




The Insurance
Institute of
Leeds


Chartered Insurance Institute

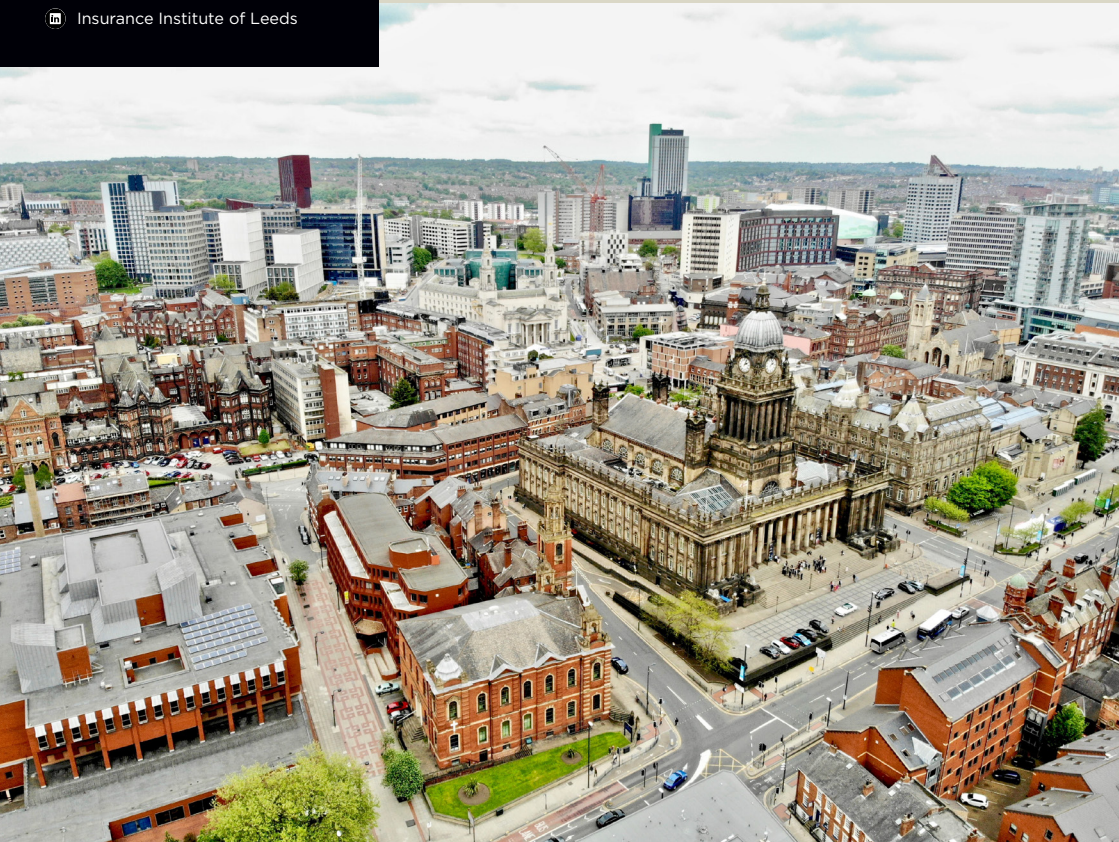
CoverNotes

WINTER 2021

Your guide to local career
development

 www.cii.co.uk/leeds

 Insurance Institute of Leeds



Welcome to Leeds Cover Notes

I was delighted to be re-appointed at our AGM in March as President of the Insurance Institute of Leeds for the 2021-22 term of office. The reason that I'm serving an unusual 2 year term in office is the fact that the Pandemic has caused so much disruption to our usual running but I still feel hugely privileged to be supporting our Institute for another 12 months.



It's also great to be working together with my new Deputy President Holly Copsey as she prepares to take over as President in 2022.

After some thought I decided that the focus for my second year would be building for the future. As our businesses look forwards it's clear that there will be some long lasting effects as a result of Covid-19, allowing us to pick out some of the benefits that we've experienced during this difficult time. The widespread move to office staff working from home while we were in lockdown has meant that many companies will now be looking at hybrid working structures for their staff incorporating a mixture of office and home in the future. The Insurance Institute has similarly realised the time and travel benefits that our members have experienced by accessing CPD in Webinar

formats and therefore training in this format is very much here to stay. There is however a strong desire to create opportunities for our members to return to networking in person so our teams are working hard to put together training sessions that make the most of meeting face to face.

As another part of building our strength for the future we have been pleased to welcome a large number of new members to our Council this year including Stacey Roadnight our new Charities Chair, Anis Ataba our new Diversity officer and also Emil McKenzie, Ash Sohanpall, Alison Clegg, Richard Lindop, Nick Cohen and Alison Matthew. This new group will be able to learn from the huge wealth of experience from those already on Council, while bringing fresh new ideas to the table for all of the events we put together. Several of

these new members are directly involved in a new 'Schools and University Engagement' group that we've set up this year.

We continue to support our two chosen charities 'The Insurance Charities'

MELANIE JORDAN FCII,
Insurance Institute of Leeds,
President

SAVE THE DATE
Annual Dinner
18th March 2022



4,001

MEMBERS

2,412

INSURANCE
MEMBERS

1,589

FINANCIAL
SERVICES
MEMBERS

Introduction to Deputy President

I am delighted to be taking on the role of deputy president this year and starting my term as president in March 2022, subject to being elected.

Since joining Leeds institute in May 2018 I have played a key role on the Emerging Insurance Professionals, starting as the Social Team Leader and now taking the position of Chair for the 2021-2022 period.

I joined the Emerging Insurance Professionals to provide support and create a network for other young professionals at the early stages of their insurance careers. I wanted to help facilitate networking and educational opportunities for young professionals.

In my career I have been very fortunate to have benefitted from help and training from many experienced people, which has inspired me to do better and take on this role. As the youngest ever Leeds President elect (exciting and scary!) I want to use my time to educate younger people about how great a career in insurance can be.

Subject to being elected, I would like to use my year in term to raise awareness for emerging professionals around the career that this industry can provide. This I hope will mean further engagement in schools and universities. I am planning on using the remainder of my year as deputy president to reach out to emerging professionals in the industry to find out what they would like to see in the Educational CPD Events and Networking Opportunities that we run.

I have mentioned that I have been very fortunate to have benefitted from help and training from many experienced people, so far enabling me to



achieve qualifications and a successful role in the organisation that I work in. As such, I plan to start a mentoring scheme to provide opportunities for emerging professionals to benefit from the wealth of experience across the Leeds market.

Finally, whilst in term, I would like to try to follow some of the other local business's charity approach of 'donate a day'. I would love members of the market to join me and other council members in donating a day to charity. I want to promote giving back and make a difference to people and charities in the Leeds area.

As part of my term of raising awareness for emerging professionals, I believe that we can help have an effect on the area we work and live in. I am really excited to run for president in 2022 and I am looking forward to helping individuals build for their futures.

HOLLY COPSEY

Deputy President, Insurance Institute of Leeds

Introduction to new council members

The Insurance Institute of Leeds Council has seen an influx of new members recently over the last 6 months. The new members come from a range of backgrounds and guarantee to bring great news ideas in to the Institute. We meet the new members below:

Stacey Roadnight - Charities Chair

Stacey is a highly experienced broker with over 20 years' experience in the insurance industry. Stacey is extremely passionate about charity work and joins to head up the charities team as charity chair.

Anis Ataba - Diversity Officer

Anis is an insurance and financial planning professional with over 17 years' experience in the industry. Anis is also a cii trainer and tutor for the cii and joins the council as diversity officer.

Emil McKenzie - Education Team

Emil has worked in Financial Services for over 18 years (and as a financial advisor for 15 years). She provides advice and guidance to individuals, business owners and families on many aspects of their financial planning. Emil will join the education team and hopes to encourage more diversity within the profession and encourage people to enter the insurance and finance industries.

Ash Sohanpall - Education Team

Ash is an independent financial advisor with a specialism in investments and Pensions. Ash will join the education team.

Alison Clegg - Education Team

Alison has worked in the Insurance and Financial Services Industry for over 30 years. She brings a wealth of experience to the education team and hopes to widen her network and provide learning and develop support to the institute.

Richard Lindop

Richard is an Investment Director at Tilney Smith & Williamson in Leeds. He provides bespoke investment advice to a range of high net worth private clients, pension funds, companies and family trusts in the Yorkshire region.

Nick Cohen

After graduating from Leeds University Nick started a role within a local Financial Services business working with multiple advisers to help their clients and facilitate migrations to Wrap Platforms. More recently he moved to head up a new firm, Leon & Co Financial Services which is linked to a well established Accountancy Practice in Alwoodley.

Alison Matthew - Marketing Team

Alison is a solicitor who works in the travel, tourism and private client team for Crawford & Company Legal Services Limited. Alison has over 7 years' experience in the insurance industry and will join the marketing team.

Emerging Professional relaunch

The Emerging Insurance Professionals within the Leeds Region was launched in early 2019 with the group organising social and educational events throughout the year. Unfortunately, just as we were beginning to gain some real traction in the market and pulling in new members, something by the name of Covid-19 arrived and we were pushed straight back to square one!



The group remained in close contact throughout the lockdown period sticking closely with the main council and working hard to help facilitate the many online events. We also worked to ensure we were in the best position possible once the time arrived for us to get back out there and bring together the growing number of Emerging Professionals within the Leeds market.

In the Emerging Professionals group, as in the main council, we aim to drive three key areas of development which are Social, Educational and Charity. The group split up into three relevant teams to ensure that we bring the best value for each of these aspects from each event that we run. With restrictions now lifting and the smell

of a return to normality in the air, we are now looking to get people together for some events moving to the end of the year, starting with a Treasure Hunt on the 30th September joint with the main council. This will be followed by other events later in the year which will combine the Educational and Charity elements of the Council's. We encourage everyone who wants to be involved with the Emerging Insurance Professionals to follow our page on LinkedIn 'Emerging Insurance Professionals - Leeds Institute' and keep an eye out for posts promoting our events which we look forward to seeing you at shortly.

ISAAC POLLIT

Emerging Professionals Group,
Insurance Institute of Leeds

Tech Week

Technology – It’s Impact and Importance in the Insurance Profession

In April the Insurance Institute of Leeds hosted its latest CPD Festival on the theme of “Technology – Its Impact and Importance in the Insurance Profession”.

The festival incorporated 7 CPD events over a 5 day period providing members with an opportunity to accumulate up to 8 hours of CPD on a variety of highly relevant and current topics, all with a common theme.

Lockdown restrictions at the time meant that all elements of the event were delivered digitally. This did nothing however to dampen the enthusiasm of our members for the subject matter with numbers of attendees being high across the board.

The main opening event was conducted by David Smith – a renowned expert in futures research in the insurance market. David explained how technologies will continue to disrupt the insurance sector, how to deal with the impact of this and how to seize the opportunities that this will create – both for individuals and for businesses.

Our big finish was provided by highly respected IT security expert Steve McLaughlin on the subject of “Hacking – The New Sting”. Steve revealed the tricks and techniques that are currently being deployed by fraudsters to effect cyber crime (including revealing that it would cost as little as £500 to kit out James Bond with various surveillance gadgets).

In between these seminars we heard from a high-quality field of speakers on Digital Data Storage, Insurance Fraud and How Technology is being used to fight back, Risk Management and Cyber Security, how technology is being used to enhance and improve the direction of travel with the FCA and how to best deploy the technological tools at our disposal to provide more effective virtual communication.

The series of events builds upon our first CPD festival which was held in 2020 and gave us the opportunity to apply feedback from that event to make this one even better. Comments from attendees at this latest series of seminars suggests that we have achieved our aim.



DAVID ROSS ACII CIP

Education Secretary, Insurance Institute of Leeds

Schools and University Engagement

Kate Edmondson and members of the Institute of Leeds recently attended a morning of practice interviews for year 12 and 13 students at a local school via The Ahead Partnership. She tells us about her experience.

The Ahead Partnership ([Ahead Partnership](#) | [About](#) | [Social Value](#) | [ESG](#) | [Business in the Community](#)) are a business who help businesses deliver social value projects, and work with young people to overcome inequality, promote opportunity and deliver positive change within society.

The interview practice is to help the students in preparation for their first job interviews following their exams, and to help them gain confidence in speaking to people outside of their day to day life.

Due to the pandemic these were held over video call, which in itself is a skill and

something as professionals we have all had to learn on our feet. The fact that they are engaging in this way, on a voluntary basis, shows how important this is to students. I was blown away with how engaged they were, and how confident and able they were compared to myself at this age.

As a volunteering opportunity for myself, I found it very insightful, and it is massively positive for my professional development and I would recommend the events to anybody, at any level. If you have never done any interviews, it is perfect practice to improve your confidence at interviewing

people, and as someone who has done lots of interviews it is also really positive, as you gain insight into the younger generation and can use your experience to coach the students.

Feedback from the students was really brilliant, they were “skipping out the classrooms excited” and I would recommend attending these events to all members of the Leeds Institute.

KATE EDMONDSON

Regional Forum Office,
Insurance Institute of Leeds



Building Trust

As part of the CII New Generation programme, I was a member of the Broking group that conducted a research report on trust in the insurance sector. This report was published by the CII earlier this year.

Please visit [here](#) to view the report in full. A summary of the report, key themes and findings can be found below.

The report looks at what trust is, the current level of trust in insurance and how insurance stacks up against other industries. Barriers to trust are also explored. It includes findings and analysis from our survey and interview research, as well as providing recommendations on how trust can be demonstrated and built going forwards.

In the context of insurance, the true moment of trust is when a claim occurs and how well your broker and insurer respond to that claim. Regrettably the level of public trust in insurance is much lower than it should be, even more so following the recent pandemic.

There are several barriers to building and maintaining trust, these include dual pricing, underinsurance, the 'expectation gap', overly complex policies and public perception (from negative articles in the media).

So what can we do to improve and build trust? We can start by moving the conversation away from price and focussing on the value that a broker and a suitable insurance policy provides. We need to raise the standard of talent through rigorous recruitment and training to achieve the required level of staff knowledge and competence, professional qualifications are of course part of this. Competent staff will be able to give professional advice, identify



client needs and deliver optimum customer solutions. Educating clients on cover as well as how the market operates will reduce the expectation gap. We need to shout louder about success stories and have a positive press initiative to talk to the public about the good that comes from the insurance sector. It's important to embrace technology to add value to clients and create innovative solutions without losing the personal touch. Simplifying contracts and using plain English will also assist. Finally, by breeding a culture of organisational honesty and integrity we can build trust along with providing excellent customer service.

I would like to thank everyone who contributed to this report including a number of Leeds Institute members - Charity Stonier, Nick Houghton, Tom Storer and Jonathan Catley.