



BIBA DAILY

Biba Conference
Manchester Central
Day One - 15 May 2019

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Brokers confused by insurtech hype

One-in-ten brokers say insurtech has 'little relevance' to them

By Siân Barton

Brokers believe it is difficult to know where to invest in insurtech to get maximum return on investment.

That was one of the key findings of a recent survey by *Insurance Age* for Close Brothers Premium Finance, which found that almost half (44.4%) of respondents fell into this camp.

The survey of 562 intermediaries also unveiled that 16.7% went as far as to say it was 'too expensive and returns too uncertain to justify investing in presently'; while 11.6% described it as 'largely hype, with little relevance to broking'.

Respondents were split with 62% commercial, 11% personal lines and 27% mixed.

When asked to tick the statement/s that was/were closest to their opinion, more positively 35.6% believed that brokers that 'invest in insurtech will be the future winners'; although a mere 4% asserted it will be the saviour of the broking industry.

Embracing tech

Sharon Bishop, CEO at Close Brothers, commented: "It isn't a surprise to see some reacting very positively and others not having embraced technology yet.

"The significant thing in the broking market is they actively use technology via the software houses. For us, we've made an investment in a seamless customer journey such as our payment services offering, which takes all the invoicing away from the broker

Continues on page six...



Sharon Bishop: seamless journey



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Hackers return to Manchester

Returning to the British Insurance Brokers' Association conference in 2019 for a second year is the Hackathon.

Situated in a designated Hack Zone in the entrance foyer from 10am – 4pm today, the intention is to offer attendees more opportunities to interact and engage with the competitors than its forerunner. There will also be a two-stage judging process.

Starting with eight teams of eight people, by the close of play the judges will have whittled the field down to three. These three will return tomorrow at 10:40am in The Charter Rooms to present their ideas to delegates who will then vote for a winner.

The judging panel is lead by Nick Houghton, the managing director of JM Glendinning Group, and includes Tshidi Hagan, programme director, Startup Bootcamp Insurtech; Meera Last, programme manager, TechNation; Kath Mainon, COO, Claims Solutions, Davies Group; and Steve White, CEO, Biba.

The eight teams are defined by colours and are led by Axa's Dave Smith [Red Team], Dinghy CTO and co-founder Ed Woodcock [Blue Team], Brisk co-founder



Back to hack: Nick Houghton (above left) and Elliot Biggs

and CEO James Russell [Green Team], Insurance Revolution director of digital Michal Tesar [Yellow Team], Laka insurance lead Laurence Hunter [Grey Team], Lloyd's head of data innovation

Craig Civil [Purple Team], Hood Group CX & innovation manager Stefanie Haydock [Pink Team] and Aviva B2B digital marketing manager Jan Davies [Orange Team].

To help the team a number of hack mentors will be on hand, including Elliot Biggs, chief information officer, C-Quence Technologies; Erin Birkett, innovation manager, Lloyd's Banking Group; Nic Hartley, head of business improvement & innovation, group strategy, Ecclesiastical; Simon Johnston, head of marketing, Travelers; and Ajay Mistry, partnerships director, Brokerbility, who was part of the winning Team Spotlight in 2018.

Delegates will need to download The Conference App in order to vote for their favourite idea and are urged to register by 5pm today to guarantee a spot in the presentation room on Thursday.

The winner will be announced at 12:10pm in the main auditorium tomorrow before Boris Johnson's keynote session. ■

Test your arrows skills with #3dartchallenge

Have you ever fancied testing your darts skills against a world champion?

Well this year at the Biba 2019 you could fulfil that dream as Bobby George, twice winner of the World Darts Championship, and Dennis Priestly, two times world champion and the first player to win both the BDO and WDC World Championships, will be on hand to say hello, talk darts and to take selfies.

The pair will be at the Close Brothers Premium Finance stand (F10) as part of the #3dartchallenge where guests are welcome to take part singly or as a group.

Each member of a team will get to throw three darts at the oche and the team with the highest score (which will be taken from the top three scores from each team) will win a trophy. The highest score by one individual contestant will also win a prize.

The winners will be announced at 1pm on Thursday. ■



Bobby George



Denis Priestly

Relaxing night in...



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The 'Best of the Best' insurers and brokers to be announced at 12:30 today

This year the prestigious British Insurance Awards celebrates its 25th anniversary.

Organised by *Insurance Post*, this event has been showcasing the best the British insurance industry has to offer since 1995, when 800 guests attended the inaugural BIA at The Grosvenor House.

On that night Allan Chapman & James, Collonnade and FMW Farr Group were among the broker winners.

Commercial Union, ITT London & Edinburgh, Royal and Sun Alliance (separately) were the big insurer winners.

Peter Wood, the founder and then chief executive of Direct Line, won the first BIA Achievement Award.

Since then the event has moved to the Royal Albert Hall (from 1999) and seen attendance numbers soar to 2000 as it became the benchmark by which all insurance awards are measured.

To mark the occasion of the BIA's silver anniversary today *Post* will be revealing the shortlists for the 'Best of the Best' Broker [sponsored by Markerstudy] and Insurer [Sponsored by Enterprise Rent-A-Car] Awards.

The winners will be decided on a public vote among attendees of the 25th BIA on the 10 July. But to find out who will be in the running go to the *Insurance Post* stand [E76] at 12:30 today when the top dozen insurers and brokers will be unveiled. ■



Blanc, Cooter, Tedstone... who will be having their legs waxed this afternoon?

Three market 'faces' – Insurance United Against Dementia board members Andy Tedstone [PIB] and Simon Cooter [Covea], and Aston Lark's Peter Blanc – have volunteered to put themselves up for the ultimate challenge – a leg waxing contest.

And their fate is in your hands as you will get to vote which of the three will have their legs waxed this afternoon between 2pm-2.30pm on stand A74 when you make a donation to IUAD – the fundraising and awareness campaign led by Alzheimer's Society and leaders from the insurance sector.

Reflecting on the 'Wax on, wax off' IUAD challenge, Cooter said: "I'd be lying if I said I was looking forward to this particular challenge, but I'm glad to be facing it with Andy and Peter alongside me. We're putting our leg hair on the line for IUAD because we truly believe that our industry can support progress where it's needed most – in dementia research. It's a small sacrifice to make in aid of a much bigger challenge, but we need everyone attending Biba to get on board to make it worthwhile!"

With more than half of the UK insurance market affected by dementia, there has never been a better time to find out more about the condition, and



The hair scare bunch: From top – Peter Blanc, Simon Cooter and Andy Tedstone

available support. At this year's Biba Conference, the IUAD campaign will be pitching up to share advice and support.

These include:

- See dementia differently – it can be difficult to know what people with dementia go through on a daily basis, but this virtual reality experience opens people's eyes to the realities of the condition.
- The journey of the brain – people with dementia experience physical changes in the brain, and our scans show how a

healthy brain transforms through the effects of the condition.

- Learn more and win – a lucky dip offers the chance to find out some unusual facts about dementia, with the opportunity to win some very special prizes.

Launched in 2017 as a partnership between the insurance sector and Alzheimer's Society, IUAD has so far raised £1.5m for critical dementia research taking place at the UK Dementia Research Institute. ■

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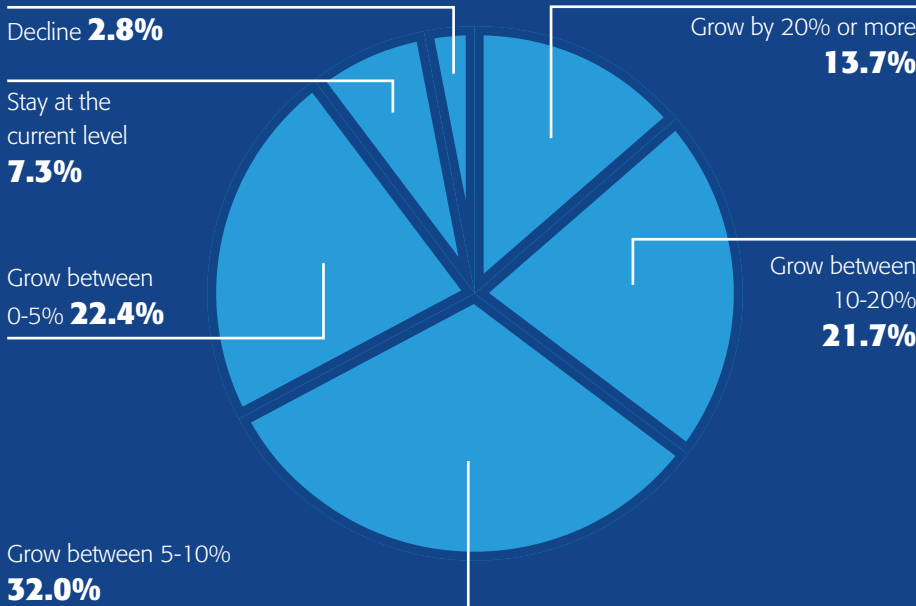
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...continued from page one **Brokers confused by insurtech hype**

BOX ONE LOOKING AHEAD TO THE NEXT 12 MONTHS, DO YOU THINK YOUR BUSINESS WILL...



their business “respects the needs for employees to balance work and life outside work.”

However, almost 84% of brokers said their business has some strategy around mental health and wellbeing. Bishop praised the British Insurance Brokers’ Association for its work on mental health which is being highlighted at the conference.

Building on diversity

On diversity, 43.7% felt a diverse workforce was critical to building a successful business with 35% saying more needed to be done to attract a diverse workforce. Bishop said that it was important to focus on the whole diversity piece and not just gender but acknowledged work was needed to get more women into broking.

Finally, premium finance provision was also investigated by the research. Bishop was not shocked by the findings

and doing it in a quiet tech-driven way.”

She suggested that pairing up with software houses and premium finance providers, such as Close Brothers, was a way for brokers to access technology without needing to invest too much themselves.

The research also picked out the technology trends brokers were most and least familiar with. Automation led the way closely followed by the internet of things and artificial intelligence. Blockchain was the area brokers were least familiar with.

“[Some of this technology] may not be happening in the next two years but they need to be planning for what the world is going to look like,” suggested Bishop.

Another area that stood out was the positivity from the broker space about the future. The optimism didn’t catch Bishop unaware and she praised the entrepreneurial spirit of the broking community.

Positive outlook

Ninety percent of respondents were optimistic about the future (see box one), with 86.5% believing growth would come

BOX TWO WHEN IT COMES TO PREMIUM FINANCE SERVICES FOR YOUR BUSINESS, WHICH IS MOST IMPORTANT? *

Service level and ease of doing business	Rank: 1 Score: 1,860
Pricing/rate	Rank: 2 Score: 1,748
Relationships and account management	Rank: 3 Score: 1,212
Expertise and business performance insight	Rank: 4 Score: 1,148
Value added services	Rank: 5 Score: 782

*BROKERS WERE ASKED TO RANK UP TO FIVE CHOICES

from an increased number of clients.

Bishop noted that alongside that upbeat attitude comes incredible skill and an ability to be agile and react to change: “There will be winners and losers but for the big players it is positive and for the smaller broker, who has built their business from scratch, there will be opportunities to sell at a good price and reap the rewards of their hard work over many years.”

Workplace culture and diversity was also explored. Bishop agreed there was a way to go on this; Fewer than half (44.7%) of respondents said that

which found most brokers (75.1%) preferred a fully outsourced model with the service level and ease of doing business ranked as most important, higher than pricing.

“I am fanatical about making sure what we do provide in terms of delivery is spot on. Investment has been massively significant over the last few years and we are there to support brokers and their growth and we need to do that in a quiet, seamless, unobtrusive manner, so they can get on with the business of selling insurance.” ■



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Mad for it

Manchester-based industry insiders reveal all about the city and what to look out for at Biba 2019



STUART DARROCH, MANCHESTER BRANCH MANAGER, ALLIANZ

■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?** I am fortunate to have worked with many great leaders and mentors throughout my career. They have supported me in my development, which I believe is a key aspect of any leader’s role. Helping people move on and up is something all leaders need to devote time to.

■ **What are you most looking forward to at Biba 2019?** Catching up with colleagues from around our branch network and meeting up with brokers on our stand. Biba is great for bumping into people you may not have seen for several years. Last year, I met up with a broker who I used to deal with over 20 years ago in Glasgow.

■ **On Wednesday night at Biba 2019 I will be...** attending Allianz’s drinks reception at Australasia (apparently a stylish sanctuary hidden under the heart of Manchester) and then getting home for an early night!

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Anyone who knows me will probably say Posh! Is there still an Old Spice?

■ **The best football club in the North West of England is...** Clearly Liverpool Football Club. I have been a huge fan since I was a young boy. Former Scottish football player and manager Kenny Dalglish was my hero – probably won’t be too well received in Manchester.

GARETH CROSBIE, CLAIMS DIRECTOR, PEN UNDERWRITING

■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?** My father, David Crosbie. He was a loss adjuster who brought our family to Cheltenham from Bromborough, when I was three and my sister only one, to open a new office for his firm. His work ethic was incredible, often going into the office in the early hours of the morning yet still coming home so he could have breakfast with the family. He was hugely passionate about claims and clients and it must have rubbed off on me.

■ **What are you most looking forward to at Biba 2019?** Catching up with colleagues and friends and seeing what’s new in the technology field that will help our people right across Pen deliver an exemplary service for our customers and insurer partners.

■ **On Wednesday night at Biba 2019 I will be...** trying to stay vertical.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?**

A few years ago it would have been Ginger, given my celtic colouring, but time has taken its toll and now it’s Scary when I look in the mirror.

■ **The best football club in the North West of England is...** Liverpool FC because I was born in Merseyside. My great aunty Hilda was a cleaner at Anfield and I still vividly remember meeting my player hero former captain Graeme Souness, which she arranged.



MARTIN KILSHAW, MANCHESTER BRANCH MANAGER, AXA



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?** Broadcaster David Attenborough. His career has stretched some 50 years as a natural historian. Nobody says it more convincingly than he does and his latest work *Our Planet* really strikes a chord: as humans, we have a big role to play to preserve nature and our future.

■ **What are you most looking forward to at Biba 2019?**

This will be the first year that Axa and Axa XL exhibit as one. I’m looking forward to seeing how our two forces come together.

■ **On Wednesday night at Biba 2019 I will be...** hosting a partner event for our Manchester brokers to thank them for their ongoing support.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Baby Spice because I’m usually among the youngest in my peer group, and I’m blond.

■ **The best football club in the North West of England is...** None of them because I don’t like football. I’m a rugby league man, so everything about football frustrates me.

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AS A LOCAL CAN YOU RECOMMEND SOMEWHERE TO EAT AND/OR DRINK IN MANCHESTER?

■ **Martin Kilshaw, Manchester branch manager, Axa** "If I had to recommend one place to eat, I would suggest Piccolino. The fish is amazing!"

■ **Stuart Darroch, Manchester branch manager, Allianz** "There are many great places to eat and drink in Manchester. There is so much variety and choice. I am a big fan of Evuna, which is an independent Spanish tapas and wine bar. I have also eaten at The Ivy recently and the food and atmosphere are superb."

■ **Gareth Crosbie, claims director, Pen Underwriting** "We are spoiled in Manchester but for an evening out I don't think you beat El Gato Negro. Fantastic tapas bar on King Street. Ham croquettes to die for."

■ **James Holden and Ryan Ford, trading underwriters, Plum Underwriting (Manchester office)**

Holden: "There are plenty of places to eat/drink in Manchester. El Gato Negro was one I visited recently and I thought the food and wine was excellent. Highly recommend!"

Ford: "Dukes 92!"

■ **Michael Yabantu, head of trading – North region, Aviva** "Tattu is a great spot for Chinese food and in a good location as well. For drinks, I'd say Corbieres - great little underground boozier and the best jukebox in town!"

■ **Francis Carroll, regional director (Northern region), Ecclesiastical Insurance** "El Gato Negro tapas on King Street. Great food and atmosphere."

■ **Moira Spencer, Manchester regional manager, commercial risk solutions, RSA** "Manchester is a brilliant night out with lots of places to go but my pick would be Albert's Schloss, a Bavarian beerhall and restaurant. It's always very lively but no matter how big the queue is at the bar the service is always great."

■ **James Fletcher, branch director, Manchester, Gallagher** "El Gato Negro has fantastic tapas, well worth a visit."

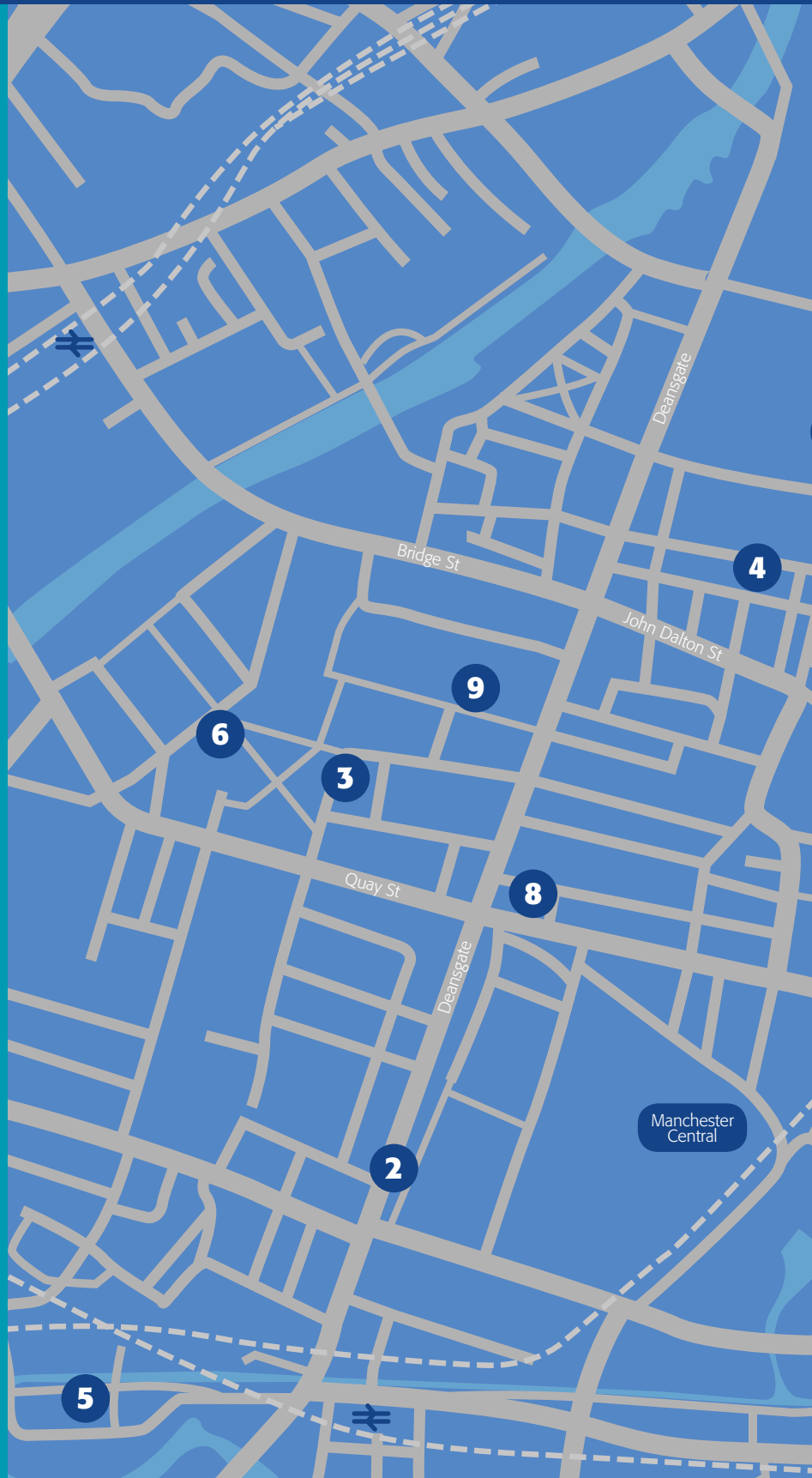
■ **Ben Travis, key account manager, Ageas** "The hardest question of them all but it has to be Fazenda for somewhere to eat, then maybe head over to Albert's Schloss (I hear the cocktails are quite nice)."

■ **Chris Woolam, branch manager, Covea Manchester office** "Albert's Schloss."

■ **Andrew Agoston-Jones, motor trade combined team manager and Mark Haynes, learning & development, Bollington**

AA-J: "Salut Wines – really friendly bar staff. You put a tab on a card and then serve yourself glasses of wine from a very wide selection – red, white, champagne, prosecco, rose, from cheap to expensive. A great way to sample some of those wines you don't fancy spending a lot of money on in case you don't like them."

MH: "Vapiano's - nice Italian cuisine, and an innovative ordering system (a little bit like self-serve)."





11

1 **Piccolino**
Clarence Street,
Manchester M2 4DW.
individualrestaurants.com/piccolino/manchester

2 **Evuna**
277-279 Deansgate,
Manchester M3 4EW.
evuna.com

3 **The Ivy**
Byrom Street, The
Pavilion, Manchester
M3 3HG.
theivymanchester.com

4 **El Gato**
52 King Street,
Manchester M2 4LY.
elgatonegrotapas.com

5 **Dukes 92**
18 - 25 Castle Street,
Castlefield,
Manchester M3 4LZ.
dukes92.com

6 **Tattu**
Gartside Street,
3 Hardman Square,
Spinningfields,
Manchester M3 3EB.
tattu.co.uk

7 **Corbieres**
2 Half Moon Street,
Deansgate,
Manchester M2 7PB.
whatpub.com/pubs/TRA/3292/corbieres-wine-cavern-manchester

8 **Albert's Schloss**
27 Peter Street,
Manchester M2 5QR.
albertsschloss.co.uk

9 **Fazenda**
The Avenue,
Spinningfields,
Manchester M3 3AP.
fazenda.co.uk/manchester

10 **Salut Wines**
11 Cooper Street,
Manchester M2 2FW.
salut.co.uk

11 **Vapiano's**
Unit 13 The Corn
Exchange 37 Hanging
Ditch, Manchester
M4 3TR.
uk.vapiano.com/en/restaurants/vapiano-manchester-unit-13-the-corn-exchange

MICHAEL YABANTU, HEAD OF TRADING – NORTH REGION, AVIVA



■ Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?

It would have to be Ken Carmichael, who was the regional underwriting manager at Axa when I was an account manager there from 2007-9. We worked together and won a number of corporate clients during that period. His ability to combine sales and underwriting and think innovatively about joint business initiatives for corporate clients outside of the insurance programme was remarkable.

■ **What are you most looking forward to at Biba 2019?** The opportunity to meet with our broker partners and understand what more we can do to support their business and their clients.

■ **On Wednesday night at Biba 2019 I will be...** at the Aviva Biba broker event at the Albert Hall for drinks, food, entertainment and dancing (for some).

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Really! If I have to answer then I'd probably say Scary Spice because she's tenacious, vocal and kicked ass.

■ **The best football club in the North West of England is...** My hometown Burnley. Die-hard fans, well-supported by the town's population, and my eldest son has just signed for them.

JAMES HOLDEN AND RYAN FORD, TRADING UNDERWRITERS, PLUM UNDERWRITING (MANCHESTER OFFICE)



■ Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?

Holden: The most inspirational leader I have encountered in my life was my college football coach. He improved me the most as a player and taught me the importance of hard work and maintaining high standards, which was crucial to being successful, not just football but with life in general.

Ford: I was facing redundancy in 2016. We had a baby on the way, which added to the stress. My manager at the time, Michael McGinty (Swinton Insurance) went out of his way to spend many one-on-one hours going through my CV, interview preparation and recommending me for other roles within the business. He probably thought nothing of it but he boosted my confidence massively and I've never forgotten it. We still catch up for a coffee three years on.

■ What are you most looking forward to at Biba 2019?

Holden: The opportunity to meet potential new clients and promote our business locally, especially given the fact we have recently opened up an office in Manchester.

Ford: I'm generally just looking forward to being there as I've never been before! Catching up with a few familiar faces will be nice.

■ On Wednesday night at Biba 2019 I will be...

Holden: networking with new and existing customers with a beer in hand most probably.

Ford: rushing home to pack my bags as I fly to Barcelona early the following morning.

■ The Spice Girls play Manchester later this month; which member do you most closely identify with and why?

Holden: Sporty Spice. I'm pretty obsessed with football and she is a mad Liverpool fan like myself.

Ford: Has to be Sporty as I'm sports mad. I also wouldn't suit Baby or Ginger's dresses.

■ The best football club in the North West of England is...

Holden: Liverpool. The manager has done a superb job to get the team challenging for the big trophies again.

Ford: Liverpool. I grew up with [former] player Robbie Fowler on the back of all my oversized shirts as a kid.

MOIRA SPENCER, MANCHESTER REGIONAL MANAGER, COMMERCIAL RISK SOLUTIONS, RSA

■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?**

I have been really lucky in my 32-year career with RSA to have had some amazing leaders so it would be hard to name just one. They have all allowed me to build a career while having my son and beyond, and have been incredibly supportive at life-changing moments for me.

■ **What are you most looking forward to at Biba 2019?** I feel like Biba is essentially the Christmas of insurance. I start counting sleeps at least a month in advance. Meeting old friends, colleagues and business contacts makes it the most enjoyable experience in the insurance calendar. Whoever said insurance is dull has clearly not attended Biba.

■ **On Wednesday night at Biba 2019 I will be...** having a drink or two at RSA's party, which kicks off at 7:30pm at Impossible (36 Peter Street, Manchester, M2 5QR).

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?**

As I'm a Scouser people might think I would say Sporty Spice, but the shared accent is where the similarity ends. I'm probably most like Geri [Ginger Spice] in terms of my personality and my son is ginger so there's sort of a link there too.

■ **The best football club in the North West of England is...** Everton, because they're a really family-orientated club. Though I grew up with two brothers, both of whom supported Liverpool, so derby day in our household was always interesting.



BEN TRAVIS, KEY ACCOUNT MANAGER, AGEAS



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?**

The most inspirational leader in my life would have to be my late grandad. While I'm sure he wouldn't consider himself as a 'leader', he showed every single attribute that a natural leader would possess. I didn't want to follow in his footsteps professionally but I absolutely wanted to do so in my personal life. His example has also benefited me significantly in my professional career.

■ **What are you most looking forward to at Biba 2019?** Continuing to grow and develop existing relationships but also making new contacts, expanding on my own personal knowledge, while listening to some of the challenges the industry is facing across broker, insurer, MGAs, software houses, claims management and up-and-coming tech companies. If I get time I might even go and listen to what Boris [Johnson MP] has to say.

■ **On Wednesday night at Biba 2019 I will be...** Enjoying a drink or two with the Ageas crew and our key broker partners.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Ginger Spice – I'm fiery, passionate with and energetic personality.

■ **The best football club in the North West of England is...** Manchester City because we're the only team to come from Manchester! #SterlingwontheDouble!



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FRANCIS CARROLL, REGIONAL DIRECTOR (NORTHERN REGION) FOR ECCLESIASTICAL INSURANCE



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?** Whoever is my boss at the moment in time I am asked the question.

■ **What are you most looking forward to at Biba 2019?** Seeing so many old friends from the industry, especially ex-colleagues.

■ **On Wednesday night at Biba 2019 I will be...** at the Ecclesiastical drinks reception with a number of those old friends.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Posh – Stockport is my hometown.

■ **The best football club in the North West of England is...** Manchester City because my dad told me so in the 1960s.

2019 CALENDAR

- **Motor Insurance World**
13 June | Mercedes-Benz World
motorinsuranceworld.co.uk
- **The Claims Awards**
19 June | The Brewery
postevents.co.uk/claimsawards
- **British Insurance Awards**
10 July | Royal Albert Hall
insuranceawards.com
- **UK Broker Awards**
13 September | The Brewery
ukbrokerawards.com
- **High Net Worth Forum**
24 September | London
events.insuranceage.co.uk/highnetworth
- **Motor Advisory Board**
1 October | London
motorinsuranceworld.co.uk
- **Insurance Fraud Awards**
3 October | The Brewery
theinsurancefraudawards.co.uk
- **Insurance Technology Summit**
10-11 October | South Lodge Hotel
postevents.co.uk/insurancetechnologysummit
- **Broker Expo**
7 November | Ricoh Arena
brokerexpo.co.uk
- **Insurance Claims and Fraud Summit**
21 November | London
postevents.co.uk/claimsfraudsummit
- **Innovation Showcase**
4 December | London
postevents.co.uk/innovation-showcase

Join us at an Insurance Age or Insurance Post event!

CHRIS WOOLAM, BRANCH MANAGER AT COVEA MANCHESTER OFFICE

■ Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why? David Kirkbride my very first boss in insurance, he taught me so much about insurance and much more about being a good person, he was always so straightforward and to the point. There was never any politics at play and he always took the time to coach and help me develop. He supported me in so many ways inside and outside work and he led by example.

■ What are you most looking forward to at Biba 2019?

Catching up with old friends while promoting Covéa.

■ On Wednesday night at Biba 2019 I will be... enjoying myself and trying to make people laugh.

■ The Spice Girls play Manchester later this month; which member do you most closely identify with and why?

Sporty – due to our toned bodies.

■ The best football club in the

North West of England is... Man City because I look good in sky blue.


JAMES FLETCHER, BRANCH DIRECTOR, MANCHESTER, GALLAGHER

■ Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?

When it comes to inspirational thought leadership I'd go straight to author Simon Sinek. His 'start with why/golden circle' concept provides a great framework for building organisations and inspiring people. But what I like best about him is his unshakable optimism – a trait I hope I share.



■ What are you most looking forward to at Biba 2019?

The Biba conference is a great opportunity to network and 'take the pulse' of the insurance market in general. I'm looking forward to speaking with new people and keeping a look out for the next generation of industry talent.

■ On Wednesday night at Biba 2019 I will be... Having dinner with team mates from the Gallagher group.

■ The Spice Girls play Manchester later this month; which member do you most closely identify with and why?

I would have to say Sporty Spice. When I'm not at work or with my family I'm trail running, cycling, swimming, skiing or mountaineering. I've just completed the winter Alps 'Haute Route' crossing from Chamonix to Zermatt, a fantastic experience.

■ The best football club in the North West of England is...

Blackburn Rovers. Not the best since 1994/95 but my home team.

ANDREW AGOSTON-JONES, MOTOR TRADE COMBINED TEAM MANAGER AND MARK HAYNES, LEARNING AND DEVELOPMENT, BOLLINGTON

■ Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?

AA-J: Steve Whitmarsh – director at RAC (now owner of runyourfleet.com) who gave me the permission and encouragement to pursue a project looking at expanding our recovery capabilities to generate more income, market share and most importantly profit. I was not in a management position at the time so it was brave of him to give me such responsibility. Thankfully it all worked out due to his support of the project.

MH: Sean Gardener – he was the CEO of Breathe (an ISP I worked for previously) he was one of the first director-level people that had an open door policy, would always hear any idea, and help shape the ideas into something successful, and encouraged me to keep coming up with ideas to help the business go from strength-to-strength, no matter how “wacky” they may have seemed at first.

■ What are you most looking forward to at Biba 2019?

AA-J: Quite a lot this year, there seems to be loads going on. This being my third visit to Biba, hopefully the shock and awe of it has worn off and I'm hoping to network with more insurers, brokers and service providers than last year, especially those who we don't currently have commercial relationships with. Of course visiting on the Thursday means I get to hear Professor Green (who I'm a fan of) talk about mental health, something that impacts most of us either directly or through family, friends or colleagues. Like most of the visitors, I can't wait to see what Boris Johnson has to say about Brexit. Nigel Farage didn't exactly get an easy ride a couple of years ago but it was a really interesting seminar. I'll be scouting for some unique freebies like the HUGHUB laser pen in 2017 or the £20 for playing FIFA against a Nelson's rep last year. No doubt my colleagues will send me with a shopping list.

MH: Aside from the opportunity to network with others in the industry, I'm looking forward to the seminar around mental health, as this is something close to my heart as some of my friends have been affected.

■ On Wednesday night at Biba 2019 I will be...

AA-J: meeting up with our friends at Axa for canapes and drinks. I'll be working during the day so it'll be nice to catch up with everyone later.

MH: watching *Avengers: Endgame* (I promise, no spoilers shall be shared), as I'm attending Biba on the Thursday.

■ The Spice Girls play Manchester later this month; which member do you most closely identify with and why?

AA-J: Sporty – although I support a much better team than her (see below).

MH: Posh. For those who know me, it's obvious, for those who don't, I do like to be the classy one in any situation.

■ The best football club in the North West of England is...

AA-J: Manchester United because we have always encouraged promotion from our youth teams, we can fill our ground and we're (sometimes) successful. Plus it's my local team.

MH: Man Utd – anyone can be a “flash in the pan” (City) but to be the best requires years of successes, and the ability to bounce back after a set back (still waiting for the bounce).



LexisNexis® Policy Insights



The Power of Data in Predicting Cancellations

There is no denying that cancellations cost insurance providers money and are a particular challenge for the broking community already operating on slim margins in the personal lines motor insurance market. By the time a customer decides to cancel their policy, the insurance provider has incurred marketing and administration costs, as well as aggregator fees in most cases. Plus there is the bad debt to consider following a direct debit cancellation.

Our research has shown that each cancellation costs an insurance provider between £25 and £75. For a provider with 100,000 policies on their books, a cancellation rate of around the industry average of 5% per year, equates to a loss of anything from £125,000 to £375,000 each year. A significant sum for any business.

Much of this cannot be recovered from the customer. In addition to costs incurred, there is the potential loss of the lifetime value of that customer who could have stayed with the insurance provider for many years. So the revenue is lost not only on this first policy, but also on future potential renewals as well as cross selling opportunities.

Whether a cancellation occurs within the cooling off period, half way through the policy, or as a result of a new business renewal, cancellations are a significant headache for insurance providers operating in the highly competitive motor insurance market.

To tackle this issue, we set out to examine whether data on past cancellations could be used in understanding future cancellation risk.

The scale of the cancellation problem

A detailed study of The LexisNexis® Motor Policy History database, our first contributory database in the UK, clearly revealed how this past behaviour correlates to future cancellation risk. The analysis confirmed that not only are previous policy cancellations an indicator of increased potential for future cancellations, but they can also indicate a higher risk of claims and fraud.

The primary aim of the study was not to identify fraud indicators, but it quickly became clear that previous cancellations have a significant correlation with increased potential for fraud.

What we found is that between **10% and 30%¹ of the customers currently on insurance providers' books** have had a cancellation in the past, and therefore present a higher risk of future cancellation, have a higher propensity to claim and commit fraud.

Five million current policyholders have cancelled an insurance policy within the past five years; 1.4 million have cancelled two policies².

However, perhaps most striking was that in the last year alone, there were 1.3 million³ new business cancellations – almost a third of the four million new policies sold.

Expectations that most cancellations would be within the cooling-off period were quickly proved incorrect during the study. Only 15% were cancelled in the first two weeks, 37% within 16-100 days and a substantial 48% 101-364 days after purchasing the policy⁴.

Cancellation relativity

Detailed retrospective analysis of policies in the LexisNexis Risk Solutions database has highlighted other factors which increase the probability of future cancellations. The analysis showed that cancellation breeds cancellation. If an individual has ended a policy prematurely in the past, they are more likely to do so in future. Indeed, the more policies they have cancelled, the more likely they are to repeat the behaviour. These individuals present an **average 70% higher claims cost** than someone with no history of a policy cancellation⁵.

We found that those with CCJs (5% of current policyholders) are 64% more likely to cancel, and people who have attempted fronting at point of quote are twice as likely to cancel. We also discovered that the **risk of cancellation was 19%, more than double the average**, when someone purchased a policy to start on the same day⁶.

30%⁷ of policyholders have no policy history or presence on the Electoral Roll. Whilst this group may not represent a higher risk in terms of credit or claims, they have an increased risk of cancellations. We have found that the more information there is available on the individual, the lower the risk of cancellation.

Gaps in cover also indicate higher risk of cancellation – the more gaps between policies, the higher the risk of mid-term cancellation.

Mitigating the risk and cost

Now that historical data analysis and insights have allowed us to isolate where the cancellation risk lies, motor insurance providers have a real opportunity to reduce claims costs and increase market share.

By leveraging cancellations data, insurance providers will be able to make price adjustments to account for the risk each individual represents.

This starts with running a retro analysis of motor policy history data to allow insurers and brokers to uncover specific cancellation drivers for their business and their customer base. They can then apply the intelligence to future business, helping to make better decisions instantly. The result is the ability for more intelligent decision-making and pricing, creating a higher quality book of business, further increasing competitive advantage.

**For more information on Policy Insights
call us on 0800 130 3002
or email us at enquiries-info@lexisnexis.co.uk**

MORGAN LYONS, HEAD OF REGION FOR NORTH ENGLAND, ZURICH



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?**

I feel slightly sycophantic to be name-checking CEO Amanda Blanc but I can say with confidence that she would be my choice even if I didn't work for Zurich. Amanda has the ability to genuinely connect with people across any business and possesses a real talent when it comes to articulating strategy so everyone feels that they are making a genuine contribution. Making people believe that any goal is possible is her real skill. 'Leading the way' is Biba's slogan and she certainly embodies that principle as the first female chair of the Association of British Insurers in its 100 year history.

■ **What are you most looking forward to at Biba 2019?** More brokers are actually hosting their own events this year – Ardonagh and Gallagher to name just two. So I'm certainly looking forward to being a guest (as well as a host) over the three days.

■ **On Wednesday night at Biba 2019 I will be...** attending the Zurich dinner at the 20 Stories restaurant. I intend to admire the Manchester skyline with a gin and tonic in my hand – all while enjoying the company of our broker friends. I won't be shy in telling them how we are open for business and totally committed to delivering for them.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Definitely Sporty because my body is a temple – I am an athlete... those people who know me will know that is a complete lie.

■ **The best football club in the North West of England is...** Liverpool because they are premier league champions (depending on the time of publication this could be a huge mistake or very insightful).

RAY WESTWICK, MANAGING DIRECTOR, FREEDOM BROKERS



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?**

It may sound corny however my current boss – Sam White – is an incredible leader. She's so positive, determined and full of enthusiasm which is infectious and has driven me to take on completely new and exciting challenges in both my work and personal lives.

■ **What are you most looking forward to at Biba 2019?** "Honestly? A reduction in emails as most people will either be presenting or networking at the conference!"

■ **On Wednesday night at Biba 2019 I will be...** I will be eating a nice meal in a Spanish restaurant with my lovely wife. The 15th is my 26th wedding anniversary!

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Baby Spice, I'm definitely young at heart!

■ **The best football club in the North West of England is...** Liverpool, because they have recently re-invented themselves and know their true identity and style of play.

MIKE LATHAM, GROUP MANAGING DIRECTOR, FINCH INSURANCE



■ **What are you most looking forward to at Biba 2019?**

Biba is a great opportunity to catch up with key individuals and friends from all over the UK in a highly efficient, and often highly social environment. I am particularly looking forward to the opening session on Wednesday and to hear the panel talk about mental health, it's a key topic for us at Verlingue UK for 2019, in terms of wellbeing in the workplace and how we can effectively support our colleagues.

■ **On Wednesday night at Biba 2019 I will be...** I will be giving my liver a rest following a heavy session on the Tuesday night with Allianz at Aiden Byrnes' Restaurant Manchester.

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?** Definitely Posh Spice – as I do appreciate the finer things in life although, as will be witnessed on Tuesday night at the Chinese karaoke, I can't actually sing.

■ **The best football club in the North West of England is...** Super Leeds because next year they will be playing at the Etihad and Old Trafford.

JAMES BASKEYFIELD, HEAD OF BROKING, REICH GROUP



■ **Biba 2019 is using the slogan “leading the way”, who is the most inspirational leader you have ever encountered in your life and why?**

I was once lucky enough to meet former US president Bill Clinton. While politics and US presidents will always divide opinion, closer to home I know he played a vital role in the Good Friday Agreement. And it's a better name drop than my mum!

■ **What are you most looking forward to at Biba 2019?**

Catching up with all of the people and insurers that support us and exploring new markets and opportunities

■ **On Wednesday night at Biba 2019 I will be...** drinking (hopefully!)

■ **The Spice Girls play Manchester later this month; which member do you most closely identify with and why?**

Sporty Spice is a Liverpool Fan and I like sports.

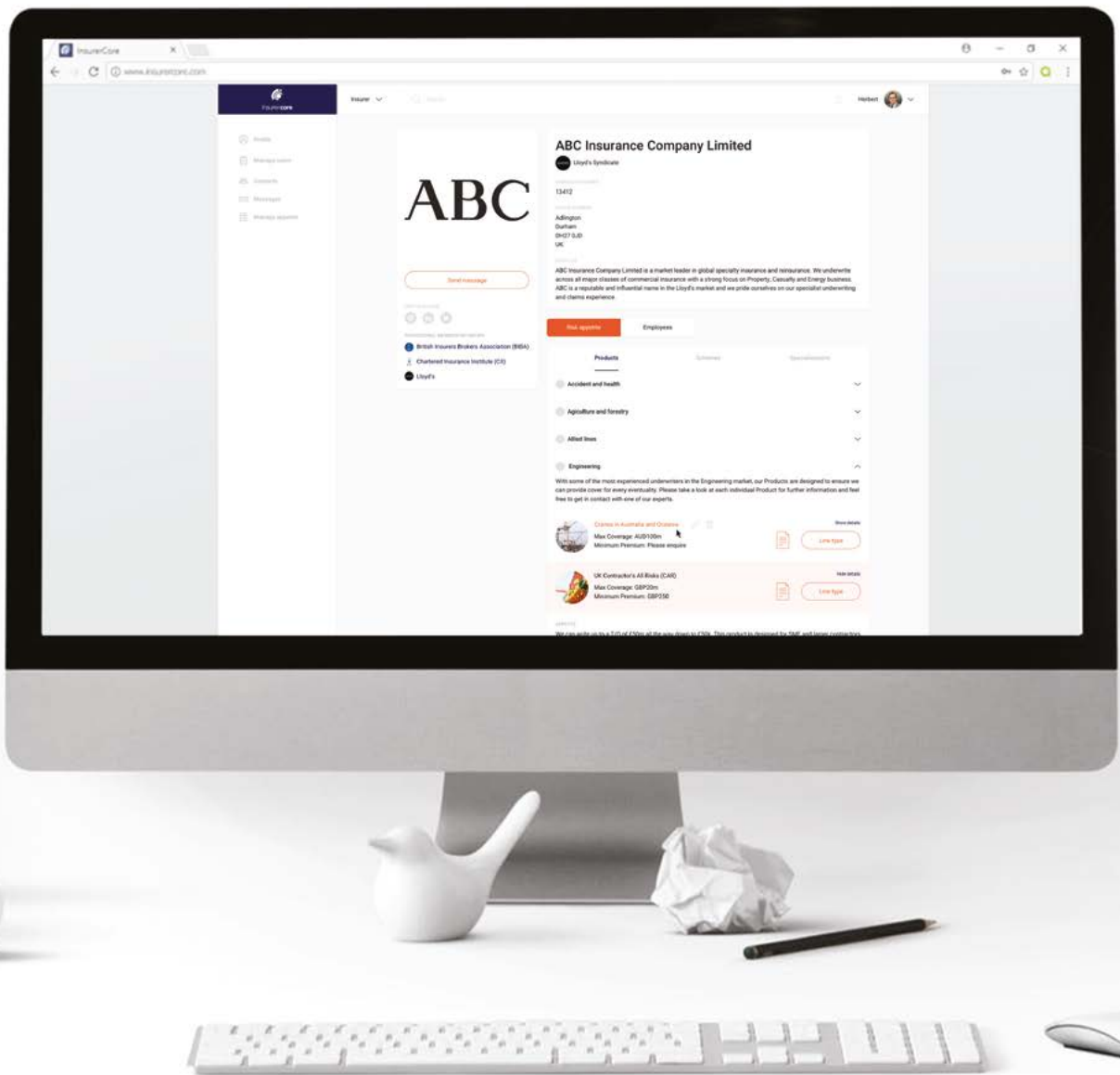
■ **The best football club in the North West of England is...**

Liverpool because of so many factors I could literally write a book.



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Ida Axling, news editor, *Insurance Age* 020 7316 9495
■ **If I was an Avenger I would be...** Thor, because clearly I'm a Norse god.



Hiriyti Bairu, commissioning editor, *Post* 020 7316 9139
■ **To get pumped up for BIBA 2019 I will be listening to...** *The Final Countdown*.



Sarah Banks, sales manager, broker 020 7316 9525
■ **If I was in Game of Thrones I would be...** Lyanna Mormont because she is very little, very bossy and very opinionated! Also, what 10 year old doesn't want to have a loyal army as back-up.



Mark Baring, account manager 020 7316 9189
■ **If I was in Game of Thrones I would be...** Tyrion because I'd like to think I'd be brave in a battle but actually I'd just hide in the crypts.



Sian Barton, editor, *Insurance Age* 020 7316 9458
■ **My favourite Mancunian is...** Tony Wilson because of his cultural legacy (and he came to my journalism class and was a total babe too).



Stephen Burrige, head of marketing, communications and engagement 020 7316 9829
■ **If I was in Game of Thrones I would be...** Jon Snow because I know nothing.



Natasha Carmichael, campaign marketing executive 020 7316 9272
■ **If I was an Avenger I would be...** teenage Groot because of his extra sassy nature and the fact that he is the best Avenger, hands down. Just going to go practice my "I am Groot" impression now.



Martin Croucher, news editor, *Post* 020 7316 9289
■ **To get pumped up for Biba 2019 I will be listening to...** the theme from *Airwolf*.



Harry Curtis, reporter, *Post* 020 7316 9284
■ **If I was in Game of Thrones I would be...** Hot Pie because he knows where the food is and is steering well clear of anywhere that might get him killed.



Stephanie Denton, editor, *Post* 020 7316 9134
■ **If I was in Game of Thrones I would be...** Drogon the dragon because he can fly, which is super cool, and let's face it he is really the one in charge.



Alice Eades, senior marketing manager 020 7316 9043
■ **To get pumped up for BIBA 2019 I will be listening to...** *DMX X Gon' Give It To Ya*.



Chris Finnegan, head of marketing services 020 7316 9632
■ **If I was in Game of Thrones I would be...** Bronn because he is the coolest character and I have a lack of self-awareness.



Scott Francis, sales executive, *Post* 020 7316 9486
■ **To get pumped up for Biba 2019 I will be listening to...** *Rock n' Roll Star* by Oasis.



Jen Frost, senior reporter, *Post* 020 7316 9611
■ **If I was in Game of Thrones I would be...** dead because ... spoiler alert.



Shona Fuller, event co-ordinator 020 7316 9520
■ **If you see me at the bar I'll be having a...** Mojito!



Michelle Godwin, head of enterprise sales 020 7316 9592
■ **To get pumped up for Biba 2019 I will be listening to...** George Michael.



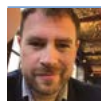
Jack Grocott, publisher 020 7316 9719
■ **If I was an Avenger I would be...** Hulk because I like the colour green and we clearly share quite a lot of physical characteristics.



Pamela Kokoszka, reporter, *Post* 020 7316 9141
■ **If I was in Game of Thrones I would be...** Cersei because all the wine.



Sian Morrison, major client manager, Insurance Jobs 020 7316 9345
■ **If I was in Game of Thrones I would be...** Arya Stark – small, pale and northern and as she's the girl who wears many faces which is a bit like me at work due to all the multi-tasking. (I was thinking of being one of the dragons due to the vaping and being half Welsh but none of them are red.)



Harvey Smith, head of creative partnerships 020 7316 9717
■ **If I was an Avenger I would be...** Iron Man because ... I'm an old geek.



Jonathan Swift, content director 020 7316 9321
■ **To get pumped up for Biba 2019 I will be listening to...** *I Need You* by Octo Octo because it sounds like it could have been played at Bugged Out at Sankeys circa 1994.



Aara Syed, reporter, *Insurance Age* 020 7316 9459
■ **My favourite Mancunian is...** Emmeline Pankhurst because she was ahead of her time.



Ruth Taylor, conference producer 020 7316 9215
■ **If you see me at the bar (which is very rare) I'll probably be having a...** Pimm's.



Rebecca Virgin, sales executive 020 7316 9225
■ **My favourite Mancunian is...** Liam Gallagher because I love how vulgar he is.



Ed Young, business development manager 020 7316 9332
■ **My favourite Mancunian is...** Noel Gallagher as I grew up with Oasis.

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What's on at Biba today?

8.30	Exhibition opens	
9.45	Conference opens	<p>Welcome to Biba 2019 Huw Edwards, BBC broadcaster</p> <p>Opening Addresses David, Lord Hunt of Wirral PC MBE, chairman, Biba Steve White, chief executive, Biba</p> <p>Leadership in Uncertain Times Baroness Manningham-Buller LG DCB</p>
		
	Huw Edwards	
12.00 – 12.50	Seminar Sessions	<ul style="list-style-type: none"> ■ Claims ■ Innovation in Insurance: The Straight-talking Session ■ Leading the Way on Regulation
12.50 – 14.15	Lunch in exhibition hall	
13.15 – 14.00	Fringe Sessions	<ul style="list-style-type: none"> ■ Broadening crisis cover to match evolving threats Davina Southwell, regional multinational underwriting manager, AIG and James Morton, regional security director, AIG Travel ■ The digital age of insurance Joe Sultana, managing director, Broker Solutions and Joanna Caskie, head of product, Applied Systems ■ Differentiation outside of pricing – how else can we compete? Kelly Ward, sales & innovation director, Axa Partners and guest speaker Simon Binns, Fingopay ■ The rise of insurance blackspots Guest speaker from Consumer Intelligence, Hosted by Premium Credit
14.20 – 15.10	Ask the Insurer	<ul style="list-style-type: none"> ■ Jon Dye, chief executive, Allianz Insurance ■ Tulsu Naidu, chief executive officer, Zurich UK ■ John Neal, chief executive officer, Lloyd's ■ Rob Townend, managing director, Aviva UK General Insurance ■ Chaired by: Julie Page, chief executive officer, Aon UK
15.30 – 16.15	Fringe Sessions	<ul style="list-style-type: none"> ■ Leading the way in mental health Richard Washington, product and proposition director, Bupa UK Insurance ■ The evolution of terrorism insurance Stephen Coates, chief underwriting officer, Pool Re ■ PE Investments in UK Brokers and Premium Finance as a Bond Bundeep Singh Rangar, CEO, PremFina ■ Understanding SMEs cyber risk exposure Dr Mark Hawksworth, global head of cyber & technology specialist practice group, Sedgwick
18.00	Exhibition closes	

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KEY DATES

- ENTRIES OPEN
4 MARCH
- ENTRIES CLOSE
24 MAY
- JUDGING DAY
14 JUNE
- SHORTLIST ANNOUNCEMENT
27 JUNE
- CEREMONY
13 SEPTEMBER

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