

For Immediate Release
26th October 2010



Press Release

Broker Direct become 100th Signatory

Broker Direct are delighted to become the 100th signatory of the Aldermanbury Declaration. We promote a culture that emphasises the importance of continuous learning and development for individuals and the organisation. We believe that our people are our most valuable resource and we are committed to providing opportunities to help them achieve their full potential.

Ann Tomlinson – Director of Operations “Our support for the declaration underpins our commitment to professionalism throughout our group”

Helen Lowe – Group Human Resource Manager “Investment and support in our staff to achieve CII qualifications is central to our extensive training and development programme”

Recently we were nominated as a finalist in the Manchester Insurance Awards for the Training and Development category, signing the declaration will reinforce the belief we have in ensuring we have qualified and capable staff at all levels.

Sandy Scott, CEO of the CII, said, “We are delighted that Broker Direct have given their support to the Aldermanbury Declaration. They hold the unique position of being the one hundredth firm to sign.

“The success of the declaration thus far is testament to the general insurance sectors willingness to embrace professionalism.

“Over the coming months we will be working with the task force on how best to ensure that the efforts Broker Direct and the other supporters of the declaration have made are acknowledged by the FSA.”

For more information:

Ann Tomlinson – Director of Operations

Tel: 0844 248 9333

Email: ann.tomlinson@brokerdirect.co.uk