

Aviva Mid-Market

Our Appetite

Expanding your expectations
of mid-market insurance



Our tailored insurance solutions

We work with you to understand your client's business, processes and values to deliver tailored insurance solutions through:



Whole customer underwriting

Locally-based underwriters act as a focal point to tailor relevant covers, products and loss prevention solutions, leveraging data science and analytics to identify potential gaps and areas of emerging risk. The result is a whole customer insurance solution that is simple, future focused and exceeds expectations.



Specialist industry expertise

Our expert underwriters are supported by first-class risk consultancy, claims and client relationship management.* We will work to understand and dovetail your existing capabilities to develop the right service proposition for your mid-market clients.



Defying uncertainty

Our goal is to ensure you and your clients get the right outcome every time through the provision of Fair Presentation of Risk Guarantee (subject to acceptance criteria), and fast, fair and reliable claims. Allowing your clients to focus on achieving their ambitions with the peace of mind that what matters most is protected.



Long-term business partner

With an ever-changing business landscape, we know that a longer-term partnership is the best way to give you and your clients a competitive edge. That's why we reward loyalty through the provision of long term agreements incorporating all your client covers to provide premium stability in an uncertain world. In addition, we have evolved our services to assist mid-market businesses with wider issues including litigation, legislation, compliance, technology and globalisation.

Our industry-focused appetite

Our industry-focused approach ensures that our capabilities, products and services are tailored specifically to the needs of our key industry segments.

Arts & Culture

- Art galleries, museums & science centres
- Public libraries
- Stately homes & country mansions
- Theatres & concert halls
- Amateur dramatics & operatic societies
- Heritage attractions
- Botanical gardens
- Touring theatres & orchestral companies

Professional & Business Services

- Professional services
- Financial services
- Property-related services
- Architect & engineering services
- Business & secretarial services
- Management & IT consultancy
- Creative services
- Interior designers
- Analytical chemists & labs

Manufacturing & Industry

- Fabricated metal products
- Plastics
- Machinery & equipment
- Wooden furniture and products
- Textiles
- Printers
- Glass, bricks, tiles, concrete & cement
- Chemicals
- Food & beverage

Construction

- Builders
- Shop fitters
- Roofers
- Glaziers
- Flooring contractors
- Carpenters
- Painters & decorators
- Civil engineers

Health & Public Sector

- Charitable organisations
- Adult & children's hospices
- Close care and associated living
- Learning & physical disabilities
- Nursing care, including dementia
- Private clinics, centres & surgeries
- Dental practices
- Hospitals (no clinical covers)
- Independent private schools
- Further education & universities
- Special educational needs & residential schools

Motor Industry

- Established businesses involved in the sale, repair, service, inspection and testing of motor vehicles, specifically those who deal with cars and vans (not exceeding 7.5t GVW)

Real Estate

Commercial property portfolios held for investment purposes occupied as:

- Offices
- Retailers
- Shopping centres
- Manufacturing & warehousing
- Modern stadia
- Theatres, concert halls & museums

Retail & Wholesale

- Footwear retailers
- Food/grocery stores
- Electrical goods & machinery
- Household goods
- Specialist retail and large shopping centres
- DIY, garden & tool hire
- Ceramics/stoneware
- Builders' stores

Technology

- Electronic components
- Electronic process control equipment
- Measuring & testing equipment
- Electronic communication
- Medical & surgical equipment
- Telecommunication equipment

* Client relationship management will be utilised for select clients where applicable.

Aviva Mid-Market is designed to meet the needs of UK domiciled businesses with annual turnovers between £5m–£100m, GWP spend over £15,000, or for clients with complex insurance needs.

To find out more please contact your Aviva sales manager or your local underwriter