



# **Insurance Times Awards 2026**

An **Insurance Times** Event

**2 December 2026**  
**Grosvenor House London**

**Category &  
Entry Information**

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# General Entry Information

The following information applies to each entry unless specified on the individual entry forms.

## Metrics & Data

Your entry must detail the specific dates (month & year) relating to any submitted metrics and results/data must also refer to clear timeframes. Any entries that do not specify this information will risk not being considered for the final shortlist.

## Supporting Materials

A maximum of three supporting documents can be included with your entry (excluding logo). You also have the option to include a short video (via YouTube, Vimeo or TikTok).

## Testimonials

You may provide up to 2 testimonials from customers/clients per entry. Each statement should be a maximum of 100 words.

## Entrant Logo

You will also need to upload a high-resolution version of your logo in either jpeg, png, pdf or eps format. We will use this in the digital programme and on-screen so please make sure it's approved for use.

## Entry Fee

The entry fee is £149 + VAT per entry. The total amount you spend on entries will be deducted from any tickets purchased to attend the event.

## Entry Site

Entries must be made via the official entry site which opens on Thursday 18th June.

**BROKER AWARDS**

# Commercial Lines Broker of the Year

This category is designed to recognise a UK broker setting the standard for others to follow in the commercial lines market.

This is for commercial lines brokers that can demonstrate a positive impact for their SME/mid-market customers and/or business partners. Innovations that have improved staff welfare and performance will also be considered. Judges will be looking for improvements in financial performance, including gross written premium, profit or earnings.

1. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
2. What is unique and/or outstanding about your company? (150 words max)
3. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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**BROKER AWARDS**

# Customer Champion of the Year – Broker

This category is open to brokers and is designed to recognise projects that have resulted in measurable improvements to the end customer experience, in any business line.

Whether you have introduced new technology in your processes to put the customer at the heart of what you do, given customers fast, accurate ways to report claims, or invested in customer education to support their decision making, this is your opportunity to demonstrate your outstanding commitment to the end customer.

1. Briefly describe the project/product/innovation and tell us what is unique and/or outstanding about it. (250 words max)
2. When did it launch and who were the target beneficiaries? (150 words max)
3. How has it enhanced your service and your customers'/clients' experience? (150 words max)
4. What internal and/or external research do you have to support your submission? (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
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## BROKER AWARDS

# Digital Broker of the Year

This category is open to UK general insurance brokers that have effectively used technology to better engage with their clients and improve the overall customer journey. This can include the use of apps, websites, portals and platforms. Digitally led brokers may also use technology to personalise their service for certain demographics.

Judges will be looking for brokers that have gone the extra mile to creatively apply technology to their operations in order to boost both business and customer outcomes.

1. How is technology or digital channels the core aspect of your business, or the main component facilitating your business operations? How is your business digitally led? (200 words max)
2. How does being a digitally led business make you unique or stand out from your competition? (150 words max)
3. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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**BROKER AWARDS**

## Excellence in Technology – Broker

This category seeks to recognise initiatives and solutions that improve internal and external operational and administrative insurance processes and is open to insurance brokers operating in the UK general insurance market.

From the use of artificial intelligence and machine learning to tapping up the Internet of Things, judges will be looking for tangible evidence that technology has improved operational efficiencies, customer services and/or business administration.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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**BROKER AWARDS**

# Insurance Broker of the Year

This category seeks to recognise exceptional insurance brokers leading the way and setting a unique standard of excellence, and is open to brokers of all sizes and lines operating within the UK.

Judges will expect to see tangible evidence of financial success vs business goals, as well as transformational work and impact in areas such as better customer experience and/or outcomes and investment in people via the development of skills and professional qualifications within your organisation. Judges will also look for evidence of client centric innovation and delivery across multiple areas (claims, risk management, etc.) and how your business supports the community and champions other important values such as ESG and DEI.

1. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
2. What is unique and/or outstanding about your company? (150 words max)
3. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## BROKER AWARDS

# London Market Broker of the Year

This category is open to all UK-based general insurance brokers that do business specifically in the Lloyd's and London markets.

Judges will look to recognise brokers that go over and above for their clients when sourcing insurance, implementing schemes or assisting with risk management for the very niche and specialist business lines that this marketplace focuses on. Successful brokers in this category will stand out as a leading example of best practice in the London market.

1. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
2. What is unique and/or outstanding about your company? (150 words max)
3. How do you specifically serve and support the niche businesses operating in the Lloyd's and London markets? (200 words max)
4. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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**BROKER AWARDS**

## Personal Lines Broker of the Year

This category seeks to recognise standout UK brokers setting the standard for others to follow in the personal lines market.

Has your business grown in this tough, competitive market, or perhaps you have innovated to the benefit of end clients, business partners and/or your GWP and profit generating abilities? Judges will be looking for demonstrable business growth, successful adaptation to challenging conditions and/or boundary pushing innovation in offerings and service.

1. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
2. What is unique and/or outstanding about your company? (150 words max)
3. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## BROKER AWARDS

# Specialist Broker of the Year

This category seeks to recognise entrepreneurial insurance brokers that have created a new scheme over the past 12 months or excelled at schemes business in the last 12 months, in either commercial or personal lines.

Judges will be particularly keen to hear about the scheme's development, offer and execution. How is the scheme new or unique for the market and how has it given brokers a competitive advantage to seize additional business?

1. What have you achieved in the past 12 months that you believe makes you stand out from the crowd? (200 words max)
2. Who were the scheme/s' target beneficiaries? (50 words max)
3. What is unique and/or outstanding about your company and the schemes you offer? (150 words max)
4. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Business Partner of the Year

This category is designed to recognise outstanding service partners that consistently go the extra mile for their UK-based brokers and insurers to help them structure, deliver and communicate about their products and services to their clients and partners.

From loss adjusters, technology firms and ratings agencies, to legal firms, communications/marketing agencies, consultancies, fraud and credit data specialists – judges will be looking for innovative approaches and expertise, tireless service and demonstrable evidence of success.

1. Please describe the partnership initiative/project you wish to enter. What is unique and/or outstanding about it? (150 words max)
2. How did your partnership benefit your customers/clients? (200 words max)
3. How did your organisation/team learn and develop as a result of the project? (200 words max)
4. What were the objectives and success criteria you set and how did you perform against them? This may include delivery of benefits to specified audiences, ROI, sales uplift, profit generation and other aspects. (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Challenger of the Year

This award is designed to recognise entrants from across the whole general insurance landscape – insurers, brokers, MGAs, insurtechs, claims management specialists or any relevant service provider – that can demonstrate a successful project that has delivered real, disruptive change in the sector.

Entries should demonstrate that the project/product is something different to ‘the norm’ and has had a significant impact on customers/clients, or has positively affected a high number of customers/clients in a B2B and/or consumer context.

1. Briefly describe the project/product/innovation and tell us what is unique and/or outstanding about it. (250 words max)
2. When did it launch and who were the target beneficiaries? (150 words max)
3. How has it enhanced your service and your customers’/clients’ experience? (150 words max)
4. What internal and/or external research do you have to support your submission? (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Claims Partner of the Year

This category is designed to recognise claims, loss adjusting, legal and service partners that have delivered outstanding profitable, flexible and efficient support to UKGI brokers and/or insurers.

Judges will be looking for partnerships that have helped brokers and/or insurers structure, provide, communicate, improve or grow their products and services over the past year. Whether you have a positive story to tell around crisis management, for example, in flooding or other high impact events, or you're looking to spotlight a programme of internal change that is boosting your value to your insurer and broker partners, this is the category for you.

1. Please describe the partnership initiative/project you wish to enter. What is unique and/or outstanding about it? (150 words max)
2. How did your partnership benefit your customers/clients? (200 words max)
3. How did your organisation/team learn and develop as a result of the project? (200 words max)
4. What were the objectives and success criteria you set and how did you perform against them? This may include delivery of benefits to specified audiences, ROI, sales uplift, profit generation and other aspects. (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Diversity and Inclusion Excellence Award

This category recognises and celebrates a business operating in the UK general insurance market that is committed to putting diversity and inclusion at the very heart of what it does.

Judges will be looking at how organisations seek to change both attitudes and behaviours to deliver improved commercial outcomes, and how they are continuing to grow sustainable businesses and promote innovation, both internally and externally.

1. How did the initiative/service increase diversity and inclusion in your company? (150 words max)
2. What is unique and/or outstanding about the initiative/service and how did your company implement these improvements? (250 words max)
3. What were the main success criteria and how did your company perform against them? (200 words max)
4. Moving forward, how do you plan to continue to drive diversity and inclusion? (200 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in AI

This category is open to UKGI brokers, insurers, MGAs and suppliers that have implemented the use of artificial intelligence (AI) in their business to either enhance their internal operations and efficiency, improve customer journeys and outcomes, or both.

Judges will be looking for a careful and considered implementation of AI that has been introduced in line with set targets and goals to have a positive impact on the business itself and customers.

1. Describe how you use AI in your business. (150 words max)
2. How has your AI proposition improved your business performance and/or customers' experience? (150 words max)
3. What is unique about your firm's use of AI? (150 words max)
4. How has AI helped your business gain a competitive advantage? (150 words max)
5. How do you plan to develop your AI proposition in the next year? (100 words max)
6. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
7. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in Claims Technology

This category seeks to recognise initiatives and solutions that improve internal and external operational and administrative processes that facilitate and support customers' claims journeys. The category is open to brokers, technology suppliers and service providers that operate in the UK general insurance market and have specifically sought to improve the claims experience with innovative technology.

From the use of artificial intelligence and machine learning to tapping up the Internet of Things, judges will be looking for tangible evidence that technology has improved operational efficiencies, customer services, and/or business administration specifically across claims processes.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

## Excellence in eTrading

This category seeks to recognise initiatives and solutions that improve eTrading capabilities between brokers, insurers and MGAs operating in the UK general insurance market.

Whether the relationship is via an extranet and/or a broker software house, judges will be looking for tangible evidence that eTrading has improved operational efficiencies, customer service and/or business administration. Evidence provided can include results from the *Insurance Times* independent *Five Star Rating Report: ETrading*. Insurers, MGAs and broker software houses are eligible to enter.

1. Describe the initiative/solution and how it improved internal and/or external processes? (150 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (100 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. This may include evidence from the relevant sections of an *Insurance Times* Five Star Rating Report. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in Fraud Mitigation

This category seeks to recognise firms that have implemented innovative strategies and technologies to combat insurance fraud, whether this is application fraud, claims fraud or ghost broking, for example.

This category is open to brokers, insurers, MGAs, technology suppliers and service providers (such as law firms) operating in the UK general insurance market that have gone the extra mile to detect and eliminate insurance fraud in order to protect genuine and vulnerable customers.

1. Briefly explain the initiative, technology, tool or process your firm has introduced to detect and/or mitigate insurance fraud. (150 words)
2. What is unique or outstanding about your firm's approach? (150 words)
3. Why did your firm introduce this fraud mitigation approach/strategy? Was there a particular problem or trend it was seeking to solve? (150 words)
4. What metrics or targets did your firm set against the fraud mitigation strategy and what have been the results since the strategy's implementation and/or in the last year? Please ensure to provide at least one financial metric and result to demonstrate success, ideally alongside a year-on-year comparison. (300 words)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in Professional Development

Closely linked to the content and aims of *Insurance Times*' new talent pipeline event, Destination Insurance, and associated talent charter, this category is designed to recognise and celebrate firms that have gone the extra mile to invest in, develop and action diverse talent attraction, recruitment, retention, training and development strategies.

Open for entries from any organisations operating in the UK general insurance market, judges will be looking for strategies that bolster and support internal talent objectives, help improve firm-wide diversity and inclusion and can play a role in solving the broader market's overarching talent challenges. For example, by showcasing collaborative projects between numerous firms or sharing best practice case studies.

Judges want to see tangible and measurable benefits for employees, business partners, and/or customers that arise from successful talent strategies.

1. Who was the training/development aimed at? (100 words max)
2. How has it helped your staff, business partners and/or customers? (150 words max)
3. What is unique and/or outstanding about it and how has it helped your business gain a competitive advantage? (250 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in Risk Management

This category seeks to recognise initiatives and solutions that improve the risk management provided to clients by any business operating in the UK general insurance market.

Judges will be looking for tangible and measurable benefits to clients, which likely go beyond the recommendation of a specific insurance product, such as cyber, business interruption or high net worth.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Excellence in Technology – Service Provider

This category seeks to recognise initiatives and solutions that improve internal and external operational and administrative insurance processes and is open to service providers operating in the UK general insurance market. This includes technology, software and platform suppliers, as well as law firms and consultancies.

From the use of artificial intelligence and machine learning to tapping up the Internet of Things, judges will be looking for tangible evidence that technology has improved client/customer operational efficiencies, customer services, and/or business administration.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Innovation of the Year

If you've developed a startup accelerator that drives ideas back into the business, come up with an innovative response to an emerging risk, changed your claims process in order to improve customer outcomes, or transformed your talent pipeline to boost diversity – this is the category for you. It could be a small change with a deep effect, or a big change with wide impact – the judges will be looking for initiatives that can demonstrate tangible change through new ideas.

This category is open to brokers, insurers, MGAs and service providers operating in the UK general insurance market and is designed to recognise those projects or developments that have demonstrably delivered real change – in strategy, service delivery or operations.

1. Briefly describe the project/product/innovation and tell us what is unique and/or outstanding about it. (250 words max)
2. When did it launch and who were the target beneficiaries? (150 words max)
3. How has it enhanced your service and your customers'/clients' experience? (150 words max)
4. What internal and/or external research do you have to support your submission? (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Marketing Campaign of the Year

This category seeks to recognise a standout marketing campaign and is open to all businesses operating in the UK insurance market, including agencies.

Judges will be looking for creativity, innovation and original thinking in media, message and execution and will expect to see examples of the campaign. Entries featuring a single medium will also be considered. Entries should be able to demonstrate a tangible contribution to business success.

**Please make sure you upload examples of your campaign for the judges to view alongside your written submission.**

1. Please briefly describe the campaign and its objectives. (150 words max)
2. What marketing channels were used? (50 words max)
3. How did the campaign demonstrate innovative thinking and execution? (100 words max)
4. What outcomes did the campaign contribute to or influence? (150 words max)
5. How did it impact either your company or your customers? (150 words max)
6. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
7. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## GENERAL AWARDS

# Sustainability Initiative of the Year

This category seeks to recognise initiatives that champion business sustainability and is open to brokers, insurers, MGAs and service providers, individually or working in partnership.

Entries should clearly and concisely demonstrate how the principles of business sustainability have been embraced by, for example, using resources and energy as efficiently as possible, promoting social inclusion, sustainable communities and/or wellbeing. Judges will expect to see evidence of impact/success.

1. How did the initiative enhance business sustainability within your company? (150 words).
2. How did your company implement these improvements? (150 words)
3. What is unique/outstanding about the initiative? (150 words)
4. What were the main objectives and success criteria set and how did your company perform against them? (250 words)
5. Moving forward, how does your company plan to continue to improve its sustainability and carbon footprint objectives? (200 words)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## INSURER/MGA AWARDS

# Commercial Lines Insurer of the Year

This category is designed to recognise the best insurer performance in the UK commercial lines market. The judges are looking to see entries from financially successful and flourishing specialist commercial lines insurers that have gone over and above the status quo to understand and uniquely support brokers operating in the UK commercial lines market and end customers.

These insurers may have opted to collaborate with brokers on schemes for specific industries or sectors to mitigate niche challenges, implemented additional, non-insurance value added services to complement policies, or sought to be the go-to firm for a certain size of company, such as SMEs, to combat underinsurance risks.

1. What lines of business does your firm write in the commercial lines market and what does your typical commercial lines end customer look like? What sectors do you cover? (150 words max)
2. What is your commercial lines GWP/size of your commercial lines book? (100 words max)
3. What has your business achieved in the past 12 months that you believe makes you stand out from the crowd and what is unique and/or outstanding about your company? (300 words max)
4. What are your business goals around commercial lines and what targets/metrics have you set to help achieve/measure these objectives? How have you performed against these targets? Please provide up to date results against each metric, one of which must be financial, ideally alongside a year-on-year comparison. (400 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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## INSURER/MGA AWARDS

# Customer Champion of the Year – Insurer

This category is designed to recognise projects that have resulted in measurable improvements to the end customer experience, in any business line.

Whether you have introduced new technology in your processes to put the customer at the heart of what you do, given customers fast, accurate ways to report claims, or invested in customer education to support their decision making, this is your opportunity to demonstrate your outstanding commitment to the end customer.

1. Briefly describe the project/product/innovation and tell us what is unique and/or outstanding about it. (250 words max)
2. When did it launch and who were the target beneficiaries? (150 words max)
3. How has it enhanced your service and your customers'/clients' experience? (150 words max)
4. What internal and/or external research do you have to support your submission? (200 words max)
5. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
6. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## INSURER/MGA AWARDS

# Excellence in Claims Technology – Insurer

This category seeks to recognise initiatives and solutions that improve internal and external operational and administrative processes that facilitate and support customers' claims journeys. The category is open to insurers and MGAs that operate in the UK general insurance market and have specifically sought to improve the claims experience with innovative technology.

From the use of artificial intelligence and machine learning to tapping up the Internet of Things, judges will be looking for tangible evidence that technology has improved operational efficiencies, customer services, and/or business administration specifically across claims processes.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## INSURER/MGA AWARDS

# Excellence in Technology – Insurer

This category seeks to recognise initiatives and solutions that improve internal and external operational and administrative insurance processes and is open to all insurers operating in the UK general insurance market.

From the use of artificial intelligence and machine learning to tapping up the Internet of Things, judges will be looking for tangible evidence that technology has improved operational efficiencies, customer services, and/or business administration.

1. Describe the initiative/product/solution and how it improved internal and/or external processes? (200 words max)
2. What was unique and/or outstanding about it? (150 words max)
3. What problem was it solving and how was it a success? (150 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## INSURER/MGA AWARDS

# Excellence in Underwriting

This category recognises an insurer or MGA that has made a demonstrable and positive difference to the overall underwriting experience for brokers.

Looking at the entire underwriting experience, this award recognises the need for speedy processes, access to decision makers and staff expertise and training to meet broker expectations.

Entrants should be able to demonstrate how their underwriting team has enjoyed a high success rate through data and broker feedback. Evidence provided can include the underwriting score obtained in *Insurance Times'* independent *Five Star Rating Report: Commercial and Personal Lines*.

1. Describe the tools, initiatives or technology your firm has introduced and how they have improved internal and/or external processes? (150 words max)
2. What was unique and/or outstanding about your firm's approach? (150 words max)
3. What problem was it solving and how was it a success? (100 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. This may include evidence from the relevant sections of an *Insurance Times Five Star Rating Report*. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
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## INSURER/MGA AWARDS

# MGA of the Year

This category is designed to recognise the outstanding achievements of MGAs operating in the UKGI market.

Judges will be looking for MGAs that can demonstrate how they have excelled in providing a high quality service to brokers and insurers – for example, by enabling access to a niche market or facilitating a wider product range. Evidence can include results from the *Insurance Times* independent *Five Star Rating Report: MGA Market*.

1. Why should you win the MGA of the Year? (250 words max)
2. What is unique and/or outstanding about your company? (150 words max)
3. What targets did you set in order to achieve your goals and how did you perform against those targets? (250 words max)
4. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## INSURER/MGA AWARDS

## Personal Lines Insurer of the Year

This category is designed to recognise the best insurer performance in the UK personal lines market.

The judges are looking to see entries from financially successful and flourishing specialist personal lines insurers that are striving to go the extra mile to provide well explained, relevant insurance policies for end customers, in lines of business such as motor, home, travel and pet.

Entrants may have collaborated with brokers on unique broker schemes around hobbyist interests, worked to navigate supply chain and repair challenges in the fluctuating yet mandatory motor market, or homed in on the needs of high net worth individuals, for example.

1. What lines of business does your firm write in the personal lines market and what does your typical customer look like? (150 words max)
2. What is your personal lines GWP or the size of your personal lines book? (100 words max)
3. What have you achieved in the past 12 months that you believe makes you stand out from the crowd and what is unique and/or outstanding about your company? (200 words max)
4. What are your business goals around personal lines and what targets/metrics have you set to help achieve/measure these objectives? How have you performed against these targets? Please provide up to date results against each metric, one of which must be financial, ideally alongside a year-on-year comparison. (400 words max)
5. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

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**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
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## INSURER/MGA AWARDS

# Specialist Insurer of the Year

This category is open to UKGI insurers that have their operations focused around a particular niche or speciality that is not more broadly served by generalist insurers.

Judges will be looking for insurers that have tailored all their propositions for a specific – and potentially underserved – market demographic, showcasing a range of products that demonstrate an innate and in-depth understanding of a particular marketplace and its challenges. Successful entrants in this category will be experts in their field looking to cater for very precise problems.

1. What niche or speciality is your business focused on and why is this field not catered for by generalist insurers? (150 words max)
2. How do you work to serve your niche customer base? How are their challenges different to that of the mainstream insurance customer and how do your operations differ as a result? (200 words max)
3. How do you go over and above for customers? (100 words max)
4. What is unique about your business and what makes you stand out? Do many other insurers also specialise in the same field? (150 words max)
5. How do you keep on top of new developments in your specialist area? (100 words max)
6. List the metrics you use to measure success – one of which must be financial. Also provide up to date results against each metric, ideally alongside a year-on-year comparison. (300 words max)
7. Please provide a statement from a senior stakeholder within your company to support your entry. (100 words max)

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## NOMINATED/VOTED FOR AWARDS

## General Insurer of the Year

This award recognises the best UK insurer that covers both personal and commercial lines in UK general insurance.

A shortlist will be put together by *Insurance Times* in conjunction with a panel of expert industry analysts, which will then go forward to a UK broker vote to gather broad market feedback on the contenders.

The final decision will be made by the panel, which will also consider company results and financial performance, the perspective of the investor community, progress on strategy, leadership and visibility in the market and the view of service to brokers as demonstrated in *Insurance Times'* independent *Five Star Rating Reports*.

Voting will open once the shortlist has been announced on Tuesday 22nd September and will close on Friday 23rd October. The winner will be revealed at the awards ceremony on Wednesday 2nd December.

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**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
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## NOMINATED/VOTED FOR AWARDS

# The Insurance Times Rising Star Award

This award is open to an up and coming individual who is making their mark in UK general insurance industry. There is no age limit but it is expected that nominees will have been working with the industry for seven years or less.

The recipient will have demonstrated both personal and professional commitment not only to their own development but will also be helping to shape the future of the industry. In their functional specialism, they will have excelled across the board, enjoying the respect and admiration of their peers and demonstrating the potential to become one of the industry's future leaders.

**This category is not open for entry but nominations are welcome and can be put forward for consideration by our expert judging panel.**

Nominations must be submitted via the online entry system and you'll need to provide the name and job title of your nominee along with details about their work, impact and success and details of how long the nominee has been working in the industry. Clear milestones achieved in their professional development will be particularly welcome.

Please note, all nominations must be supported by the nominee's manager and received by 5pm on Friday 21st August 2026.

The shortlist will be announced on Tuesday 22nd September and the winner revealed at the awards ceremony on Wednesday 2nd December.

**Entry Deadline:  
5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

NOT OPEN FOR ENTRY

## The Insurance Times Industry Achiever Award

This award seeks to recognise an inspirational, boundary pushing and dedicated individual who has really made a difference.

Lying within the gift of the *Insurance Times* editorial team, the recipient will be an individual who over a period of years, has demonstrated both personal and professional commitment to the industry, enjoying the respect and admiration of their peers. In their functional specialism, this person will have excelled across the board, enjoying success and demonstrably impacting individuals, businesses and UKGI.

The recipient will be announced at the awards ceremony on Wednesday 2nd December.

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

NOT OPEN FOR ENTRY

## The Insurance Times Industry Impact Award

This award seeks to recognise an inspirational, forward-thinking firm or market professional – whether that be a UKGI broker, insurer, MGA or supplier – that has worked to have a positive impact on the insurance ecosystem, value chain and broader market.

Lying within the gift of the *Insurance Times* editorial team, this award acknowledges the impressive work a company or individual has voluntarily undertaken to address market-wide challenges. The winner will have taken action to futureproof business operations, for example, as well as share best practice, learning, tools and processes with market peers.

The recipient will have achieved noted success in its futureproofing endeavours, subsequently encouraging a positive ripple effect within the UKGI market.

This work could be centred around attracting and retaining talent in order to minimise skills and people gaps, tackling the often negative public perception of the insurance sector to foster better customer relationships and outcomes, or steering sustainability initiatives, for example.

The recipient will be announced at the awards ceremony on Wednesday 2nd December.

**Entry Deadline:**  
**5pm, Fri 21st August**



**Insurance Times  
Awards 2026**

An Insurance Times Event

## ENTRY INFORMATION

**Insurance Times  
Awards 2026**

An Insurance Times Event

# Rules of Entry

**Eligibility**

The Insurance Times Awards are open to any FCA-authorised insurer, Lloyd's syndicate or broker operating within UK General Insurance. Entries in some categories are also open to MGAs, service providers, industry partners, law firms, loss adjusters or technology vendors. All entrants must operate within general insurance in the UK.

Some categories are open to individuals, others to departments/teams. Make sure you read through the category entry criteria carefully to ensure that you are entering the most appropriate one.

Multiple projects, teams, or individuals may be submitted for consideration within a category. It is essential however, that each written submission clearly identifies who or what part of the company is being entered. If the same project, team, or individual is entered across multiple categories, submissions should be tailored accordingly to address the specific requirements of each category.

If you are a third party entering on behalf of a client (for example, if you're a PR agency), please also include contact details (as a cc on the online entry form) for the company entered. This will ensure that all communications regarding the awards and the judging processes etc. reach all relevant parties, in good time. We do not accept responsibility for non-receipt of any emails relating to entries submitted.

**Written Submission (Stage One)**

The first stage of Judging will be based on your written submission and any supporting materials you choose to include.

Presenting a concise, well-structured case that answers every question is important. Highlight what sets your work apart and support your claims with metrics and data to showcase impact and success. Judges will look for clear evidence showing why your project, initiative, or solution deserves recognition. Always follow the specified word count.

When submitting entries for 'of the year' categories, note that Judges will focus on recent achievements, so you must provide evidence of accomplishments between 1st January 2025 and 31st July 2026. The product, service, or innovation itself does not have to be new, but the successes and impact described in your entry should occur within these dates. Your submission needs to state the exact launch date (month and year) for your product, service, or innovation, and any metrics or data included must reference specific timeframes, as outlined in the category criteria. If your entry lacks this information, it may not make the final shortlist.

All information contained in the Entries and marked confidential will remain so and will not be released without the permission of the entrant.

## ENTRY INFORMATION



**Insurance Times  
Awards 2026**

An Insurance Times Event

## Rules of Entry cont...

All Entries must be made via the official online entry system. Supplementary information including charts, graphs, photos and info-boxes must be added as supporting material and NOT included on the entry form.

### **Supporting Material**

When preparing your background materials and supporting evidence, it is quality and relevance that the judges will be interested in, not quantity. Therefore, a maximum of three supporting documents can be included with each written submission.

Research documents, case-studies, staff newsletters etc. can all help to demonstrate impact in a practical and easily accessible way and may be included where relevant.

The Judges will also review relevant websites/videos, so full URL and access codes (if applicable) should be provided. Please make sure that any links sent remain valid through to the end of the stage 2 judging (22nd October 2026).

### **Presentation to the Judging Panel (Stage Two)**

If your Entry is shortlisted, you or a company representative will be invited to present virtually to our Judges on Wednesday 21st and/or Thursday 22nd October. If shortlisted in multiple categories, you may need to present on both days.

Details about the platform, timing, and presentation content will be shared after finalists are announced on Tuesday, 22nd September. If you cannot participate in the online presentation, your entry may be withdrawn and you will not be considered for the final award. No alternate dates, times, or platforms will be offered.

## ENTRY INFORMATION



# Terms & Conditions of Entry

All Entries for the Insurance Times Awards ("Awards") are subject to the following terms and conditions.

1. Entry is only open to companies operating within general insurance in the UK.
2. Entries must be submitted via the official entry system which opens on Thursday 18th June 2026. Categories and entry question details will be available for review from Monday 11th May 2026.
3. All Entries must be received by 5pm, Friday 21st August, the Closing Date.
4. All Entries are accepted at our discretion; we reserve the right to refuse any Entry for any reason.
5. We do not accept responsibility for non-receipt or late-receipt of Entries. All submissions should receive an automated email confirming safe receipt. If you do not receive confirmation within 24 hours, please contact the events team at [events@insurancetimes.co.uk](mailto:events@insurancetimes.co.uk).
6. All Entries must be accompanied by the relevant entry fee at time of submission (£149 + VAT per entry). Entries will be withdrawn if payment isn't received.
7. If you are a third party entering on behalf of a client (for example, if you're a PR agency) please also include contact details (as a cc on the online entry form) for the company entered. This will ensure that all communications regarding the Awards and the judging processes etc. reach all relevant parties in good time. We do not accept responsibility for non-receipt of any emails relating to Entries submitted.
8. By submitting your Entry, you agree that your Entry and any information it contains can be used by us for any purpose whatsoever in connection with the Event.
9. Copyright of your Entry belongs to you, however by placing an Entry into the Awards, you grant Newsquest a worldwide royalty-free perpetual licence to edit, publish and use your Entry in any and all media (including print and online) for publicity and news purposes relating to the Event. Our right to publish details of your Entry includes, but is not limited to, editorial coverage and interviews in Insurance Times magazine and website and announcements at the Awards ceremony.
10. Your Entry may involve submitting sensitive information and/or supplying your intellectual property material/s. Such sensitive information should be marked up as 'strictly in confidence'. We will undertake to respect all such notification with regard to editorial coverage and publicity. It is your responsibility to ensure you have the necessary permissions and consents to provide us with the intellectual property contained in your Entry and to ensure we have the right to use your and any third party intellectual property you provide with your Entry for the Awards.
11. The Judging process and Judging Panel shall be determined at our sole discretion.
12. We have the right to combine, rename and/or restructure categories at any time during the Entry and/or Judging process.
13. The Judges reserve the right to reallocate an entry to a category different from the one in which it has been entered, as well as the right to withhold an award in any category.

## ENTRY INFORMATION



## Terms & Conditions of Entry...

14. You agree to partake in interviews and/or have your photographs taken as is necessary for press coverage of the Event.
15. If you are a finalist and called for the second stage of the Judging process, you or a representative/s from your company must be available for the online presentation to Judges on Wednesday 21st and Thursday 22nd October (please note that if you are shortlisted in multiple categories you may be required to present on both days). Further details regarding the date, timings and expected content of your presentation will be sent out after the finalists are announced on Tuesday 22nd September.
16. Judges reserve the right to reject your entry if you are unable to attend the second stage of judging.
17. Except in the case of manifest error, no correspondence will be entered into in respect of any Entry and the Judges will not provide individual advice or feedback to entrants.
18. You agree to abide by the decision of the Judges which shall be final and binding and no correspondence will be entered into.
19. In the event that you are a winner and unable to attend the Awards ceremony, we reserve the right to charge for the winner's package (trophy, certificate and the license to use the logo).
20. We reserve the right to amend these terms and conditions at any time and you are advised to read the terms regularly to check for any updates and/or amendments.

Please refer also to the Newsquest Media Group standard [terms and conditions](#), [privacy policy](#) and [cookie policy](#).

# Contact us

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