Leader and escalation point:

Laura Jones [laura.jones@aviva.com](mailto:laura.jones@aviva.com)





## Insurance Times Awards 2023

**Congratulations and good luck to the following Club 110 brokers who are finalists for an award:**

Diversity and Inclusion Excellence – **NFP**

Independent Broker of the Year – **Romero & Hayes Parsons**

Personal Lines Broker of the Year – **NFP**

Excellence in Professional Development – **Movo**

Sustainability Initiative of the Year – **Romero**

Insurance Times Young Achiever – **Sam Drysdale, TEn Insurance**

We're delighted to have made the finalist list in quite a few categories too (including one or two of the above – bring on the competition!)

There's a couple of days left to vote for us in some of the larger insurer award categories: 'Commercial Lines Insurer of the Year', 'Personal Lines Insurer of the Year' and 'General Insurer of the Year'. **If you think we've been here for you this year, we'd love to have your backing. You can make your vote count [here](#).**

**If you're attending the event, we hope you have a great evening!**

Insurance  
Times  
**awards**

Diary  
dates

**17 October**

Aviva Broker Community Fund Finale event, London

**24 October**

Aviva Cyber Event – livestream, look out for more details coming soon

**1 November**

4pm – Club 110 'Conference Catch Up' webinar – look out for more details coming soon

**8 November**

12pm – Club 110 'Conference Catch Up' webinar – look out for more details coming soon

**28 November**

Aviva Future Leader Programme Graduation event, London

**6 December**

Insurance Times Awards 2023, London

**For broker use only.**

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