



Your guide to Ecclesiastical's changing regional sales and underwriting structure

What's changing and why?

You've told us that Ecclesiastical is your first choice for care, charity, heritage and education¹ business and we're determined to keep it that way. But we're not standing still. We need to keep improving our sales effectiveness, our underwriting support and our service excellence.

So we're making changes:

- Our Birmingham, Manchester and Gloucester offices will expand to become major sales support, underwriting and servicing centres headed up by three Regional Directors.
- Our nationwide network of field-based Development Underwriters will increase to 20, with plans to increase further in coming months. This includes new Regional Development Manager positions.
- The entire network will have an increased focus on sales, led by newly appointed Broker Sales Director Ian Wainwright.

Benefits for you

These are significant changes and we're making them with you in mind.

Even stronger focus on sales and business development

Led by our Broker Sales Director, we are **recruiting additional** senior sales experts and field-based Development Underwriters to provide you with even better sales support and more local decision making.

More face-to-face access to decision makers

Larger and better equipped regional centres will free up our Development Underwriters enabling them to do what they do best, working closely with you to grow your business for our mutual benefit.

Responsive, speedier service

Expanded regional centres, capable of handling larger volumes and more complex cases, means we can achieve consistent and prompt service however busy we are, speeding up documentation and responses to new business enquires.

Increased investment in people, processes and premises

By continuing to invest in better resources, expert people, processes and premises, and by recruiting additional sales and underwriting expertise, we are strengthening the overall support we offer you.

¹ research commissioned by Ecclesiastical and carried out by FWD an Independent Market Research Company amongst 250 brokers, November 2007

This information is intended for insurance professionals only and is not intended for distribution to the public.

Summary of key changes

- Our offices in Birmingham, Manchester and Gloucester will expand to become major sales support and servicing centres. With additional underwriting expertise on the ground, these centres will cover a broad geographical span providing speedier, more responsive service.
- Three Regional Directors will be appointed to lead the centres in Birmingham, Manchester and Gloucester. These appointments will drive sales and business development as well as manage office-based underwriting staff and field-based underwriters.
- Newcastle servicing will transfer to Manchester, with Eastbourne servicing transferring to Gloucester. This will happen after the busy renewal and new business period, with Newcastle and Eastbourne then closing in Quarter 2 2009.
- Our City office will focus on developing large cases within the London-specific market. Business development outside of the City will transfer to local field-based Development Underwriters, with servicing being managed by our Birmingham centre.
- Our Manchester office will relocate to new premises to accommodate the expansion. Our Gloucester office will move to new premises when our head office relocation takes place, planned for 2011. Birmingham already moved to new premises in the city centre last year.
- Our operations in Ireland remain unchanged and our Group Company Ansvar Insurance will continue to operate from our office in Eastbourne.

When are these changes taking place?

For the immediate future it's business as usual. Please continue to contact us as you normally do until we notify you of any changes. We've developed a detailed transition plan designed to avoid disrupting your busy period in the first part of next year. Sales reporting will transfer as soon as the new Regional Directors have been appointed but we won't transfer the servicing of your business until Q2 2009.

We are confident these changes will enable us to continue to grow profitable business with you and reinforce our position as first choice in care, charity, education and heritage markets.