

Annual Report 2025

Shaping the Future of Delegated Underwriting

mgaa.co.uk



Managing
General
Agents'
Association

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A Message from our CEO

Dear Members,

I'm delighted to share the MGAA's 2025 Annual report covering the period 1st August 2024 – 31st July 2025.

The MGA sector continues to flourish in the UK, ROI, Europe and Internationally, it remains the fastest growing P&C segment underpinned by expert underwriting knowledge, innovative product delivery, cutting edge technology and unrivalled levels of service.

I'm pleased to share that the Association continues to grow its membership across all three tiers, with more insurer partners wishing to partner with our MGA members. Our Suppliers continue to provide market leading product and services to all tiers.

During the last year, we successfully launched our new website and refreshed our branding – both of which were well received. We will continue to enhance the website to both improve members' journey and provide additional business tools.

Our expanded event schedule proved a great success with a record number of delegates attending, culminating in another excellent Annual Conference in July.

On behalf of members, we have further strengthened our regulatory relationships, achieving greater recognition and understanding of the MGA sector.

I'd like to take this opportunity to thank all the MGAA Executive team who work tirelessly to ensure you, as valued members, are consistently provided with the tools and opportunities to enhance your business.

Finally, it was great to welcome Alison Hunt, Member Services Executive and Alison Cairns, Learning & Development Manager to the team during the past year which will only ensure the value of the MGAA membership remains pivotal to you and your business over the next 12 months and beyond.

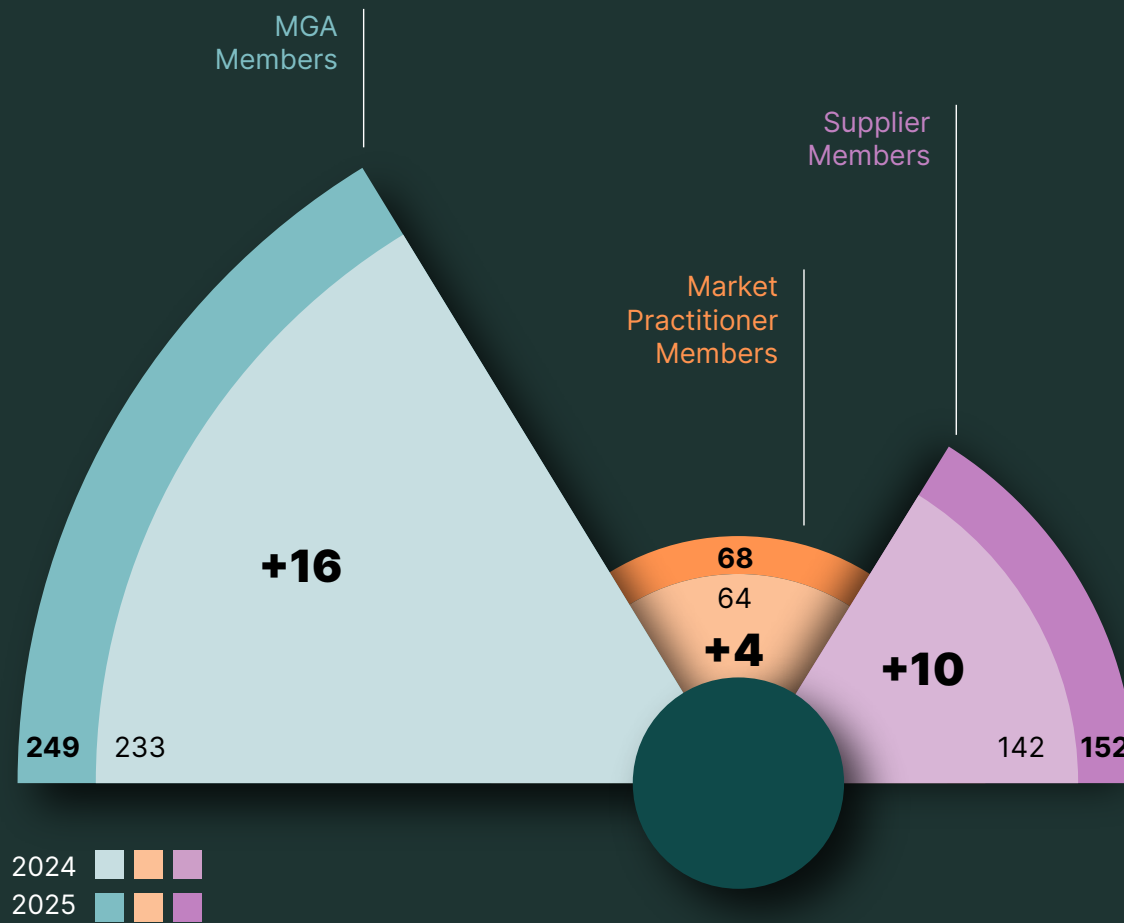
I hope you enjoy the report, and I look forward to working with you all again through the remainder of 2025 and into 2026.

Kind Regards

Michael Keating
Chief Executive Officer



Membership Figures



We are pleased to report an increase in membership across all our valued tiers.

MGA Members

2024	2025
233	249

Market Practitioner Members

2024	2025
64	68

Supplier Members

2024	2025
142	152

Market Briefing and Insights

Market Briefings

Our online Market Briefing programme has continued to be a success, with Supplier and Market Practitioner members sharing their knowledge and expertise on a wide range of topics throughout the membership year.

Our CII CPD-accredited educational market briefings continued to attract strong attendance. Although fewer sessions were delivered compared to the previous year, the engaging and topical content led to a 51% increase in average registrations per session. In addition, our POLI (Programme of Learning and Insight) content on YouTube has already received 8,299 views, demonstrating strong engagement beyond live sessions.

Market Briefings **43** Attendees **3,355**

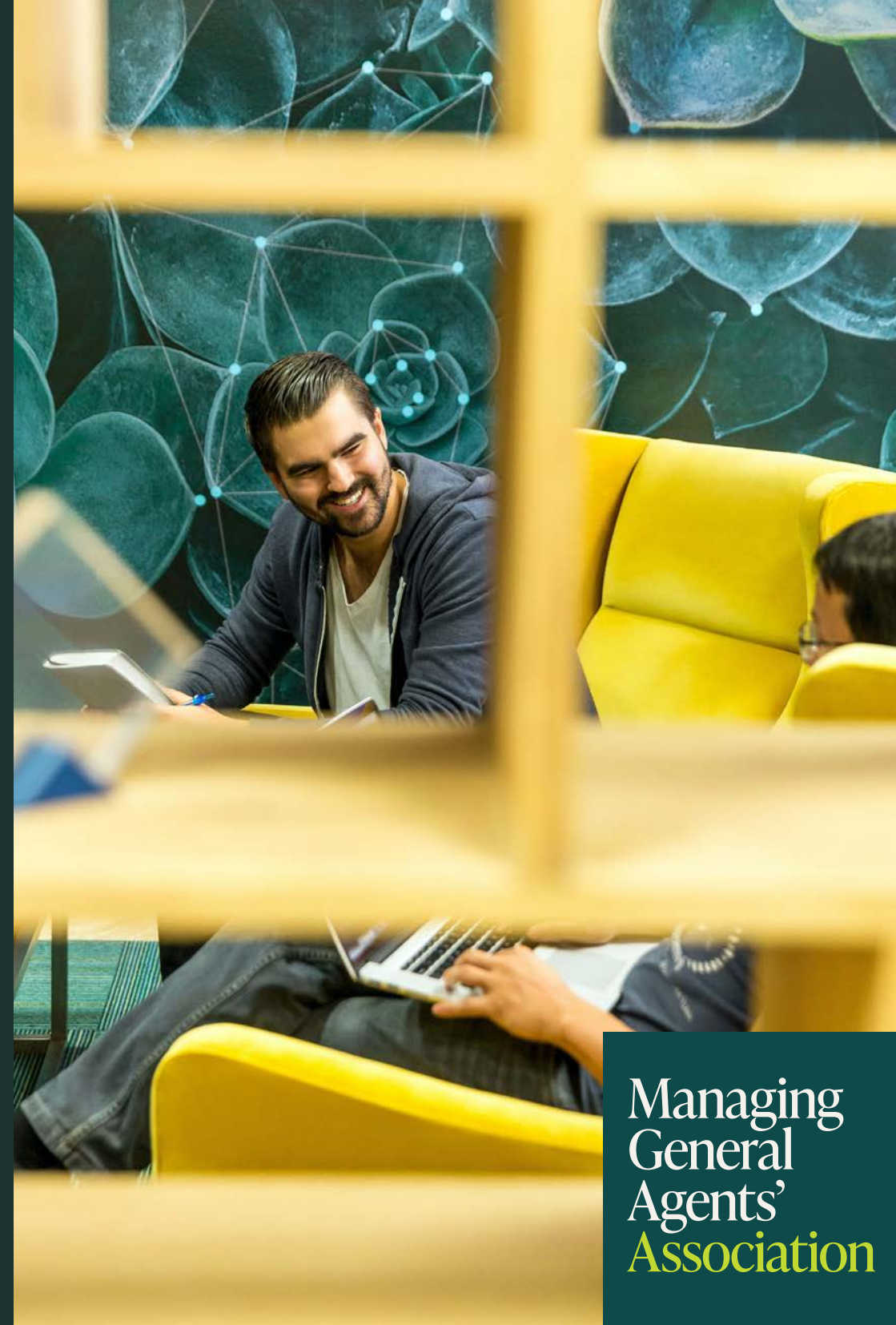
Insights (Connect with Lloyd's and Compliance Insights)

This year, our Insights programme focused on Connect with Lloyd's and Compliance Insights, with registrations more than doubling compared to the previous year.

Technical Insights for Underwriting, Claims, and Operations were successfully relaunched at the Annual Conference in July 2025.

We also introduced focus groups for many of the sessions, helping to drive content in the areas members most want to know about.

Sessions Held **4** Attendees **383**



Chartered Insurance Underwriting Agents

In March 2020, the CII – in collaboration with the MGAA, launched the Chartered Insurance Underwriting Agent title, a new professional designation for MGAs deserving of recognition. The title is a symbol of technical competence and signifies a public commitment to professional standards.

We are happy to showcase the following members enjoying Chartered status:

- MI Specialty
- Touchstone
- Sutton Specialty Risks
- Xbridge t/a Simply Business
- Hive Underwriting
- Landmark
- MPR Underwriting
- Farmsure Underwriting Limited

We continue to support this mark of excellence in our sector and expect the number of designated firms to increase substantially.



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MGA Assess Update

MGA Assess is our web-based learning solution designed for all experience levels to help you meet your organisation's training and competency needs. This includes 14 bespoke modules specifically for the MGAA membership.

In the last year, we have seen the following activity:

70	1,711	21,834	5,655
Firms	Licenses	Activity Completions	Assessments Passed

Brought to you in association with the CII, our online training platform provides:

- Online access 24/7 from PC, mobile and tablet
- Assessment facility to test competency levels
- 600+ role-specific, product, IDD training modules/courses
- 14 bespoke MGAA modules available
- Integrated CPD tool and tracking to automatically add and display learning hours
- Pre-set IDD pathways to cover core training and IDD reporting system
- Facility to upload in-house produced content such as recorded lunch and learn webinars or briefings



MGAA Conversations



A podcast series featuring MGAA CEO, Mike Keating

Now approaching its 18-month milestone, MGAA Conversations continues to shine a light on the people and stories driving the MGA sector forward. Since its launch, we've published 21 episodes, featuring guests from across the insurance industry – from underwriters and analysts to CEOs and innovators.

In the past year, we've welcomed voices from **Gamma Risk, Mystic Capital Advisors, SiriusPoint, AXA UK, Markerstudy, Rokstone Underwriting, DUAL UK, Corin Underwriting, Accelerant, Xceedance, Pine Walk Capital, Zurich, Brown & Brown** and our **wellbeing partner, Mental Health in Business**. These conversations offer candid insights into the challenges, successes, and evolving landscape of delegated underwriting.

Our most popular episode to date features **Jeff Radke**, CEO and co-founder of **Accelerant**, who shares how the company is revolutionising specialty insurance from the inside out. Jeff's story – rooted in family-owned businesses and shaped by decades in the industry – resonated widely across our audience.

With over **2,200 downloads** and growing, MGAA Conversations is just getting started. The podcast is available on Podbean, Apple Podcasts, Spotify, and YouTube, making it easy for members and industry professionals to tune in and stay informed – wherever they are.

Here's what our members had to say about MGAA Conversations



"Very insightful - and Clive and David's comments about these arrangements needing time, and about how the partnerships need to be tailored, really resonated."

"The magic of helping others succeed" fuel for #MGAs. Great interview by the Managing General Agents' Association (MGAA)."

"Enjoyed listening to this Simon McGinn - totally agree that the industry is more innovative than many think. And there's lots more to keep innovating on too!"



2,200+
downloads and counting

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Regulatory Engagement

We engage with regulators, policymakers, and other key trade associations across the insurance market. We represent and take action to protect our members' interests.

Recent issues tackled:

- FSCS Marking Briefing (FSCS)
- Co-manufacturing and associated regulatory requirements
- Delegated Underwriting Frameworks & Operational Resilience Inter-twined (ICSR)
- FCA open door session with Matt Brewis (Director of Insurance, FCA)
- FCA Annual Programme of Work & 5 Year Strategy (ICSR)
- SME Terrorism Insurance Policy Cover Consultation (PoolRe)
- FCA CP25/12 Consultation submission



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MGAA

Next Gen Group

The MGAA Next Gen Group continues to champion the development and support of emerging talent within the MGA sector. Our mission is to create and maintain a dynamic and inclusive environment where young professionals can thrive, innovate, and lead the future of our industry.

In February 2025, we saw a change in leadership with the election of our new chair, Jack Harding. We extend our heartfelt thanks to our outgoing chair, Kaj Pankhania, for her exceptional leadership and dedication during her tenure. Under Kaj's guidance, the Next Gen Group has achieved remarkable milestones and set a strong foundation for future success.

We are also excited to welcome new committee members, Emily Lewis and Tom Williams, who bring fresh perspectives and enthusiasm to our team. Together, we look forward to continuing to support our members and our Next Gen network.



Next Gen

2024/25 Achievements

1. MGAA Annual Conference 2025:

Our very own Zoe Parsons led an engaging session on the power of networking, with an impressive panel offering practical advice on transforming meaningful connections into long-term career success.

2. Insights Series:

We expanded our Insights Series to cover new and intriguing topics. Notably, our collaboration with the Insurance Museum resulted in a captivating 2-part webinar on the History of Insurance and the History of the MGAA, providing our members with valuable knowledge and real-life insights.

3. Deep Dives:

We continued to publish a variety of detailed and relevant deep dives. These included articles on the significance of knowledge transfer to the next generation, the history and origins of MGAs, and the critical role of networking in career development.

4. Summer Social:

Our second Summer Social, held in the City at The Drift, was a resounding success. The event provided our Next Gen members with the opportunity to network in the sunshine, creating connections and new friendships among young MGA professionals.

5. Coffee Collective X Series:

We launched our Coffee Collective X series, providing an informal platform for next-gen peers to discuss technical updates and regulatory changes. Sessions on Accounting & Finance and Legal & Compliance were particularly well-received.

6. I Love Claims (ILC) Conference:

In February, we hosted a dynamic panel at the I Love Claims conference, focusing on strategies for attracting and retaining top MGA talent in claims. The discussion offered valuable insights and actionable strategies for our members.

7. Insure TV Interview:

The Next Gen committee was featured on Insure TV, where we showcased how the MGAA Next Gen is shaping the future of the MGA industry. This interview highlighted our initiatives and the significant impact we are making in the sector.

A word from the MGAA Next Gen Chair

**Jack Harding,
Next Gen Chair**

"These initiatives reflect our unwavering commitment to providing valuable learning opportunities, fostering professional development, and supporting the well-being of our Next Gen members.

Finally, I'd like to thank our members and Next Gen community for your continued support and engagement. A special thank you to the Executive team and Board for their ongoing support and guidance, and to AXA XL for being such supportive sponsors for another exciting year.

I would also like to express my gratitude to my fellow committee members for giving me the opportunity to chair this incredible group and for all their voluntary hard work. Your dedication and efforts do not go unnoticed.

The Committee and I look forward to delivering again for the association in the year ahead."

MGAA Next Gen Committee



Jack Harding
Next Gen
Committee Chair



Tom Williams
Next Gen
Committee Member,
Events Officer



Emily Lewis
Next Gen
Committee
Member, Events
Officer



Alistair Danesh
Next Gen
Committee
Member, Events
Officer



Lauren Stables
Next Gen
Committee
Member, Media
Co-Lead



Zoe Parsons
Next Gen
Committee
Member, Media
Co-Lead



Charlotte Harrison
Next Gen
Committee
Member, Mentoring
Programme
Co-Lead



Thomas Pereira
Next Gen
Committee
Member, Mentoring
Programme
Co-Lead

Sponsored by



XL Insurance

Wellbeing

Diversity, Equity & Inclusion

We continued to deliver the enhanced membership package that was launched in the 2023/24 membership year, with valuable content delivered by our partners Searchlight and Mental Health in Business. Sessions were delivered in a variety of formats to make the content accessible to all members.

The podcasts and webinars covered DE&I and wellbeing, with sessions supporting those with line manager responsibilities as well as invaluable reminders of the importance of prioritising your own wellbeing.

Mental Health First Aider course

An accredited course delivered in person by Mental Health in Business. Feedback from the courses was extremely positive and a further training session is scheduled in September 2025.

"The course was phenomenal, a safe and inclusive space was created for everyone involved to express themselves and learn about some often not talked about subjects without feeling weird. The instructor Claire Russell made everyone feel welcome and imparted a lot of wisdom on us throughout the two day course, would highly recommend any talks done by Claire to anyone. The format was phenomenal often breaking into groups to share our own unique viewpoints on subjects, this really allowed me to see other sides of things and eliminate any stigma and bias I may have had."

Wellbeing webinars delivered by Mental Health in Business

Three webinars covering Workplace Wellbeing: Empowering Minds for a Healthier Work Environment, Breaking Barriers: Empowering Conversations for Mental Wellness and Cultivating Community: The Cornerstone of Mental Wellbeing. All these sessions are available in the recordings on-demand section of the website.

Registrations **186** Views of recordings **95**

"It was presented in a lovely calming way, that I actually felt more relaxed just by listening to the presentation and it was at just the right pace - Claire really knows how to hold an audience."

DE&I webinars & podcasts

Partnering with Searchlight over the course of the year content was shared with members across four webinars and three bitesize podcasts. Topics covered included, key DE&I themes from the FCA business plan, setting an evidence based DE&I strategy, non-financial misconduct, recruitment and bullying & harassment in the workplace. All these sessions are available in the recordings on-demand section of the website

Registrations **176** Views of recordings **127**

"Exceeded my expectations. It was thorough and comprehensive." "Great session delivered with lots of knowledge on the topic"

Promoting MGAA Members



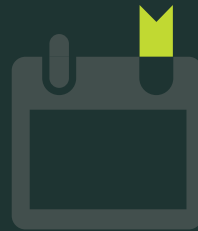
Website Traffic

116,315

Visitors

424,518

Page views



Events

4

Face-to-face

2,300

Attendees



Social Media

11,109

LinkedIn Followers

497,007

LinkedIn Impressions



In the Press

35

Interviews

26

MGAA Appearances

MGA Testimonials

Chris Davies
DRS Bond

"Following DRS Bond MGA's official engagement with MGAA in April 2025, things have accelerated at a phenomenal pace.

From attending the BIBA conference with MGAA in May, through to multiple warm introductions to potential capacity providers and our opportunity to address the MGAA annual conference in July, we have successfully leveraged MGAA's relationship capital to our mutual advantage. This is only the beginning of a burgeoning strategic alliance that will endure for many years to come."

Gary Honey
MM Underwriting

"In the face of more onerous and invasive Regulatory Rules and Obligations, I felt that it was important that I threw my weight behind our Trade Association to help support the views of the MGA Community and push-back on some of the more cumbersome Regulations. This is why my Business, M & M Underwriting, joined the MGAA and I had no expectations beyond this.

It's fair to say that I've been hugely impressed by the value the MGAA have offered M & M since joining. For example; we are part of a vibrant community (as experienced at the exclusive drinks reception in Manchester in May); I've been introduced to a number of Suppliers that are already adding value to my business; the CPD events organised by the MGAA make my life far easier in finding material and achieving my 35 hours; I can freely access MGA Assess (meaning that I can stop my paid subscription to the CII's Broker Assess); gaining free entry to events such as the MGA Annual Conference, the Capacity Exchange and the Broker Exchange (both in London and Leeds) and, linking back to my reason for joining, there is active engagement with the FCA and opportunities for MGA Members to ask questions & raise concerns directly to Matt Brewis.

However, the best endorsement of the MGAA is the fact that so many external Organisations & Suppliers wish to engage with our Association. Without hesitation, I'd be happy to recommend the MGAA to anyone in our market."



Supplier Testimonials

distriBind

"This is our first time as MGAA members and at the MGAA Annual Conference and we had a very fruitful day. We felt like the conference had a good mixture of vendors and MGAs and we're looking forward to what else is to come."

Vitesse

"2025 was my first MGAA Conference and it did not disappoint! A busy exhibition room with people from all parts of the insurance eco-system as well as relevant and insightful talks from industry experts. Already looking forward to the 2026 event!"

Qdos Assistance

"From a supplier point of view I find the MGAA useful to network with a cross section of the MGAA marketplace as well as fellow exhibitors."

Clyde & Co

"Clyde & Co is proud to be a Gold sponsor of the Managing General Agents' Association. We recognise the vital role the MGAA play in representing their members and this year's conference was a perfect example of the market coming together at another excellent event."



Market Practitioner Testimonials

David Nichols
UK Head of Retail
Zurich

"Thanks for being a great partner of Zurich – I know you have been really helpful to us with a potential new MGA and I couldn't be more grateful."

Chris Lee-Smith
Co-founder & Group
Head of Distribution
Accelerant

"The MGAA have had a great year and we look forward to continuing to support you in 2026 and beyond."

Dan Martin
Managing Director,
Distribution Strategies
and Business
Development
Markel

"The MGAA does indeed look to be growing in membership, in ambition and in impact, which is great to see in such a vibrant and specialist part of the market. We are delighted to not only maintain our membership but also to grow it via a more aligned and consistent approach across both our London Wholesale and UK National Markets Retail practices."

Alex Hardy
Director of Delegated &
Distribution
SiriusPoint

"We have valued the relationship and support over the last year."



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Our Sponsors

Thank you to our sponsors for their continued support of the Association and helping to deliver our face-to-face events throughout the year.

Platinum	Gold	Gold	Gold	Silver	Silver
					
Silver	Silver	Silver	Silver	Silver	Silver
					
Silver	Bronze	Bronze	Bronze	Bronze	Bronze
					
Bronze	Bronze	Bronze	Next Generation	Tech Underwriting Insights	Broker Bulletin
			 		

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A Word from Our Sponsors

Our sponsors are an essential part of the MGAA community. Their generous support allows us to grow, innovate, and deliver value across the MGA sector. We thank them for their continued trust and commitment.

"The MGAA Annual Conference was a fantastic opportunity to meet MGAs, carriers, and technology providers under one roof. The expert sessions and panel discussions were great, and the networking breaks made it easy to build new connections. The event was valuable for both deepening our industry knowledge and expanding our network."

The Consilium Team

"We have found that sponsoring the MGAA has enriched our presence with MGAA members, and the subsequent conference in July helped deliver even more meaningful contacts and discussions. Our brand awareness has been enhanced and we are seeing an increase in partnership discussions because of it, thank you!"

Jason SPARROW

Senior Business Development Manager UK & IRE,
Wakam

"We are delighted to support the Managing General Agents' Association (MGAA) in its ability to deliver high-quality events, such as the MGAA Annual Conference. We relish the opportunity to work together to make a difference and share our insights to help the MGAA carry out its mission to unite the MGA community throughout the UK and Ireland. We have a shared duty to foster collaboration, advocate for common interests, and uphold the highest professional standards.

SiriusPoint has upgraded its sponsorship of the MGAA to silver status. Continuing to work hand-in-hand with the MGA market's dedicated trade body demonstrates our commitment to this market as we continue to execute our strategy to focus on forging strong and enduring partnerships with MGAs."

Natalie King, Global Head of Marketing & External Communications, **SiriusPoint**

"Sponsoring and exhibiting at the MGAA Annual Conference for the first time was a valuable experience for Atlas Insurance PCC. It provided a unique opportunity to engage directly with MGAs facing challenges such as increasing margin pressure, and to explore how they can evolve from intermediaries to carriers. The event proved to be an effective platform for building meaningful relationships with MGA leaders keen to gain greater control and profitability through innovations such as cell carrier ownership, alongside the ability to write business directly in both the UK and EU single markets. We're grateful for the opportunity and look forward to continued collaboration with the MGAA community."

Ian-Edward Stafrace, Atlas

"The 2025 MGAA Annual Conference was a real success for Bridgehaven. Having our Chairman, Erik Matson, as the keynote speaker was a real highlight, and a fantastic opportunity for him to speak about our business model and its relevance to the MGA marketplace.

We found the event really worthwhile, and a great platform for us to engage with MGAA members and others within the MGA space in a relaxed environment. We also enjoyed hearing from other professionals within the industry and having the opportunity to see the latest technology solutions in the dedicated tech area. Focusing on the future, we look forward to continuing our close relationship with the MGAA throughout the remainder of 2025 and in years to come."

Bridgehaven

"From the start of DRS Bond MGA's official engagement with MGAA in April 2025, things have accelerated at a phenomenal pace.

From attending the BIBA conference with MGAA in May, through to multiple warm introductions to potential capacity providers and our opportunity to address the MGAA annual conference in July, we have been able to successfully leverage MGAA's relationship capital to our mutual advantage.

This is only the beginning of a burgeoning strategic alliance that will endure for many years to come."

Chris Davies, Group CEO, **DRS BOND**

"The MGAA Conference was a fantastic opportunity to meet with industry friends (old and new) and to learn more about this incredible space that we are privileged to be part of. It was also the perfect place to celebrate our 25th Anniversary!"

Sophie Farrow, Head of Marketing & People, **OneAdvent**

"Sponsoring this year's MGAA Annual Conference was a positive experience for our team. The conference offered us a prime platform to strengthen relationships and connect with key decision-makers and industry influencers. The level of engagement we had with delegates exceeded our expectations — meaningful conversations, insightful feedback, and genuine interest in our solutions. We look forward to working with the MGAA going forward."

James Montgomery, CEO, **Ryan Specialty Underwriting Managers International**

"Optio Group are very proud indeed to have helped the through sponsorship to promote the interests of what is in my view, the "Premier League" of insurance at this moment in time. This sponsorship has given Optio an ideal platform to engage with our all important broker partners and also to contribute more widely to promoting MGAs and the fantastic customer service which they provide."

Gary Head, CUO, **Optio**

"As an annual sponsor of the MGAA, we're pleased to be able to play an active role in shaping the conversation around issues that affect our industry. Our membership allows us to discuss the opportunities and challenges that concern MGAs publicly and, importantly, network within this growing insurance community. Taking part in a range of events throughout the year from podcasts to panel discussions, has allowed us to increase our profile, build brand awareness among key audiences and support the growth of the MGA market."

Rob Corner, Chief Distribution Officer, **DUAL UK**

"We are thrilled to be sponsors of the Managing General Agents' Association (MGAA) and for our participation as exhibitors at the MGAA Annual Conference. At Gallagher Bassett, our dedication to the MGA community is unwavering, and this partnership marks a significant milestone in our journey to be part of the conversation with MGAs and deliver top-tier solutions. During the recent Conference, we had the chance to meet industry leaders and have insightful conversations about trends, capabilities, and challenges that the industry faces. We look forward to more exciting opportunities this partnership will bring and are eager to continue our work with the MGA community to shape the future of the industry."

Charlotte Harrison, Head of Carrier,
Gallagher Bassett

"We are grateful for the opportunity to engage in meaningful dialogue at the annual MGAA Conference around important topics such as focus shifts from cost to strategic deployment, value realization using AI or cloud-first, data-smart solutions for claims and underwriting. Events like this play a pivotal role in shaping the future of success in today's dynamic market landscape. Beyond exploring emerging trends, they offer valuable clarity and strategic insights into how technology can drive profitability in the short, medium, and long term. Congratulations on another outstanding event this year!"

Adrian Blidarus – President, **Encora Europe**

"Outstanding networking opportunities and meaningful conversations with industry leaders, partners, MGAs, and industry press about emerging trends and operational strategies. The bright and prominently positioned Xceedance stand served as a hub of engagement, drawing attendees eager to learn more about our expert solutions tailored to support niche risks and empower MGAs to scale successfully. One particular highlight for us was Amit Tiwari's "What Constitutes a Bright Future?" panel discussion. Amit's insights into technology enablement, operational resilience, and future-focused business models really resonated with the audience, showcasing our industry expertise and ability to deliver the tools MGAs need for sustainable growth."

Working closely with the MGAA underscores the Xceedance commitment to fostering innovation and driving our shared vision for the future of the MGA community. With smarter, faster, leaner solutions for MGAs, we're helping businesses thrive in an evolving and evermore competitive insurance landscape."

Xceedance

"We're proud to be Silver Annual Sponsors of the MGAA – an association that continues to champion innovation, collaboration, and excellence across the MGA landscape. Our sponsorship reflects REG's deep commitment to empowering members as they navigate regulatory pressures and operational demands with confidence."

The conference was a fantastic day of connection, bringing together customers, partners, and the wider market to share insights on how technology can drive real, measurable change. It's clear that sentiment towards adoption is shifting, with tech now seen as a critical enabler of success."

At REG, we're proud to stand alongside MGAs as they shape a smarter, more future-ready market. It was inspiring to see how innovation is being embraced not just to drive efficiency, but to actively tackle regulatory challenges and support sustainable growth. Events like this spark the conversations and collaborations needed to accelerate progress, and we're excited to play our part in helping the market move toward a more resilient and brighter future."

Zoë Parsons, Head of Marketing,
REG Technologies