



Simply Sussex

July 2016

Contents

Richard’s Round Up – Tales of the mainly unexpected!	3
Secretary’s Soundbites (‘Susan’s Stamp’)	4
Meet our team – The Interview Slot.....	5
Community Team – Help Needed.....	7
Ask Jeff – our English language agony uncle.....	8
Our recent events – the highlights.....	9
Technology and the future.....	9
Guided tour of Arundel	9
Different professions, different perspectives	10
What’s next?	11
How to research, analyse and use investment companies.....	11
Tour of Brighton’s Sewers.....	11
AF1 Revision Workshop – Personal Tax & Trust Planning	11
M/P05 Revision Workshop – Insurance Law	11
AF3 Revision Workshop – Pension Planning.....	11
P92 Revision Workshop – Insurance Business & Finance.....	12
Exam Technique	12
Learning & Development (CPD) Conference.....	12
Our Planner	14

Richard's Round Up – Tales of the mainly unexpected!



What a lot can change in a month. You think you know how things are going and then suddenly you find the world going in a completely different direction. There's only been one topic that everyone has been talking about – the Game of Thrones series finale. One much debated theory was confirmed but who foresaw the other twists and turns that happened? (GOT fans don't worry, Simply Sussex is spoiler free!)

Back in the real world England were knocked out of the European Cup at an early stage whilst Wales got as far as the semi-finals. Then there was the small issue of Brexit, an unexpected result that will probably have greater consequences for the UK and Europe than the War of the Five Kings had for Westeros. When I fell asleep on 23 June, Nigel Farage had conceded the referendum and the only declared result was Gibraltar's with a 95% remain vote. Imagine my shock at how things had changed when my four-month old woke me at 4am and I looked at the TV. Like many people I had strong views on our membership of the EU during the campaign and the result hasn't changed them. However, this is not a forum for political debate, or more accurately for me to inflict my political views upon you!

The implications of Brexit for us, our professions and our clients are massive. The media's focus has been on tariffs, trade agreements and the movement of people around Europe. In our line of work, I believe the real impact will be on personnel and regulation. Whilst the focus has been on the shifting of jobs from London to EU finances centres, there are likely to be knock-on implications across the country from which we in Sussex are unlikely to be immune. Our FCA speaker at the PFS regional conference opened with a statement confirming that in their view, it is business as usual until they are told to the contrary. With much of the regulation in recent years being the implementation of EU Directives, the Government will need to decide which bits to keep, which bits to tweak and which to ditch entirely. I expect compliance officers across the country will be kept busy for years to come.

So we find ourselves with a lame duck Prime Minister leading a paralysed and divided government, no effective opposition, no England manager and no Game of Thrones for another year. At least things are more stable with the IIS! We've had another busy month including two technical general insurance seminars, the Arundel walk and the third Personal Finance Society conference of the year. The final details have been sorted for our inaugural exam cram in September, with four full one-day revision sessions covering the two general insurance and financial services topics that people struggle with the most – Insurance Law (M/P05), Insurance Business and Finance (M92), Personal Tax & Trust Planning (AF1) and Pension Planning (AF3) – together with an evening exam technique course. Bookings are now open and full details can be found on pages 11 and 12.

We are about to launch the Joint Learning and Development (CPD) Conference and Susan will tell you more. Places are now available for booking via our website.

We have another busy month in July before things quieten down for August; full details of the upcoming events can again be found on page 11. I hope to see you at one of our events over the coming weeks.

Secretary's Soundbites ('Susan's Stamp')



Headline news!

I wrote last month that Aviva has become the first FTSE 100 company to pledge at least 30% of its executive committee will always consist of women. The latest CII Journal was issued this week and I was very pleased to read the interview with Jayne Anne Ghadia, CEO of Virgin Money. This is a compelling article on improving gender equality, which includes the government's newly-launched Women in Finance Charter. A number of high profile organisations have signed up to the Charter already, now including the CII - excellent news. Hopefully more will follow over the coming months. On the subject of diversity generally, there is also an equally compelling article from Sian Fisher, CII CEO, in the latest edition of [Insurance People](#). This is a much-needed call for businesses to support diversity of people and ideas, including reaching out to different talent pools.

Speaking of the latest CII Journal, I hope you spotted two familiar friendly faces beaming out at you from [page 13](#)! This is the article about Mark's outgoing presidential report, 'A Year of Firsts' given at our AGM, together with a photo of Mark and Richard. The regional insert, 'The Network' also includes articles about four of our past events – the Sussex Seniors' Afternoon Tea, 2016 Annual Dinner, Eastbourne Pier fire seminar and Lara Squires' Networking session, so do take a look!

Thanks to Nsure, Worthing and RSA, Horsham for taking part in the recent Insurance Charities Awareness Week. To quote Sarah Sansom, our Company Champion at RSA: "The goodies flew out of the box and were well received by all; I have to report that, not surprisingly, the chocolates disappeared first, followed by tissues and finally pens. We have received some small donations and I've noticed a sprinkling of the postcards on desks, so it achieved the aim of raising awareness."

Would you like to help preserve Littlehampton Fort for posterity and return it to its former condition? Our Community team is hoping to hold a one-off outdoor taskforce day there on a weekend day in August. This would be arranged for us by and under the full supervision of a West Sussex County Council Safety Officer. Further, there would be a short talk from the fort's trustees, probably during the lunch break, about the fort's history and the restoration project. A day at the seaside with a difference! If everything goes to plan and our day goes ahead, the event will appear on our website and an e-flyer will be issued shortly.

As Richard mentioned, online booking is now available for our all-day Learning and Development (CPD) Conference. Hosted jointly by Sussex and North Downs Insurance Institutes, this event will take place on 11 October at Crowne Plaza, Crawley and provide 5.5 hours of CPD. Our keynote speaker will be Julie Page, MD, UK National at AON Risk Solutions and her theme will be 'Opportunities for all within insurance'. The day will also include topical sessions on cyber risks, a panel debate on driverless car technology, negotiation skills from a specialist in the Kidnap & Ransom sector, flood and regulatory insurance. Don't miss it! Also why not take advantage of our special discount rate for tables of 8 people from the same firm?

Good luck to Phil Bristow, council member and Programme Chair, as he is attempting to swim the Channel later this month in aid of the Rockinghorse Charity. He has been training hard, with some serious eating to increase his body insulation as well as lots of endurance swimming! To follow his progress and blog, just visit: www.hiphiphooray.org.uk



Meet our team – The Interview Slot



This month sees the turn of council and Programme Team member and genial host of our Annual Charity Quiz, Ian Sadler. Unfortunately I couldn't persuade him to divulge any of this year's quiz questions but if you read on about his motorcycling trips and this year's destination, these could be useful revision starting points ahead of 29 November.....

SS - How did you get into your career in insurance?

IS - I began working for Ansvar in June 1981 and this was my first job in insurance. What attracted me was Ansvar's speciality in charity and church insurance as I was involved in church work even then, and it was this that led me into the world of insurance.

SS - You started working for Aqmen Underwriting recently after many years with Ansvar Insurance. Tell me about your new job and what you actually do.

IS - Aqmen is a managing general agent (MGA) based in Leatherhead, Surrey and we specialise in charity, faith and recruitment insurance. We also run CaSE Insurance. CaSE stands for Charity and Social Enterprise Insurance. It is partly owned by NCVO and BWB a specialist charity solicitor, so our credentials in the charity market are very strong. I have been appointed to look after our brokers in the UK and so call on them, some I know already and many others that I don't, all around the UK.

SS - Who or what encouraged you to become an active member of your local institute council?

IS - I became a member not long after I joined Ansvar, and was delighted to accept the invitation of my then MD, the late Geoffrey Williams, who was actively involved. I subsequently went on my exam journey and was awarded my FCII in December 1992.

SS - What have been the highlights of your time on council so far?

IS - I was the President of the East Sussex Insurance Institute in the 1992-93 year. (This institute was dissolved and reconstituted as a local committee of the Insurance Institute of Brighton in 2000.) I remember the annual dinner was in Herstmonceux Castle and Scottish pipers piped the top table in. I had a Director of Ansvar, the MP Teddy Taylor, as the speaker and asked him not to talk about Europe. However he could not resist a pop at the EEC so some things never change! I then became President of the Brighton Institute in the 2003-04 year and my legacy was recruiting several new council members.



I served on the National CII council in London for a number of years. Also, along with Alan Jenner and others, I helped set up the Southern Regional Forum (SRF). This was because I have always said it is important to have great relationships with our neighbouring institutes and SRF was the best way of achieving this. We are part of a bigger institute and are never an island on our own, so strategic relationships have been important to me.

I was honoured to be awarded an Exceptional Service Award for all the work I had done for the Brighton Institute, including chairing the Programme Committee for a while.

SS - Your Christian faith is the cornerstone of your life and influences everything you do. You value everybody and are passionate about helping others. Tell me more.

IS – My faith gives me a purpose and destiny and I live by the teachings of Jesus: “Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind”; and, “Love your neighbour as yourself”. He has called me to serve my church and young people. This is what has guided me to the voluntary work I do and equipped me to do it.

I am an active member, Trustee and on the Leadership Team of Gateway Christian Church in Eastbourne. We are a group of enthusiastic Christians who meet together in Hampden Park, Eastbourne; led and empowered by the Holy Spirit and are committed on a journey to fulfil our Vision, Values, and Purpose, as individuals and as a church.

Once a month I am the Team leader of Eastbourne Street Pastors and we are on duty from 10pm to around 3.30am on a Friday or Saturday patrolling the streets of Eastbourne, dispensing bottles of water, lollies, and flip flops to girls who can't walk on their high heels. We also clean up the cans and bottles off the street to take away any potential weapons and sweep up any broken glass. Our main duty is to be a "safe" presence on the street and help anyone in need and the vulnerable to make sure they get home safely.



I am a volunteer for Eastbourne Family Contact Centre once a month and am just there to ensure the children enjoy their time with the parent they don't live with. I am also a trustee of Eastbourne & Wealden YMCA and chair of their Governance sub-committee. Our purpose is to improve the lives of people - especially children, young people & the elderly - in the communities in which they live. We want to help those who find themselves at the bottom of the pile, homeless, hurting, disengaged, in trouble with the authorities, with little hope or direction. Further, I am a member of Eastbourne & Wealden Gideons and am responsible for placing Bibles in Eastbourne Hotels.

SS - How were you involved in the 2012 Olympic Games?

I was a Games Pastor and was based in Trafalgar Square and nearby tube stations. This was effectively Street Pastor work. There were many volunteers around on duty in the areas we were operating and so we spoke to them and started to build some good relationships. Some people were lonely and wanted a chat, others were tired and needed encouragement and others were interested in what we were doing. It was here we had some of the more meaningful conversations. We also spoke to many walking through the station who had been to the games and were happy to share their experiences and that opened up a number of good conversations. In addition, I came to London during the Games with Gideons, handing free Bibles to people who would like to receive one.

SS - Outside of voluntary work, what are your other interests?

IS - I am a very keen motorcyclist and ride a Honda ST1300 Pan European. I love riding around UK, Ireland & Europe and am a member of the Pan European Owners Club. Each year they have an international gathering where over 200 people from over 12 countries attend an event. I attended the one in Switzerland two years ago and last year's in Holland, and am going to the gathering in Spain this September. I really enjoy the Alps whether in France, Switzerland, Italy or Austria as they are spectacular and have super roads to ride. I also like visiting historic sites so have been to Belsen, Ypres and all around that area and many other WW1 and WW2 war sites. In addition, I like riding over bridges and tunnels and have been over the bridge linking Denmark and Sweden, plus the Milau Bridge and many others. Further, I have ridden through the longest road tunnel in the world which is in Norway and is 15.2 miles long.

SS - What is your favourite food?

IS - I am well known for having quite plain tastes and I enjoy eating fish but my favourite would be a big rump steak with peas and chips.

SS - If you were a desert island castaway, which luxury items would you take?

IS - The first thing I would take is my Bible and after that probably a good tent, camp bed and sleeping bag, pillow, a decent flare gun, satellite phone and a fire lighter.



Interested in helping with our charity and community initiatives? If so, our IIS Community Team needs you!

Community Team – Help Needed

Enthusiastic new members wanted to join our existing team and help us to make a real difference locally.

If this sounds like you or for more information, please contact our Community leader, Charlotte Penson.

charpen@hotmail.co.uk

Ask Jeff – our English language agony uncle



Welcome back to Jeff Heasman, our regular guest writer and keen advocate for plain English in written and verbal communications.

Here is the second of his articles for us – an answer to a reader's query. Don't forget that if you have any business English conundrums, Jeff would love to hear from you at:

info@jeffheasman.com

Thank you for your emails and questions following on from my introductory article last month. Before dealing with the question I have selected for this month, I would like to emphasise to readers that you are assured anonymity, unless you specifically authorise me to use your name. So, here is this month's question:

Question: I have noticed that a lot of legal documents lack any punctuation and particularly commas. However, I lean towards using commas whenever I can because I am always concerned about potential ambiguities. Which is the right approach?

Answer: The traditionally held view in legal drafting is that punctuation is not important and that meaning should be capable of being ascertained from the words used and the context. However, I strongly disagree with this view. In my opinion, this leads to ambiguity and if the sentence is particularly long, it can also strain the reader's patience. As a general rule, a sentence should be no more than 20 to 25 words in length. In terms of the impact commas can have on meaning, I use the following two sentences as basic examples when delivering email and letter writing courses to insurance professionals. Consider the difference in meaning between sentence 1 and sentence 2:

1. The policyholder said the claimant is a fraudster.
2. The policyholder, said the claimant, is a fraudster.

In the first sentence it is the policyholder who is alleging that the claimant is a fraudster. However, in the second sentence, it is the claimant who is alleging that the policyholder is a fraudster. The use of the comma makes a significant difference. Regardless of whether or not it is a legal document (such as a contract or policy wording) punctuation should be used in the same way that an ordinary writer would use it. Furthermore, punctuation helps to break up long sentences that might otherwise strain the reader's patience and understanding. Therefore, my advice is to always use commas and punctuation. The traditionally held view is now outdated and it is better to express the precise meaning in the first place, rather than potentially leaving it to a court to decide.

Our recent events – the highlights

Technology and the future

8 June 2016



Jamie Macgregor (Senior Vice President, Global Insurance) of Celent gave us an extremely interesting and thought-provoking session on technological developments. This was a topic Sussex CII had not explored before.

He set the scene by explaining that the insurance industry is under pressure to perform and that ‘digital’ is a major force for disruption, changing the nature of both the proposition and distribution. However a consumer’s preference for self-service financial services will depend very much on the age of the consumer and whether the intended transaction is simple or complex. Also as consumers’ lifestyles and working patterns have evolved, many traditional insurance products no longer meet their changing needs. Further, some insurers perceive technology as a risk to investors, especially regarding driverless cars and usage-based insurance, as it could reduce demand for their products. However other insurers are embracing the challenge, treating it as an opportunity for lateral thinking and an incentive to design innovative new products, such as insurance for drones, connected homes, and health cover linked to electronic body monitoring.

Insurers could be at different stages of a digital continuum, ranging from ‘not digital’ (paper-based sales only) to ‘extreme digital’, where all aspects of the sales and claims process are fully automated. This then led into an overview of The Internet of Things and what insights could be gained from the evolution of telematics-based car insurance. It was followed by the benefits of how Blockchain can revolutionise contracts and reinsurance processing. Jamie also outlined his own view of how the possible future implications for technology could affect the insurance industry.

He concluded that the industry remains under pressure to reinvent itself and that the majority of players continue to invest in digitising their businesses one step at a time. However an increasing number are investing in InsurTech and only time will tell whether this is a bubble or the way forward for the industry’s future.

Guided tour of Arundel

15 June 2016

After the success of last year’s Lewes walks, it was time for us to head west and explore the historic and picturesque town of Arundel. Led by our knowledgeable guides, we set off from the Norfolk Arms, a former 17th century coaching house, and headed up the steep High Street. Our route took us in a loop back to our starting point, with frequent pauses to hear fascinating facts about the town’s past.

While Arundel is now a popular tourist destination, around 200 years ago it was a busy market town, with a thriving port receiving boats from Littlehampton and inland via the Wey and Arun Canal, plus two breweries and a busy timber trade. By 1900, water trade had dwindled due to the railways and the markets had ceased, although there were still two breweries and around 30 pubs!



The town, perhaps named after the French word for ‘swallow’ (hirondelle), boasts a number of Georgian buildings. Although most of their facades are replicas, many of their original interiors remain, likewise their unique chimney stack designs. Another feature we came across was knapped flint on several exterior walls.

Arundel is dominated by the castle and nearby Catholic cathedral. There has been a castle on the current site for nearly 1000 years, although little remains of the original Norman features and subsequent medieval additions. The Victorian Gothic building seen today is the major rebuild that

took place at the end of the 19th century under Henry, 15th Duke of Norfolk. On our way to the cathedral, our tour took in the castle walls and the exterior of the bi-denominational 14th century St Nicholas' Church. The latter is unusual in that its western end is the Anglican church and the remainder is the Fitzalan Chapel, a consecrated place of Catholic worship.



The Catholic cathedral is extremely impressive and built in the French Gothic style between 1868 – 1873. It was designed by architect and Arundel resident Joseph Hansom (of Hansom cab fame). We were able to see inside and a highlight was the beautiful stained glass rose window.

Our route back took us past Maltravers Street, where the road was lowered in 1846 to avoid Queen Victoria's carriage having to struggle with too steep a gradient during a royal visit.

After some downhill walking, we rounded the evening off with well-earned drinks in the Swan Hotel.



Thanks to Graham Johnson for arranging this event and securing us a sunny evening!

Different professions, different perspectives **28 June 2016**



This seminar was presented by Dave Westall of Delta-Omega Consulting and was aimed primarily at delegates involved in general insurance underwriting, pricing and statistical roles.

Dave pointed out that underwriters, actuaries and accountants all use the same terms such as loss ratio and combined ratio, but that they have different meanings, depending on who is using them. To complicate matters still further, accountants use an extra term of 'return on equity'. Therefore to get around the problem, we need a Babel fish to translate between underwriting-speak and accountant-speak. Dave illustrated this using a fictitious data scenario for an insurer's particular year, to assess how profitable it was from an underwriter's, actuary's and an accountant's perspective, plus the pros and cons of each interpretation. The three professions' perspectives meant that different time periods were involved and gave different financial results for each, especially those for the accountant, which looked at the effect of all transactions on shareholders occurring over that calendar year. Although this is the best method for reporting purposes, it is bad for strategic decisions.

Dave showed us an extremely useful Excel model to help translate between underwriting and finance interpretations and how it could be used as a 'what if' calculation tool by inserting different inputs. Most delegates found this particularly helpful.

The session ended with an overview of Solvency II and the Risk-Based Capital approach.

What's next?



How to research, analyse and use investment companies

Thursday 14 July 5.30 for 5.45pm at Nsure, Worthing

In this 90 minute seminar, **Nick Britton, Head of Training at the Association of Investment Companies**, will explain the main features of investment companies and how they differ from open-ended funds (OEICs). He will provide practical tips about how investment companies could be appropriately incorporated into clients' portfolios, focusing on the risks and potential benefits. Nick will also cover the more specialist areas of using investment companies for income, how to access illiquid assets through investment companies and how to understand investment company corporate actions.

Although designed for our PFS members, this session could also be of interest to individuals with their own investment portfolios.

 [Save to calendar](#) [Book Now](#)

Tour of Brighton's Sewers

Wednesday 27 July 6.00 for 6.30pm, meet at Arch 260 Brighton Pier

At the time of writing, we have just one place left if you want to join us for an evening of exploration deep under the streets of Brighton! Provided by Southern Water, these tours are unique. There is nowhere else in Britain where you can walk through the labyrinth of tunnels beneath our towns and learn secrets from 150 years ago.



 [Save to calendar](#) [Book Now](#)

Exam Cram – maximise your chances of passing AF1, M/P05, AF3 or P92 by attending our whole day single-subject session on your CII core exam module.



AF1 Revision Workshop – Personal Tax & Trust Planning

Monday 12 September 9.00 for 9.30am at K2, Crawley

Tutor: John Traynor

 [Save to calendar](#) [Book Now](#)

M/P05 Revision Workshop – Insurance Law

Monday 12 September 9.00 for 9.30am at K2, Crawley

Tutor: Janet Sherry

 [Save to calendar](#) [Book Now](#)



AF3 Revision Workshop – Pension Planning

Tuesday 13 September 9.00 for 9.30am at K2, Crawley

Tutor: John Traynor

 [Save to calendar](#) [Book Now](#)

P92 Revision Workshop – Insurance Business & Finance
Tuesday 13 September 9.00 for 9.30am at K2, Crawley

Tutor: Janet Sherry

 [Save to calendar](#)

[Book Now](#)



E•X•A•M
T•E•C•H•N•I•Q•U•E

Exam Technique

Wednesday 21 September 6.00 for 6.15pm at Clair Hall, Haywards Heath

Join us for this **free 1.5 hour workshop**, led by **Richard Cohen**, that will begin with a short test under exam conditions on the classic sitcom "Friends". The papers will then be collectively marked and analysed using a CII style marking scheme to see what lessons can be learned for real life general insurance and financial services exams.

 [Save to calendar](#)

[Book Now](#)

Learning & Development (CPD) Conference

Tuesday 11 October 8.30 for 9.15am at Crowne Plaza, Crawley

Keynote speaker: Julie Page, MD, UK National at AON Risk Solutions on 'Opportunities for all in insurance'. A full day of CPD on topical subjects including cyber risks, a panel debate on driverless car technology, negotiation skills from a specialist in the Kidnap & Ransom sector, flood and regulatory insurance.

 [Save to calendar](#)

[Book Now](#)



We hope you have enjoyed this month's edition of Simply Sussex and we'll be back again early next month. Meanwhile do follow us on social media and if you have any comments or suggestions, we would love to hear from you.

Best wishes.

Richard

Aislinn

www.sussexcii.org.uk



@sussex_cii



Sussex CII (IIS)





Our Planner

July	August	September	October
1 Fr	1 Mo Simply Sussex	1 Th	1 Sa
2 Sa	2 Tu	2 Fr	2 Su
3 Su	3 We	3 Sa	3 Mo Simply Sussex
4 Mo Simply Sussex	4 Th	4 Su	4 Tu CII WRITTEN EXAMS
5 Tu Croquet Evening	5 Fr	5 Mo Simply Sussex	5 We CII WRITTEN EXAMS
6 We	6 Sa <i>Community? Or other date</i>	6 Tu COUNCIL RC	6 Th EXAMS & PFS Q3 Conf
7 Th	7 Su <i>Community? Or other date</i>	7 We	7 Fr
8 Fr	8 Mo	8 Th	8 Sa
9 Sa	9 Tu	9 Fr	9 Su
10 Su	10 We	10 Sa	10 Mo
11 Mo	11 Th	11 Su	11 Tu Jt Conference
12 Tu	12 Fr	12 Mo GI & FS Revision Day	12 We
13 We	13 Sa <i>Community? Or other date</i>	13 Tu GI & FS Revision Day	13 Th
14 Th FS CPD talk SS	14 Su <i>Community? Or other date</i>	14 We	14 Fr
15 Fr	15 Mo Prog & Strategy Mtgs	15 Th	15 Sa
16 Sa	16 Tu	16 Fr	16 Su
17 Su	17 We	17 Sa	17 Mo
18 Mo	18 Th	18 Su	18 Tu
19 Tu	19 Fr	19 Mo	19 We Possible FS talk? Or
20 We	20 Sa	20 Tu	20 Th Possible FS talk?
21 Th	21 Su	21 We Exam technique RC	21 Fr
22 Fr	22 Mo	22 Th	22 Sa
23 Sa	23 Tu	23 Fr	23 Su
24 Su	24 We	24 Sa	24 Mo
25 Mo	25 Th	25 Su	25 Tu
26 Tu	26 Fr	26 Mo	26 We
27 We Brighton Sewer tour	27 Sa	27 Tu Data security talk NC	27 Th Bton ghost walk GJ
28 Th	28 Su	28 We	28 Fr
29 Fr	29 Mo August Bank Hol.	29 Th	29 Sa
30 Sa	30 Tu Council repts d'line	30 Fr CII Assessment d'line	30 Su
31 Su	31 We		31 Mo