

Aviva Schemes – Aston Lark film and media scheme transcript

How did you identify and develop your niche scheme?

Michael Wood, Performance Film & Media Scheme – Aston Lark

“A couple of years ago, we were talking with a trade association in the film and media industry. We identified a potential insurance solution for their members and presented this to Aviva.

Their underwriting team were brilliant and they responded very quickly which was important as we had a tight deadline of two months. We worked together to build the solution and presented it back to the trade association, ultimately picking up the business. It was a great team effort between Aston Lark and Aviva.”

How are Aviva as a scheme partner?

Michael Wood, Performance Film & Media Scheme – Aston Lark

“The key things that I’ve experienced working with Aviva are quick response times from their underwriting teams and a positive approach to helping us grow our scheme.

It’s all well and good having an insurer partner that takes for granted the book of business they have with you. What you’re really looking for, and what you struggle to find sometimes with your insurer partners is that appetite to grow.”

Has the scheme been a success?

Michael Wood, Performance Film & Media Scheme – Aston Lark

“Particularly over the last few years, we’ve experienced great growth. Some of the key reasons for that are; as a broker that concentrates on a niche area, we spend a lot of time and invest a lot of resource in understanding that area and what the audience wants.

As a team, whether that’s claims, underwriting, marketing, Aviva have provided the support that’s allowed us the freedom to grow and develop new products. It’s been key to our success.”

What should brokers look for in a scheme partner?

Michael Wood, Performance Film & Media Scheme – Aston Lark

“The key things in my mind depend on what the strategy of your scheme is. If you’re looking to grow, I would be looking at their appetite, their belief in your vision and the support you’re going to get from an underwriting and claims perspective. Those four things play a key role in the success of your scheme.

Weighting those scoring criteria very highly when picking your insurer partner is something I’d recommend.”



What makes a successful scheme?

Paul O'Donoghue, Senior Distribution Manager – Aviva

“A successful scheme is all about getting the right partner broker who's got the right customer niche and has the right sustainable proposition.

Aviva want to associate ourselves with quality, that's absolutely key from a conduct point of view and as well as a general 'it makes business sense'.

We need people who truly understand their market. It's not just getting customer access or leading on price, or anything that's not sustainable. We need people who properly invest, in understanding who their customers are and what they value and doing something about it.”