

# Newsletter

The British Insurance Awards 2007

## Personal Lines Broker of the Year

Goes to

**Fresh**<sup>↗</sup>  
insurance group



# Welcome



We are absolutely delighted to announce our success at the recent British Insurance Awards in becoming the 2007 Personal Lines Broker of the Year. Fresh is enjoying continued growth and success in an ever changing and challenging market place and our success is dedicated to our fantastic workforce who continue to embrace the changes. My thanks to every member of staff at Fresh who share this award with me and my appreciation is extended to all our business partners who helps to make the whole process work so efficiently

**Lisa McPherson**  
Managing Director

## A Word from the Operations Director

One of the key elements to our success has been our focus and emphasis on personal development and training. We now have a comprehensive in-house training programme and 4 full time trainers offering everything from induction training through to management training on our LEAD programme.

**Mark Powis**  
Operations Director



## A Word from Mike

As we move into the second half of the year, focus has turned to improving on last years business targets and taking the business forward.

Our expectations to write £12m in GWP is still firmly in sight as business continues to increase month on month. Our success at the British Insurance Awards will come as an added boost to an already motivated work force and this achievement with only help to promote Fresh within the market place.

To assist me in my role I have seconded Andy Higgins who has been with the company for 2 years as the business development manager. Andy is experienced in all areas of business management and technologies which will come as a great asset to myself and the sales teams.

**Mike Wall**  
Sales Director



Andy Higgins



## Developing Our IT Systems



Andrew Tatton

Andrew Tatton joined Fresh in September 2006, his focus as Business System Manager has been to review and improve all the aspects of Fresh Insurance IT Systems.

In his role Andrew has been quick to identify areas of improvement and development. Fresh now has its own IT Support Department.

Focus in 2007 will see the company developing news business information systems which will streamline information to Fresh personnel.

In the past few months Fresh has strengthened its servers and communication systems in line with the increase of staffing levels.

Andrew is also leading his team in working on developing advanced technologies for our quote systems.

Mark Powis comments; "Improving our IT systems are always key objectives for Fresh, with Andrews guidance and expertise we are well on the way to achieving our IT targets."



## Fresh On The Move.....

### Fresh Move to Redditch

Following another successful year at our current home at Bordesley Hall in Alvechurch we have simply out grown the accommodation available to us., as recruitment of staff continues.

When we first moved to Bordesley Hall there were just nine staff in total, now we are trying to house over 100.

The new building which is located in Redditch is just three miles from the current location and is in

fact closer for many of the staff who live in and around the the Redditch area.

The move to the new premises is set to take place on or around the 20th September 2007 and we are trying to keep any disruption to an absolute minimum.

All contact numbers and email details will remain the same and once the move is confirmed business partners will be notified officially.

## Young Broker Nominated for Award

Stuart first joined Fresh as a part time Sales Advisor, whilst studying a Business Management degree at Worcester University. After completing his course he joined the company full time recognising he could make a difference within a company rich in opportunities, and also use his skills learnt at university.

Stuart quickly moved to a team leader position and now holds the role of business relations manager. He has been inspirational in developing relationships for Fresh with insurance aggregators and as a result of his foresight has helped Fresh achieve an enviable position within the personal lines market place.

We are delighted to announce that Stuart has been nominated by Fresh for the Insurance Age awards Young Broker of the Year 2007 and we wish him all the best in achieving this goal.



# LEAD

Management  
Training



## Focus on Training

Fresh has grown consistently in the last 4 years and we are very proud of that achievement. In order to continue our growth and excellent results, we realise the need to invest time and money in our people.

Last year we set up our bespoke "In house Training Team" and focused on developing a comprehensive induction program for all new staff. This program is now up and running and providing positive results.

Our focus this year is to continue with our Induction program and retrain all our existing staff through the same program. February 2007 saw the Launch of The LEAD Management Training Programme (Learn Embrace And Develop).

The Training is being supplied by Mallory Management and is tailor made to suit our requirements. It will consist of a number of Workshops and Coaching sessions focusing on:

- Recruitment Appraisals**
- Goal Setting and Objectives**
- Performance Management**
- Communication**
- Assertiveness**
- Coaching**
- Time Management**



## Team Focus

Some of you might have had the pleasure of speaking to our key sales operation staff during the course of business well here's a chance to put a face to the name!



Back - from left to right. Dave Bennett, Richard Knight, Michelle Collings  
Front - from left to right. Andy Lees, Mark Andrews, Arran Isherwood

