



Gracechurch.

London's Leading Brokers

2022

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INTRODUCTION

Welcome to the 2022 edition of London's Leading Brokers.

This is the second year that we have produced the London's Leading Brokers Report, and, in the Autumn of 2022, we find ourselves in a changing, disrupted and economically challenged environment.

With the world facing a range of emerging risks it seems to me that brokers have a fantastic opportunity for an expanded role to lead out on the purpose and value of insurance. If they can make this happen the market will thrive, but this will also mean working in close partnership with the insurers and other capital providers in the insurance value chain.

The two words that come to mind for this year's Report are 'brand' and 'choice'. Yes, we have the Big 3 with Marsh leading, but we also have a variety of specialists appearing in almost every class: this shows that the broking market is evolving with a range of different offerings which feels healthy for a market that is sometimes maligned for being supposedly short on choice.

Notable this year is Howden ranking at number three on bench strength, overtaking WTW: this is surprising given the relative size of the two organisations and seems to have arisen from the strong growth of Howden (up nearly 20% in the past year) and probably also from the fact that Howden has been clear about its people message and vision which is reflected in the collective recognition of its brokers in the Market.

The development of distinctive broking brands is likely to accelerate as the whole industry becomes more customer-focused, less introspective, and more 'alive' to its sense of purpose and value. There will not be a business in our industry where climate is not a part of the conversation, but beyond grand statements there also needs to be true innovation and a drive to make sure that customers can get fit-for-purpose modern-world products and be assured that if a claim happens their interests will be protected. A huge opportunity and exciting challenge for our sector.

On the ground, much of this comes down to people putting customer needs first and this aligns with why leading brokers are chosen in 2022, with the top six most-mentioned reasons being:

1. Client focus and understanding
2. Knowledge and technical capability
3. Negotiation skills
4. Market management
5. Fair and balanced
6. Hard working

While these are the common factors overall, they also vary by class, and I'm always surprised at how differently people skills apply in different classes of insurance.

I hope you enjoy the Report and if you would like more information on this or any of the other themes raised by this year's Report please get in touch.

Ben Bolton
CEO Gracechurch



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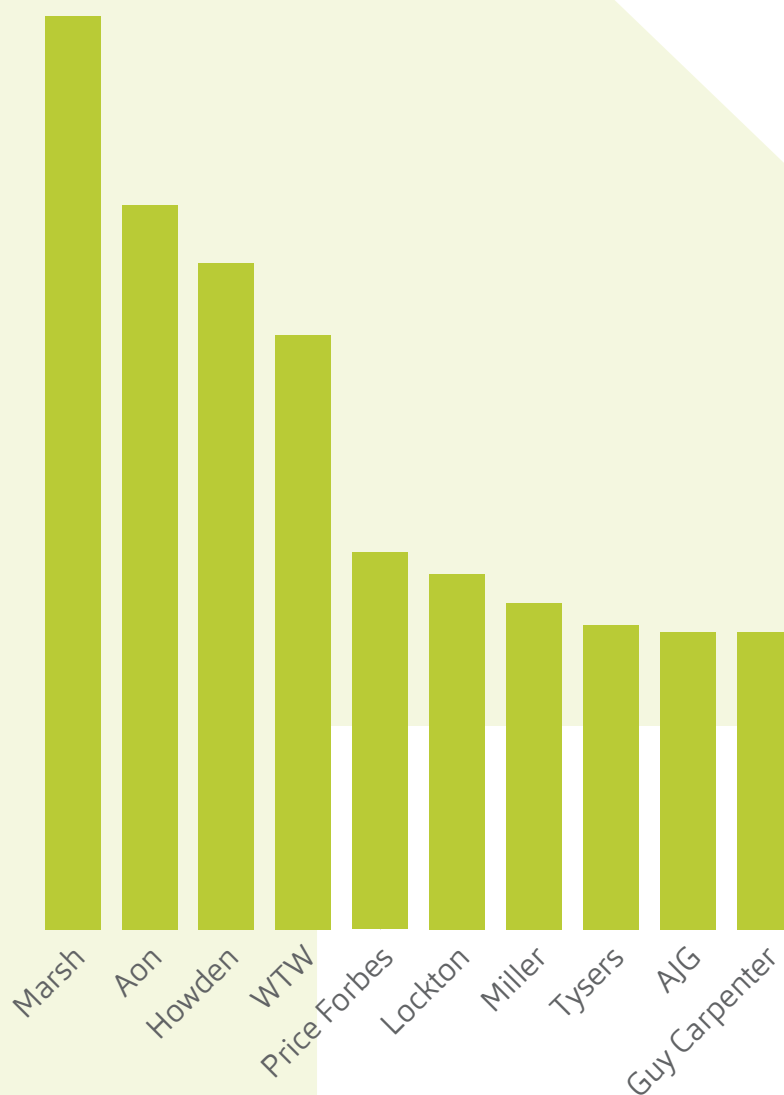
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LEADING BROKING HOUSES

Marsh retains its lead position overall for bench strength, with Aon in 2nd: notably this year Howden takes 3rd spot slightly ahead of WTW.

Other independent brokers, including Price Forbes and Lockton do well too, with reinsurance specialists Miller and Guy Carpenter also making the top ten, showing the extent to which different propositions are valued in the market. Tysers, making its way into the table for the first time, and AJG round out the top 10.



OVERALL LEADING BROKERS

A strong indicator of the competitive nature of the market is that professionals from a wide range of brokerages are nominated, often with only small distinctions between their overall standings. The top 25 leading individual brokers are employed by 15 separate broking firms across a full spectrum, from international heavyweights to smaller specialists.

BROKER	COMPANY
Maxim De Prins*	Marsh
Freddie Tyler	Costero
Paul Coombes	AJG
Jamie Sawicki	Marsh
Andrew Cooper	Aon
Charlie Skipworth-Button	BMS
Richard Symes	Iris
Alex Wilson	Marsh
Jason Taylor	Marsh
Martin Collins	WTW
Tom Bradbrook	Howden
Jeremy Jiggins	Price Forbes
Alex MacInnes-Poole	WTW
Michael Lee	Besso
Dan Goggin	Bretton Woods
Rhian Carter	Howden
Charlie Radcliffe	BPL
Tom Holmes	Miller
Lyall Horner	WTW
Nicola Prosser	Guy Carpenter
James Moss	Gallagher
Tom Lovett	Aon
Lydia Kemp	Price Forbes
David Patten	Marsh

* Since research was conducted, Maxim De Prins has moved to Lockton.

RECOGNITION



Maxim De Prins

High degree of integrity and professionalism.



Paul Coombes

Innovative client focused mindset.



James Moss

Thoughtful, experienced, perceptive.



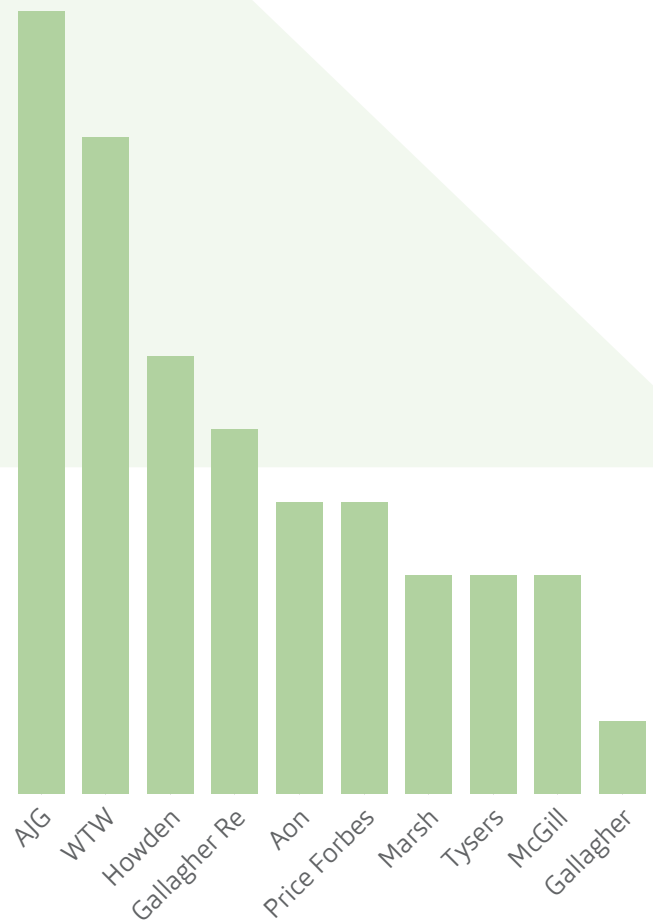
Lyall Horner

Technical knowledge, relationship management, ability to identify and solve client needs

AVIATION

AJG places top here, ahead of WTW in a close second. Howden makes the top three moving up in '22. Price Forbes also holds its position in the table with new entrants Gallagher Re and Aon rounding out the Aviation bench strength table.

The top nominated brokers come from quite a range of firms: Paul Coombes from AJG finishes 1st with Martin Collins from WTW and Marcio Rosset from Howden featuring for another year. Alex Robinson, also from Howden joins the list this year, alongside David Wilkie from Gallagher Re and Callum Malone from Aon.



BROKER

COMPANY

Paul Coombes	AJG
Martin Collins	WTW
David Wilkie	Gallagher Re
Callum Malone	Aon
Alex Robinson	Howden
Marcio Rosset	Howden
David Hammond	Tysers

RECOGNITION



Martin Collins

Technically strong & knows clients and market inside out.



David Wilkie

Fair and balanced, works incredibly hard for his clients.



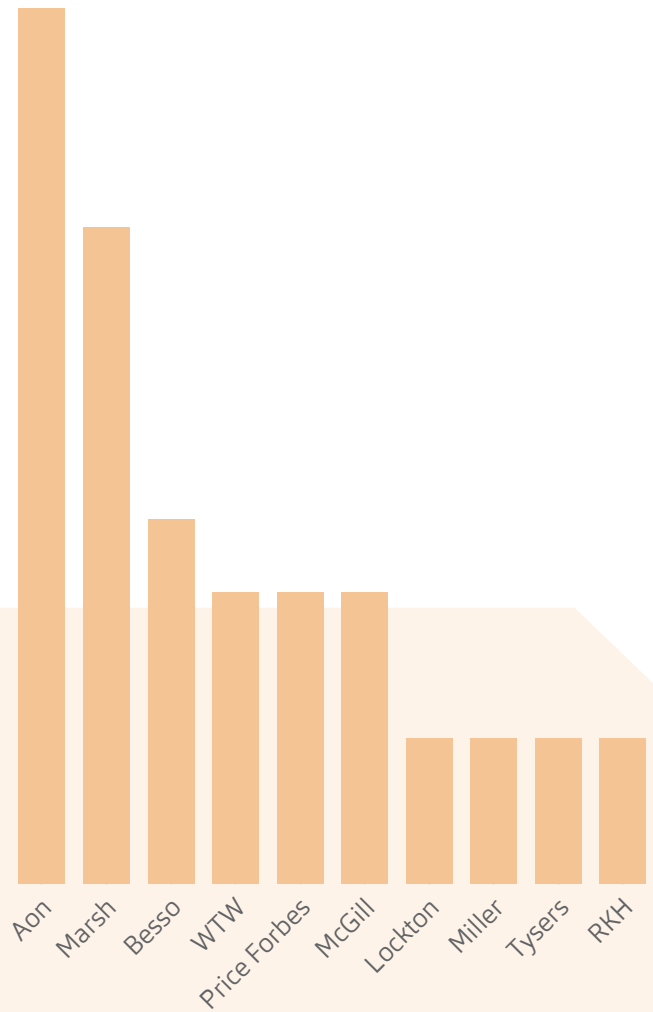
Marcio Rosset

Knowledge of local markets within the geographic sphere in which his business is based.

CASUALTY

Aon has taken the top spot here, with last year's leaders Marsh not far behind in 2nd. Long-standing Lloyd's broker Besso continues to challenge, making the top three and WTW, Price Forbes and McGill, all join the table for first time for this business line, with strong nominations putting them on equal footing for bench strength.

Andrew Cooper from Aon claims 1st spot for individual brokers with his colleagues Claire Cornish and Richard Payne also featuring. Alex Wilson from Marsh, is in second place, again joined in the table by fellow Marsh broker Brian Stuart. Michael Lee from Besso and Lydia Kemp from Price Forbes also make the leading brokers table this year.



BROKER

COMPANY

Andrew Cooper	Aon
Alex Wilson	Marsh
Michael Lee	Besso
Lydia Kemp	Price Forbes
Brian Stuart	Marsh
Claire Cornish	Aon
Richard Payne	Aon

RECOGNITION



Alex Wilson

Bright, Knowledgeable, Professional, Understands complex placements.



Lydia Kemp

Bright, creative, gets the job done and is well respected.



Brian Stuart

Strong leader and manages a diverse International Casualty portfolio extremely well.



Our congratulations to all the nominees in the 'London's Leading Brokers Report 2022'

Pursuing Better Together[®] encapsulates how we always aspire to do business at Arch Insurance.

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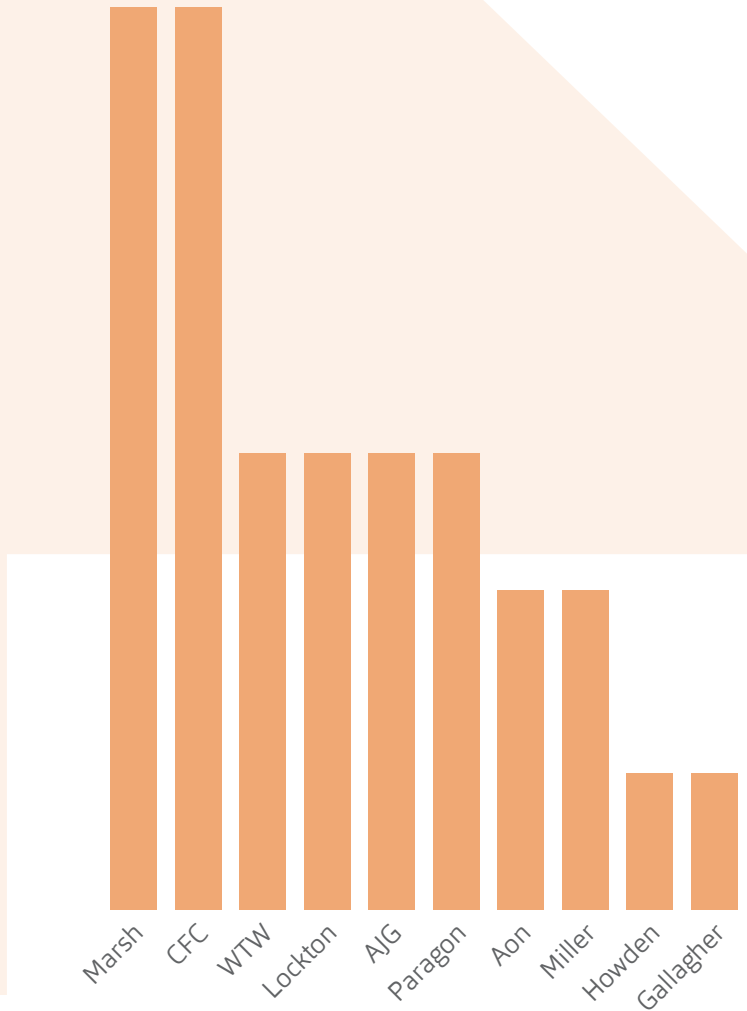


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CYBER

Marsh and CFC are inseparable at the top of the table this year, with clear daylight between them and the rest. WTW, Lockton, AJG and Paragon make up the following group.

Diverse talent also features when we look at the leading individual brokers, with the leading groups very closely ranked. Marsh's Jack Lyons does come out slightly ahead of his peers, frequently praised for his technical expertise.



BROKER	COMPANY
Jack Lyons	Marsh
Joe Stubbings	AJG
James Burns	CFC
Sarah Neild	Marsh
Will Wright	Paragon
Charlotte Peniston	WTW
Alistair Clarke	Aon
Philippa Berry	CFC
Carlo Ramadoro	Lockton
Ellie Gidden	Miller

RECOGNITION



James Burns

James continues to be a market voice for London Cyber. A true inspiration to many in the market forever demonstrating to all that London is truly a place for innovation and expertise.



Charlotte Peniston

Ability to navigate very difficult market conditions and find fair compromise, balancing needs of client with concerns of underwriters.



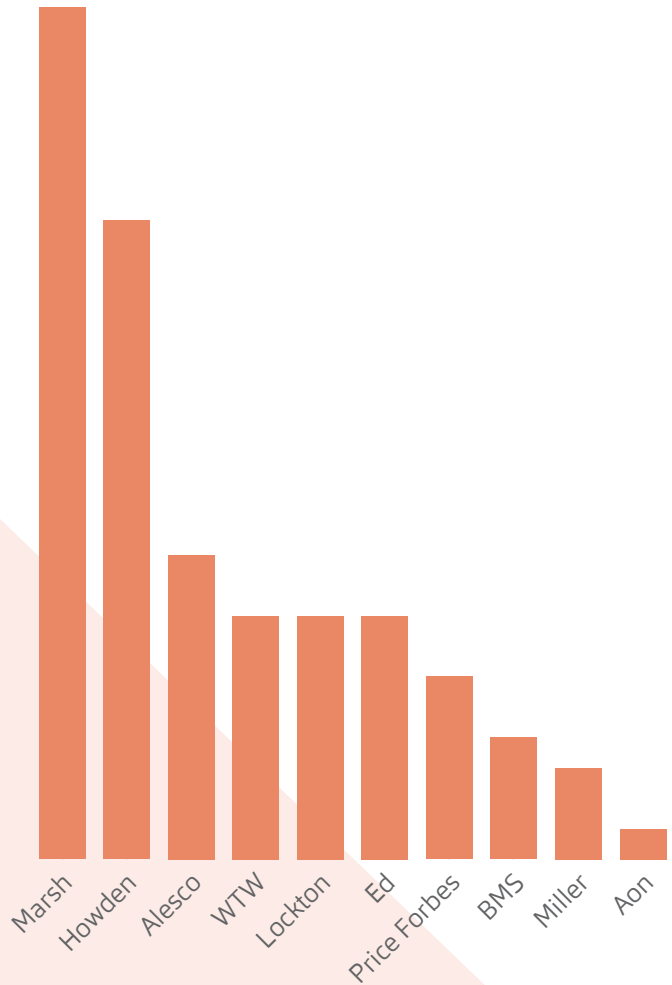
Philippa Berry

Philippa is a highly technical underwriter who understands the challenges faced not only by her clients but also by broader stakeholders.

ENERGY

Marsh continues to lead the Energy business line, with Howden notably closing the gap to finish in a closer second place this year. Alesco also has improved on its previous showing to rise to third place in the table, ahead of the grouping of WTW, Lockton and new entrant, Ed.

David Patten, taking top spot, and Marsh colleague Adi Khanna are the highest ranked individuals again this year, with Glenn O'Halloran from Howden, Arthur Llewelyn from Lockton and Michael Addington from Ed featuring for the first time.



BROKER

COMPANY

David Patten	Marsh
Glenn O'Halloran	Howden
Arthur Llewelyn	Lockton
Michael Addington	Ed
Adi Khanna	Marsh

RECOGNITION



David Patten

Top quality market practitioner who knows how to get the best out of most underwriters.



Arthur Llewelyn

Personable broking style which works very well for underwriters but knows and understands his clients' needs extremely well.



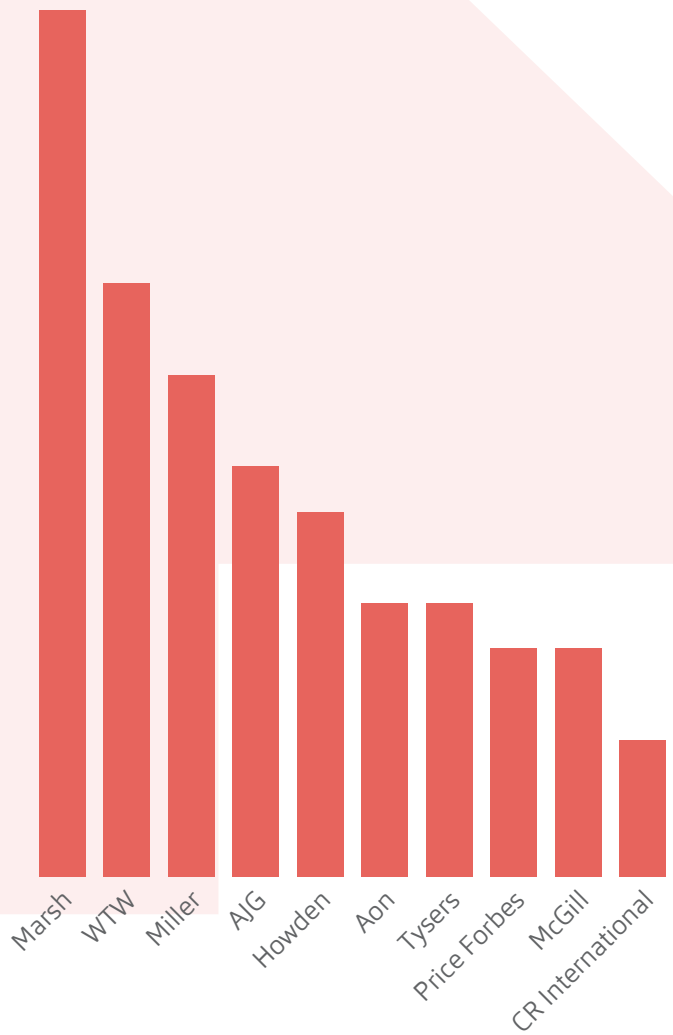
Michael Addington

Good quality operator - really works for his clients and presents their risk in the most attractive fashion to underwriters.

MARINE

Marsh remains top of the bench rankings for another year with a strong lead. WTW has closed the gap on Marsh, in 2nd place with Miller claiming 3rd spot. Aon, AJG and Howden round out the table.

Maxim De Prins is the market leader for Marine but is the only individual Marsh broker in the top rankings. Jeremy Jiggins from Price Forbes takes 2nd and Peter Dixon from Miller ranks 3rd. Interestingly, all of the top ranked brokers are all from different firms showing a spread of talent.



BROKER

COMPANY

Maxim De Prins*	Marsh
Jeremy Jiggins	Price Forbes
Alex MacInnes-Poole	WTW
Tom Lovett	Aon
Barry Vickery	Howden
Peter Dixon	Miller
Simon Hayward	CR International
Rebecca Eagles	Miller
Francis Randall	WTW

* Since research was conducted, Maxim De Prins has moved to Lockton.

RECOGNITION



Jeremy Jiggins

Great creativity and negotiating skills.



Simon Hayward

Young, enthusiastic, hard-working and bright.



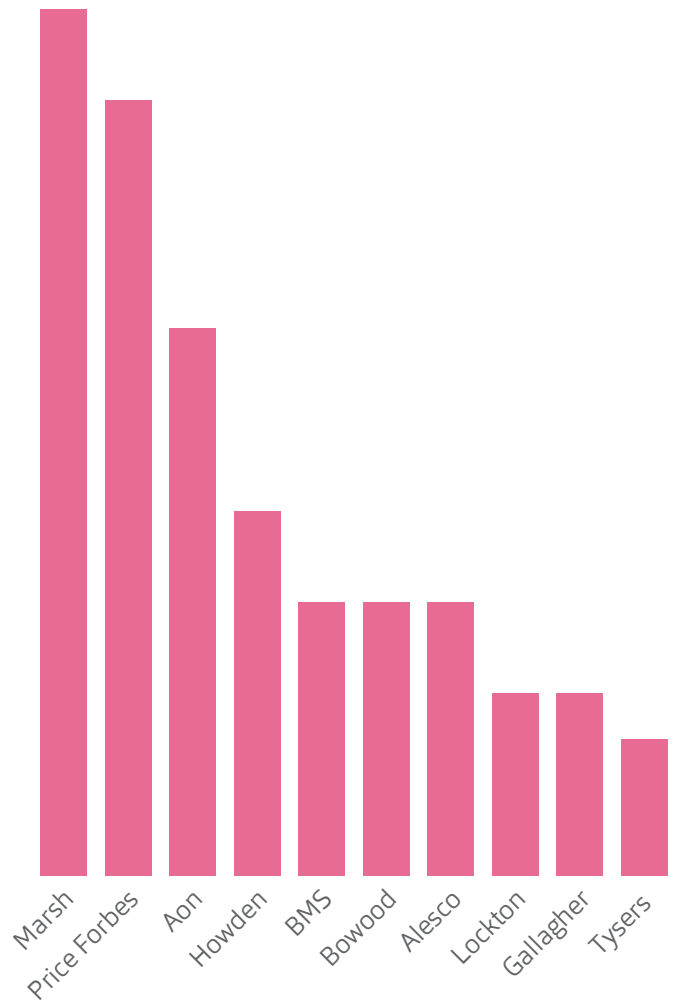
Francis Randall

Technically polished broker with in-depth understanding of each risk brokered.

PROPERTY

Property is defined by fierce competition with Marsh retaining top spot, closely followed by Price Forbes who have impressively climbed to 2nd in 2022. According to our findings, the top three firms are breaking away from the rest in terms of bench strength, although the others remain fiercely competitive with only 5 points between 4th and 10th. Aon drops-off slightly into 3rd, while Bowood makes a notable rise into the top five, equalling BMS' bench strength to make the table for the first time.

Jason Taylor from Marsh takes top individual spot, however 3 brokers from Price Forbes, Ben Wheeler, Jonathan Greener and Tom Allen make splash in the leaders list.



BROKER

COMPANY

Jason Taylor	Marsh
Ben Wheeler	Price Forbes
Jonathan Greener	Price Forbes
Katie Underwood	Aon
Nick Smith	Gallagher
Tom Allen	Price Forbes
Jonathan Clark	Ed
Matt Dear	Miller

RECOGNITION



Jason Taylor

Very loyal and good negotiator.



Jonathan Greener

Knows the market and their strengths and willing to get a deal done.



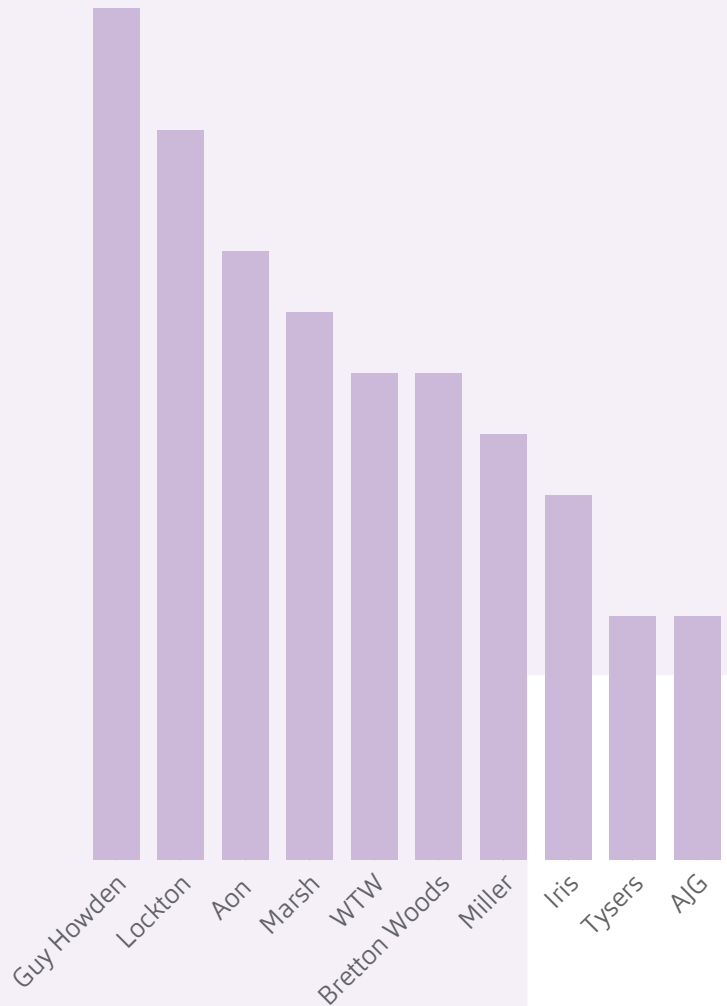
Katie Underwood

Knows her clients and the market.

PROFESSIONAL INDEMNITY

Howden climbs to take top spot for PI, with Lockton also improving on its previous standing to push into 2nd place. Aon holds third and Marsh 4th.

This year, an entirely new line up of individual brokers features indicating market moves in this class. Richard Symes of Iris takes the top spot here, followed by Dan Goggin of Bretton Woods and Rhian Carter of Howden. His colleague at Howden, Matt Kemp, also features.



BROKER

COMPANY

Richard Symes	Iris
Dan Goggin	Bretton Woods
Rhian Carter	Howden
Tony Kadwill	Aon
Robbie Graham	Lockton
Matt Kemp	Howden

RECOGNITION



Richard Symes

Richard's ability to present is risk is always flawless.



Dan Goggin

The complete binder broker. Good broking and admin skills.



Robbie Graham

Technically competent, not afraid to request information underwriters require. Will push back on unrealistic clients.

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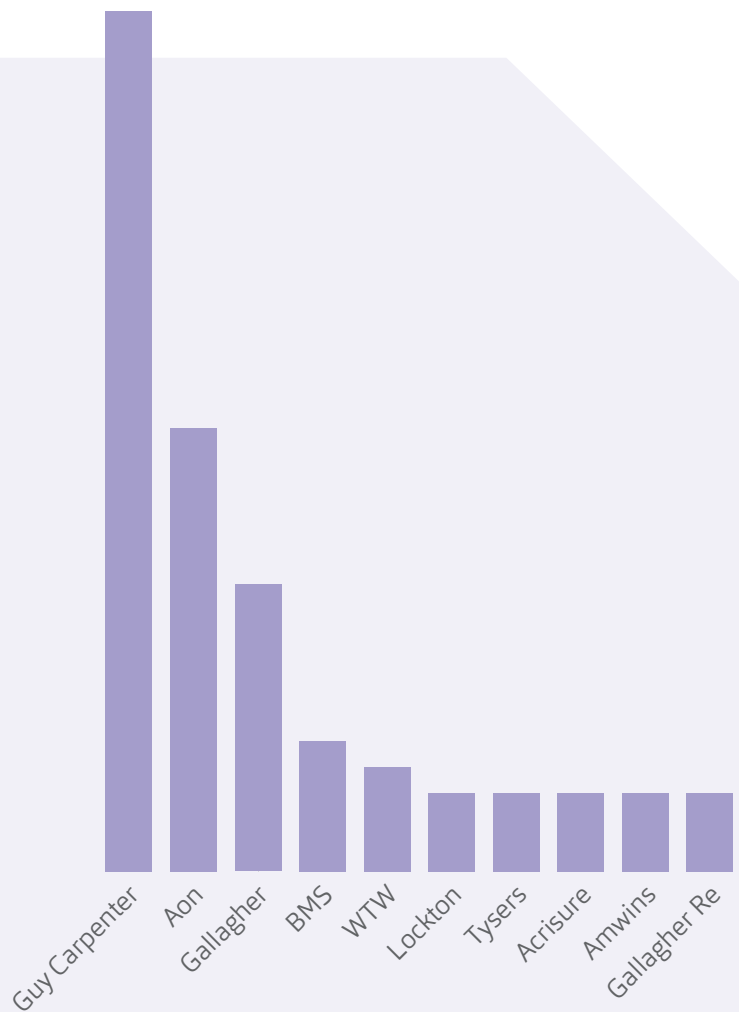
“With consistent up front data capture, Insurers and Brokers can use data to get better clarity on the portfolio of risks they are trading, and more importantly use that data to better negotiate individual or portfolio terms for the end insured.”

REID STANWAY Chief Digital Officer

REINSURANCE

Guy Carpenter retains a healthy bench strength lead in Reinsurance with Aon also showing strongly in 2nd and Gallagher 3rd. And although there is a significant drop to the next featured brokerages, there is only a 1-point gap in terms of bench strength between them, which shows how competitive this line of business is.

Of the individual brokers, Nicola Prosser from Guy Carpenter claims joint first place along with James Moss from Gallagher. Two other Guy Carpenter brokers, Steve Halford and Spencer Trew feature in the top rankings, beneath Wayne Greet from Aon. There is strong competition all round with only a few points separating the top from the bottom.



BROKER

COMPANY

Nicola Prosser	Guy Carpenter
James Moss	Gallagher
Wayne Greet	Aon
Steve Halford	Guy Carpenter
Spencer Trew	Guy Carpenter

RECOGNITION



Nicola Prosser

Nicola is a very detailed and focused broker, always properly prepared and knows her business well.



Spencer Trew

Balanced approach to broking and well prepared.



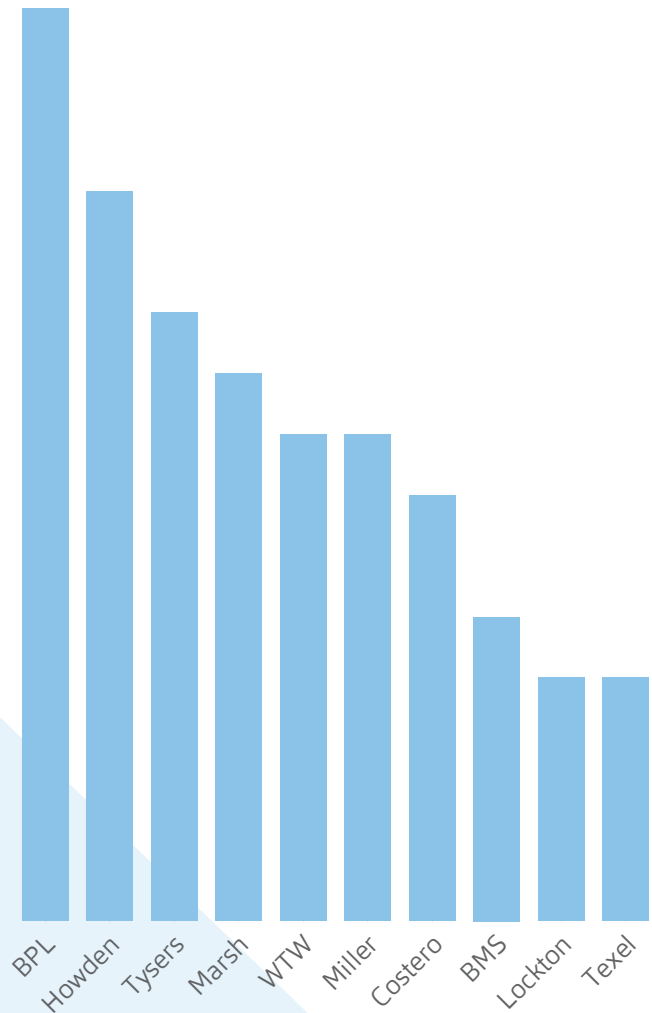
James Moss

Thoughtful, experienced, perceptive.

WAR & GEOPOLITICAL RISK

War & Geopolitical specialists BPL take first place, but Howden is strong and not far behind in second. There is a new entry in third place with Tysers, followed by Marsh and WTW. War & Geopolitical risks is a competitive class, evidenced by the marginal points difference across the top brokerages.

Freddie Tyler from Costero remains the top ranked individual broker with Marsh's Jamie Sawicki placed 2nd. There is plenty of diversity and choice in terms of market talent, with all the top brokers working for different firms.



BROKER	COMPANY
Freddie Tyler	Costero
Jamie Sawicki	Marsh
Charlie Skipworth-Button	BMS
Tom Bradbrook	Howden
Charlie Radcliffe	BPL
Tom Holmes	Miller
Lyall Horner	WTW
Ailsa McNeil	Texel
John Lentaigne	Tysers

RECOGNITION



Freddie Tyler

Geopolitical knowledge, analytical, detailed, fair and honest.



Jamie Sawicki

Market knowledge and relationships, ability to find commercial solutions for clients.



Ailsa McNeil

Ailsa is great to work with, she is very transparent and understands the client's needs well.

METHODOLOGY

The Gracechurch London's Leading Brokers Report is an independent ranking of London Market brokers.

Brokers are nominated by a representative cross-section of underwriting peers from across all the main business classes. Brokers are then ranked according to the numbers and strength of endorsements within each business class, based on being regarded as market leaders.

In each class and overall, broking firm 'bench strength' is also shown, calculated based on the aggregate number of brokers mentioned for each firm.

The data was collected between October 2021 and October 2022, through confidential online and telephone interviews. The highest level of quality, robustness and representativeness was achieved.

Approximately 200 London Market professionals gave nominations for 344 individual brokers in total, from 60 different broking firms.

No names or companies were prompted, respondents being free to nominate individuals from any London Market brokerage outside their own company.

The studies are conducted according to Market Research Society professional guidelines and quality standards.

Please note that brokers may have changed employers between the research being conducted and the publication of this Report.



Should you be interested in participating in any of Gracechurch's future studies and receiving exclusive market intelligence, please get in touch via info@gracechurchconsulting.co.uk

ABOUT GRACECHURCH

Gracechurch is a leading research and insights consultancy focused on the global (re) insurance sector.

We have built the largest independent global commercial insurance research data-set, which we use to bring the market knowledge, insight and advice required to support and connect our clients' ambitions.

OUR TEAM



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