



110Extra

Your Club 110 quarterly newsletter
Q2 2025



Lucky number 13 for 110 Extra!

It's been three years since the launch of 110 Extra, your 'one stop shop' for the latest news on everything Club 110. This is now our 13th edition (something we are very proud of) and we're always on the lookout for new ideas on content and features that will make these newsletters really stand out. So please drop me a line with your thoughts at club110@aviva.com - I'd love to hear from you.

In February, I had the pleasure of attending my first Club 110 Advisory Council. For those of you who don't know, the council was formed over two years ago to help guide the future direction of the club. Made up of brokers from around the UK, we debate key issues and challenges - from underinsurance to recruiting young talent - to explore how we can help you, our members, in the right way.

And it's not all just talk! The council is making a real difference for members up and down the country - having helped us develop our Service Charter and launch our Trading Edge initiatives in recent years. Next up is the '110 Ambassadors' concept, which was created by some of our delegates on our Future Leader Programme. We're very excited about this new broker-inspired development. Read on to find out more!

Continuing on the theme of spending time together, it was great to see many of you at the BIBA Conference. We were proud to support the event again as principal sponsor and as usual, it was a hectic couple of days that took its toll on my feet! Thanks again for some great conversations and joining us on the stand.

Looking further ahead, our Annual Conference invites to join the Aviva SLT on the 23-25 September in Cannes, France have landed in inboxes. As a key event we build towards every year, it provides a unique blend of business sessions and networking to make it the must-attend event in the 110 calendar. Alongside the recent annual 110 Sentiment Survey, which we hope you took the time to complete, feedback from the conference is crucial to help sharpen our focus.



In addition to the Aviva Leadership Team being out and about in the regions across the year, I hope I've given you the confidence that we're here for you, supporting you to trade your way and are listening to your feedback. It's 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.

I look forward to hearing from you.

Best wishes,

Michelle Taylor
Broker Distribution Director

Introducing Amy and Katy from the Broker Propositions Team

The Aviva Broker Propositions Team is central to the maintenance and improvement of services that support our Club 110 members. We're passionate about developing Club 110 for the future and deepening our relationship with you. With lots to do, we're delighted to introduce you to two new team members - Amy and Katy - who joined as Broker Propositions Consultants. We asked them a few questions...



Tell us a bit about yourself and your previous roles before joining Aviva.

Amy: Prior to joining Aviva, I worked at BT in their marketing team and my focus was broadband propositions and making these as customer centric as possible. I've also worked at PwC in their management consultancy function, focusing on project management roles within financial services. I'm excited to have joined the team and be part of growing the support for our brokers. Outside of work, I live in Bromley, Kent, and have a 4-year-old who keeps me very busy.

Katy: I started my career in insurance working directly with SME clients as a broker, which gave me a real appreciation of the day-to-day challenges that brokers face. This hands-on experience helped to shape my understanding of what good service looks like from a broker's perspective.

Now stepping into my new role in the Broker Propositions Team, I feel like I've gone from one side of the fence to the other - but that's exactly what excites me about this opportunity. I'm looking forward to utilising that broker

mindset to help develop propositions and master relationships that genuinely add value, solve pain points and ultimately make life easier for our brokers.

What have you learnt about Club 110 in the first few months with Aviva?

Amy: I have seen the amazing offering of services provided to Club 110 brokers. The investment and passion from the team in helping brokers to be as successful as possible is contagious. The support and services available are extensive, ranging from management courses to compliance support, ensuring there is coverage for all brokers' needs.

Katy: Club 110 is more than just a network - it's a genuine community built around partnership, value and long-term relationships. There's a real focus on listening to brokers and understanding their world. Coming from a broker role myself, I can appreciate how valuable that kind of support really is.

It's also been great to see how collaborative the team are - there is such a passion for constantly evolving and improving what's on offer to members.

What are you most excited about as we build plans for Club 110?

Amy: Being new to the team, I'm excited to see the new developments in the club. I'm really looking forward to working on the new Club 110 Ambassadors programme, building a network among Club 110 which will build awareness of the club developments and support the networking of brokers.

Katy: I'm particularly looking forward to seeing how we can continue to drive new ideas and initiatives as a team - hopefully bringing a fresh perspective, having been in broker shoes not too long ago. It feels like such an exciting time to be part of Club 110, with there being so much potential to really make an impact.

A warm welcome to our all new Club 110 Ambassadors!

“It’s important that the 110 proposition and club benefits filter down to ALL broker staff and stakeholders (not just Executive/Director level), to solidify Aviva as the leading partner for brokers.”

Jason Storah, Aviva CEO of UK & Ireland General Insurance

It’s often the simple ideas that are the most effective. And we think Club 110 Ambassadors falls into that bracket. This broker-inspired initiative from our Future Leader Programme (Cohort 7*), received special acclaim from judges during their ‘Big Pitch’ event in London last year. In fact, it landed so well that we’ve decided to take the concept further and develop it into a live programme.

In a nutshell, every club member has had the opportunity to appoint a 110 Ambassador. Each person will support the business owner to drive the 110 message further into their business – whilst collaborating with peers and providing feedback to the Aviva team. Over time, we’ll give this community access to networking events, online learning and more, helping them become your in-house 110 expert – simple!

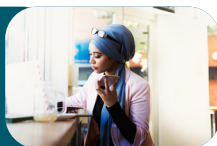
From the applications received so far, we’ve created a ‘who’s who’ list of appointed Ambassadors for your convenience. Welcome/ starter packs are in production and ambassadors have joined our recent launch sessions’.

Want to find out more? Speak to you appointed 110 Ambassador for more details. Or, if your firm has yet to volunteer someone for this initiative, get in touch at club110@aviva.com or chat to your business owner. And, if you’re one of the appointed 110 Ambassadors – a massive thank you from everyone associated with the club. We look forward to working more closely with you in the future.

* Special mention goes to:

- Jo Morgan, T H March
- Anita Riddell, James Hallam
- Jon Elstone, GM Insurance
- Greg Edwards, Thomas Carroll

The **Club 110 Service Charter** is here to help with handy business contacts and escalation points.



Your 110 Ambassadors ‘Who’s Who’

- Jenny-lea Birchall, amb Insurance Services Ltd
- Connor Davidson, AB&C Insurance
- Jon Strange, Adler Fairways Insurance Brokers Ltd
- Carl Dunbar, Albanwise Insurance Services Limited
- Matt Price, Ascend Broking Group Ltd
- Paul Richardson, Ashbourne Insurance Services (Hoddesdon) Ltd
- Sam Green, Ault Insurance Brokers
- Harriett Hawkins, Autonetic Insurance & Pension Services Ltd
- Samantha Winrow, Beam Insurance
- Nichola Paine, Blue Rock Insurance Brokers Ltd
- Elaine Barclay, BLW Insurance Brokers Limited
- Stewart Brady, Brady Insurance Services Ltd
- Martin Lilley, Broadway Broking Group Limited
- Ethan Jeffries, Brownhill Insurance Group
- Steve May, Brunel Insurance Brokers Ltd
- Hiek Sarkissian, C & C Insurance Brokers
- Andrew Williams, Caleb Roberts Insurance Services Ltd
- Martina McElroy, Caulfield Insurance
- Joyce Strain, CIP Insurance Brokers Ltd
- Alex Hoole, Circle Insurance Services Ltd
- Lisa Stamp, Chubb Thomas Insurance Brokers Limited
- Sarah Buckley, Coeus Insurance Management Ltd
- Adam Lackford-Pearce, Commercial Insurance Services Ltd
- Oliver Burns, County Insurance Services Ltd
- Lowri Davies, Credent Commercial Insurance Ltd
- Peter Connolly, Curran Connolly & Co
- Donna Lawson, Curtis Drew Brokers Ltd
- Maddie Dowman, D J Killen & Co (Insurance Services) Limited
- Stefan Daines, Daines Kapp
- Iain Patterson, E A Davies & Co Ltd
- Miranda Leeming, Eastwood & Partners Ltd
- Luke Harrison, Europa Group Ltd
- Rhianna Bale, F R Ball (Insurance) Ltd
- Kacey Abbot, Financial Affairs
- David Holmes, Hinks Insurance
- Steven Barron, GPS Insurance Brokers Ltd
- James Chandler, Greenfield Insurance Services Ltd
- Hannah Saunders, Hayes Parsons Ltd
- Andrew Jackson, Hazelton Mountford Limited
- Adam Mixer, i4me Insurance Brokers Limited
- Gillies MacKenzie, James Hallam
- Jordane Dobbins, James Hallam
- Christina MacDonald, Roxburgh Group
- Paul Hatty, J Hatty & Co Insurance
- Alma Chambers, J N Chambers
- Lee Partner, Kelliher Insurance Group
- Jamie Waters, Lansdowne Woodward Ltd
- Adam Stacey, Martin Bown & Co Ltd
- Sophie Burke, Mason Owen Financial Services Ltd
- Andrew Dickson, McCarroll McConnell
- Scarlet Coughlin, McClarrons Limited
- Craig Williams, Midway Insurance Services Ltd
- Matt Brunton, Momentum Broker Solutions Ltd
- Fraser Daws, N R Daws Insurance Consultants Ltd
- Dee McCann, Oakland Insurance
- Adam Wheeler, Oakroyd Partnership
- Conor McCrory, Peter McAleer Ltd
- Sam Holmes, Aspect Insurance Management
- Warren Bidwell, Powell Commercial
- Sarah Truscott, Prizm Solutions Ltd
- Catherine Dacey, Protect Commercial Insurance Solutions Ltd
- Melanie King, R A Cowen & Partners Ltd
- Peter Lambon, Ray Millard (Insurance Brokers) Ltd
- Louis Edwards, Rees Astley Ltd
- Maureen Denham, Rigby Insurance
- Kerrie Whitefield, Robison and Co Limited
- Ryan Jackson, Rowlands & Hames Insurance Brokers Ltd
- Jack Phillips, Russell Meers & Gill Ltd
- Daria Czerny, Simmons Gainsford Insurance Solutions Ltd
- Jo Morgan, T H March & Co Ltd
- Matthew Harris, The Bletchley Group Limited
- Jesse Lang, UBT (EU) Ltd
- Steve Rogers, Victor Millwell
- Ellie Conroy, Vizion Insurance Brokers Limited
- Gemma Haythorne, W Denis Insurance Brokers PLC
- Cameron Crawford-Smith, Weatherbys Hamilton
- Sam Jaffe, Wentworth Alexander Ltd
- Shari Storey, Yutree Insurance Ltd

Club 110 at BIBA Conference 2025

Last month we joined BIBA in hosting their annual conference in Manchester as Principal Sponsors for another record-breaking event – almost 10,000 attendees! We loved seeing many of you on our stand and at our evening event, representing your business and clients, and discussing how we support you in the 'New Era'. We hope those of you that attended had a valuable time and lots of opportunities and new contacts gained.



AVIVA PRIVATE CLIENTS

Introducing Refine Home – effortlessly refined, for your exceptional clients

Looking for a solution for simple high-net-worth home risks? If you haven't given our new Refine product a glance yet, here's some of the key information:

- Available on our self-serve broker platform, Aviva Private Clients (APC) Online
- Main residence rebuild value between £1m - £3m
- Up to five UK locations
- Accessible in Channel Islands, Isle of Man and Northern Ireland
- Jewellery up to £250,000
- Unlimited Art and Collectables
- Home Emergency, Personal Cyber, Legal Expenses all included
- Dedicated Aviva Private Clients claims team

You can find out more about Refine Home [here](#), and see how the cover across our Aviva Private Clients Home portfolio compares [here](#).

We're here with smarter ways to trade high net worth business, so reach out to your Broker Development Manager if you'd like to know more about our Aviva Private Clients proposition.

Want to know more about our entire broker personal lines offering?

Join our upcoming webinar on 3 July:

'How we're helping you to trade Personal Lines and High Net Worth'

Register [here](#) and secure your spot!

News around the regions



New member welcomes

In our January edition we gave a warm 110 welcome to several new members. And it's now the turn of northwest-based Broadway Broking Group to be congratulated on joining the 110 ranks - it's great to have you on board!

We love pics and socials of our new members receiving their new member goodies, so keep them coming please!



There's a new President in our midst...

Alisha Edwards from Thomas Carroll has been elected as the new President of the Chartered Insurance Institute of Cardiff for the next two years. They're lucky to have you at the helm Alisha, huge congrats!



Another new face for the 110 Advisory Council

In our last edition of 110 Extra, we highlighted some changes to our Advisory Council membership to replace previous leavers. As a reminder, the council was set up in 2022 to guide the future direction of the club and ensure the views of members remain central to our thinking. This year we've already made progress on areas including underinsurance, supporting young brokers and more.

So, we want to highlight a further change to ensure you're fully up to date. We're delighted that Julie Thurlow from Hinks Insurance has

agreed to take over council responsibilities for the North East region. Julie replaces Karen Weir (Weir Insurance) who will stand down from council duties with our sincere thanks.

Don't know who your council member is? Drop us an email at club110@aviva.com if you want more information on who your aligned council member is. If you have any points you'd like us to add to the Advisory Council agenda, please get in touch using the dedicated 110 mailbox address above.

We'd love to hear from you and will feedback on outcomes from the latest meeting soon!



Are you a member of our Club 110 LinkedIn group?

You can participate in business discussions, gain access to marketing support and other member benefits.

Visit it [here](#).

News around the regions



Women in Insurance Awards 2025 nominations

As the premier awards for showcasing the achievements of women in the general insurance market, these awards honour the inspiring achievements across all sectors, all levels and all disciplines of the market. Congratulations to all of you Club 110 superstars on your nominations, and good luck for the awards in October!

Laura Hancock – Yutree	Ella Downes – Ascend
Adelle Hawkey – Adler Fairways	Kerrie Topham – Adler Fairways
Carrie Arnold – Bridge	Julie Rayson-Lee – Adler Fairways
Leah Hayes – Ascend	Nicola Richardson – Attis
Gemma Haythorne – W Denis	Sue Smith – Sutcliffe & Co
Christina Mant – Greenfield	Hazel Westwood – Momentum
Kerrie Broadbent – Adler Fairways	
Becky Manton – Adler Fairways	
Luci Younger – Aviva (110 Commercial Property Claims Team Manager)	

Congratulations to our 110 brokers shortlisted for 2025 British Insurance Awards

Best of luck to our 110 brokers for awards night (on 9 July) who've been shortlisted in the following categories:

Commercial Lines Broker of the Year SME/Mid-Market:

- Brownhill Insurance Group

Insurance Broker of the Year:

- Alan Boswell Group
- Ascend Broking Group
- Bartlett

Lloyd's and London Market Broking Team of the Year:

- Bartlett

Professional Development/Training Award:

- Bartlett

This shortlist highlights your outstanding achievements and dedication. We look forward to celebrating with you at the awards ceremony.



News around the regions



Kety Keane
20 Years Service

Some more recognition for our brilliant members...

We think we do recognition pretty well. Afterall, the club is built on a sense of togetherness and a deep understanding of each other – and quite frankly, that's just how we like it! So, we're always on the lookout for anything worthy of a 'well done' to spotlight the very best the club has to offer!

Whether it's saying a massive congratulations to Kety Keane at T H March on reaching a special 20 year work anniversary, or expressing delight at the news that Kevin, Laura and the team at Yutree have opened new offices in Norwich and concluded a management buyout – we want to hear about your achievements.

Got something WOW to say? We'd love to hear from you!

Drop us an email at club110@aviva.com with any success stories you have – no matter how big or small.



Aviva Broker Community Fund 2024 – Club 110 winners

Back in March we held our Broker Community Fund event, and winners of the £5,000, £10,000 and £20,000 awards were announced from the submissions made at the end of 2024. We were delighted to see so many projects supported by Club 110 brokers awarded much-needed funding. Thank you for participating and sharing the inspiring stories of your chosen causes.

£20,000 awards:

- Denis O. Brown – supporting Scottish Sports Futures
- W Denis Insurance Brokers PLC – supporting The Tom Bowdidge Youth Cancer Foundation

£10,000 awards:

- amb Insurance Services – supporting The Peter Pan Centre Ltd
- Ashley Rodwell Insurance – supporting Kingswood Community Transport
- Chambers Insurance, Kilkeel Branch – supporting Mourne Stimulus Day Centre
- Lansdowne Woodward – supporting Poole Waste Not Want Not

£5,000 awards:

- Momentum Broker Solutions – supporting Level Trust
- Ratcliffes Insurance Brokers – supporting The Isbourne Foundation

Marketing Support – request your new Digital Aptitude Report 2.0

Our marketing support proposition is designed to help you grow your business. In line with an evolving digital landscape, we've recently made some changes to our Digital Aptitude Report offering, giving you further insights into how you can make it easier for customers to find and transact with you online.

Free to you as a Club 110 broker, our new report has been updated to reflect marketing and broker trends online and gives you priority access to a bespoke evaluation of your entire web presence, from your website and social media, to how you're appearing on search engines.

Your specially designed report scores and benchmarks your aptitude towards digital marketing against other brokers, across five key areas: on-site search engine optimisation (SEO), off-site SEO, content quality, social media and accessibility. Each category focuses in on specific metrics, highlighting your strengths and weaknesses and offers guidance and quick-wins on how you could look to improve.

Why is it so important?

With a strong online presence, you can look to reach new customers and strengthen client relationships, build credibility and trust in your business, become more accessible by being able to share updates quickly and easily, and you can market your expertise at little to no cost. All these factors make positive steps towards helping you grow your business.

Are you interested in improving your online presence?

If your answer is 'yes', we'd love to hear from you! All we ask is that you can spare some time for us to talk through your report with you. Simply drop us an email at marketingsupport@aviva.com and we can run your bespoke report.

Our mental health proposition partner - find out more and get involved!

Claire Russell, CEO at Mental Health in Business (MHIB) says:

“We're proud to partner with Aviva to champion workplace mental health across the broker community. Together, we're addressing the growing need for mental health support in the workplace – an area that's never been more vital, with poor mental health impacting 1 in 4 employees, and costing UK employers up to £56 billion annually.*

During April, we delivered an MHFA England Mental Health First Aid course in Glasgow for brokers, empowering participants to spot the signs of mental ill-health, offer first-line support, and guide colleagues to professional help. Another course is scheduled for June in Bristol, further building resilience and confidence among broker partners. There is also mental health training for managers, suicide awareness, menopause training and more – coming soon!

By investing in mental health training and support, Aviva brokers are taking proactive steps to create healthier, more supportive workplaces-reducing stigma, improving wellbeing, and fostering a culture where everyone can thrive.”

If you'd like to find out more about MHIB, please get in touch at club110@aviva.com

*Source: Deloitte 2022 Report: The Case for Investment Pandemic and Beyond



110Extra Diary dates

Discounted Q3 technical and management training from Searchlight

Find out what discounted training sessions are on offer from [Searchlight in Q3](#). You can book [here](#).

British Insurance Awards – Royal Albert Hall, 9 July

Club 110 Forums – London, 10 July. Other UK dates to follow

Club 110 Annual Conference – 23-25 September

Women in Insurance Awards – 23 October

This document contains general information and guidance. It is not intended to be specific advice and should not be relied on as such. It may not cover every risk, exposure or hazard that may arise and we recommend that you obtain specific advice relevant to your circumstances. We accept no responsibility or liability in respect of any person who may rely upon this document.

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