



Proudly  
celebrating  
our Golden  
Anniversary

WIN A **£250**  
VOUCHER FOR  
GOLDSMITHS

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Welcome to our very special  
edition of the Cliverton newsletter

where we share our news and look back on 50 years of providing insurance solutions to you, our valued customers. To help us celebrate we will be giving a **£250 Goldsmiths voucher to one lucky person** in our Golden Free Prize Draw. As well as our usual charitable contributions, we will also be donating £50 every month to some very special charities close to our hearts.

We're immensely proud of how far we've travelled since 1972. This is our golden journey...thank you for joining us.



# This is our journey

## From humble beginnings...

Philip Woodley set up Cliverton from his caravan



1972

2003

Awarded the status of Chartered Insurance Broker by the Chartered Insurance Institute (CII)



2016

Cliverton was acquired by Lycetts and moved to Fakenham

2018

Finalist 'Schemes Broker of the Year' by Insurance Age



Awarded 'Schemes Broker of the Year' by Insurance Age

2019

2021

Finalists in 'Schemes Broker of the Year' by Insurance Age



**PIF** Partnership with the Pet Industry Federation (PIF) established

2022

2022

Cliverton and Lycetts are now part of The Benefact Group

Shortlisted for the Chartered Insurance Institute Public Trust Awards 2022

2022

...to heady heights





Passionate about animal welfare for 50 years.  
Yours and ours.



## Meet your team

Many of us have worked with animals for most of our careers at riding schools, rescue charities, as freelance grooms and some still have smallholdings and working dogs. It's very rewarding to have worked within the businesses we now arrange cover for – and gives our customers reassurance that we know their business inside-out! We understand their ups and downs and the highs and lows of running an animal business.

From a two-man band in a caravan, Cliverton is now a dedicated and passionate team of 21 long-standing dog nuts, crazy cat ladies, bunny buffs and horse enthusiasts with a few ferret fanatics and smallholders thrown in!

Animals and pets are at the heart of our business, but they are also our personal passion too. Between us we own 17 dogs, 24 cats, 6 horses, 4 chickens, 6 ducks, 2 geese 4 ferrets, 1 chinchilla, 1 rabbit and a herd of cows!

Our dogs are part of the Cliverton team too and are welcome to join us in the office – on a dog rota!

Any visitors to the office may get a lick and paw from Buck, Biscuit, Pippa, Maisie, Alice, Rolo and Doug!

Buck and Biscuit



Maisie



Doug



Rolo



Alice



Pippa



Dedicated to animals – and their humans since 1972!

50 years ago, Cliverton was mainly dealing with livestock risks but then moved into the dog insurance world providing specialist cover for kennels and catteries. It then expanded into groomers, breeders, pet shops, dog walkers, equestrian businesses, and other animal-related trades - all of which remain integral to our business today.

We currently insure

VENOM EXTRACTION  
CAT CAFÉS  
ALPACA TREKS  
GOAT YOGA  
TV ANIMAL STARS  
CHRISTMAS REINDEERS  
MEDICAL ALERT DOG TRAINERS

businesses - from the ordinary...



...to the extraordinary



Our customers love what we do!

95% 

of New Business customers were very or extremely satisfied

97% 

of year one renewal customers were very or extremely satisfied

But we're always looking for ways to improve our products and services, so please get in touch if there is anything you would like to discuss or suggestions about how we can help.

# Charity begins with Cliverton



Being part of the Benefact Group, which gives all available profits to charity and good causes, we are able to support so many deserving charities. As a group we reached a milestone of £100m in 2022, with our next target set as £250m.

In addition to this charitable commitment, as part of our 50th anniversary celebrations, staff are invited to choose a charity to receive a £50 donation each month.

The nominated charities so far include World Horse Welfare, Diabetes Norfolk, Refugee Women Connect and About with Friends. Three of the Cliverton team explain why these charities mean so much to them.

Nominated by Kerry Richardson. Kerry says

“I have struggled with diabetes for a few years as has my brother-in-law, with not a lot of help in coping and knowing how to manage injections and medication. I feel that donating to a local charity will provide help for people like me who are struggling as well as families with diabetic children who have never had to deal with diabetes before. Learning about the illness is the best way to help others and that’s why I have chosen this charity.”



Nominated by Jessica Grimble and Peter Knowles. Jessica, who was a volunteer, explains

“World Horse Welfare works with some extremely poorly and abused animals in the UK and abroad. Specialist grooms and volunteers work on their rehabilitation and ensure they receive the best care, until they can be re-homed. Abroad they focus on educating owners on the best way to care for their animals, especially those who rely on their animals for their family income.”



WorldHorseWelfare

One of our members of staff explains

“My sister attends About with Friends on a regular basis. She was born with a hole in her heart and had to have major open-heart surgery as a very small baby. She suffered brain damage, affecting her short-term memory and she also has autistic traits. She cannot live the same life that most of us are very lucky to have. About With Friends offers a taste of “normal” for those with learning difficulties in North Norfolk, with everything from ‘Movie Nights’, days out and holidays to provide special experiences most of them would never normally have. From my own experience, they offer a vital service to the parents and carers, they offer respite – a break from the daily struggles of having someone close to you with learning difficulties.”

About with  
Friends



Our partnerships  
make us proud



As part of commitment to animal welfare and supporting animal businesses, we are proud to support the following partners and look forward to finding new golden opportunities to work together in 2023 and beyond.

Cliverton donates to PIF's benevolent fund whenever one of their members takes out an insurance policy allowing us to support members and contribute towards improving standards within the pet industry.

We're also joint headline sponsors of their annual awards which recognize individuals and businesses in the pet industry for their dedication to animal welfare and pet business best practice.

**Our other partners include:**



50 years of animal and customer care



Running an animal business comes with many challenges – so does insuring it. From operating during Covid to underinsurance risks due to rapid inflation of costs and storm damage, we are proud to have risen to every challenge to support our customers through good times – and bad. Throughout the last 50 years, we are proud to have established some strong working relationships and friendships along the way.

# “ What our customers say about us

“I have run my own dog walking business for ten years and I have used Cliverton for my public liability insurance for most of them.”

“My word that was quick! thank you - what service!”

“Knowing I am insured with them if the worst came to the worst is extremely reassuring. And that in turn reassures my customers their dogs are in good hands, both mine and my insurers.”

“They do things the old-fashioned way. And I mean that in the very best way.”

“Absolutely no hesitation in giving Cliverton five stars and my complete recommendation to others.”

“I just wanted to thank you for all your help with this. A real breath of fresh air after the poor service level we've been receiving from our previous brokers.”

“Amazing work from you. Not only were your calls efficient but the speed you put my policy through was perfect.”

We are committed to providing continuous improvement in the products and service we offer. In 2023 and beyond we plan to:

- Develop a new website which will allow clients to buy policies and renew online.
- Launch a range of new products this year in order to provide a complete package of cover for our clients. This includes a personal accident policy with sickness benefits, extending our equine offering, and increasing our competitiveness with our current products.
- Form additional meaningful partnerships with experts in the industry
- Create a suite of advice and information videos for our clients

Watch this space!



## Plans for the future



### This is us!



of dedicated, knowledgeable and sympathetic account handlers with personal experience in owning and working with animals.



of commitment to raising standards within the industry.



of dedication to animal welfare and support of rare breeds.



of insuring your specialist animal businesses with our specialist insurance.

“Thank you for sharing our golden journey. Here’s to the next 50 years of helping you and your business!”