



MAJOR LOSS NEWSLETTER | OCTOBER 2025

Highlights from a busy year

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People development director Luke Brannigan reflects on the Academy's achievements as well as looking to the future.



Message from
Luke Brannigan FCILA MBA CMgr FCMI

In the last issue, Glenn and I laid out the strategy and vision for Crawford Academy as we continue to make Crawford & Company a destination for loss adjusting talent, where the best in the market come to us to benefit from market leading professional development.

Crawford Academy in 2025 has three key areas of focus: professional development, where we have developed market leading training and professional qualification support; coaching and mentoring, which comprises peer feedback and mentoring as well as career development coaching; and finally talent management, where we work with the business to deploy our people where they can add the most value for our customers, clients, and their own careers.

The next few pages will give you some highlights of 2024 as well as an idea of what we have planned for the rest of 2025 and into 2026

Luke Brannigan
People Development Director



Launch of ‘Technical Tuesday’ alongside ‘Welcome to Crawford’ group induction days

One of the things that I enjoy most in my role is working with our UK Learning and Development team who are fully aligned with our vision for Crawford Academy. I’ve recently been supporting the in-person ‘Welcome to Crawford’ days in our office in Birmingham, run by **Hannah Astley** and **Matt Lander**, which are always very well received.

Not only does this include the day itself, where I’ve been able to talk about the professional qualification support on offer, but earlier in the year we set up a half day effective communication training session to run alongside the ‘Welcome to Crawford’ day, which we have called ‘**Technical Tuesday**.’

Supported by Academy Director **Graham Cranford Smith**, Head of Major & Complex Loss **Glenn Thornton** and **Jonathan Pulley**, Operations Director in our CFAS team, this focuses on effective communication, reserve management, and billing and time recording, and is aimed at new Crawford colleagues in fee-earning and technical roles.

Graham’s sessions are particularly well received, with many colleagues commenting that they are able to use the tools that Graham teaches to make sure their customer and client communications are clear and easy to understand.

The effective communication session covers the principles of plain English – short sentences, active voice, use of list and questions, and applies this in claims handling where clear and effective communication can help avoid confusion with customers, suppliers and colleagues, improve the customer journey and reduce the claims life cycle.

If you would like to attend the next ‘**Technical Tuesday**’ session, please feel free to reach out to me.



Launch of the Major Loss Claims Technician knowledge frameworks and technical training sessions

Working with the Major and Complex Loss (MCL) leadership team, the Academy team created a knowledge framework based around the MCL claims technician role, allowing colleagues to develop their technical knowledge in a number of core areas including business interruption and policy interpretation.

Linking this to career progression and professional qualifications ensures that our colleagues are able to see the benefits of training and development and progress to a senior claims technician role alongside achieving the Cert CILA qualification.

Technical training sessions for the MCL claims technician teams ran all the way throughout 2024 and will be continuing into 2025, delivering monthly training sessions via Teams, and we are continuing to invest in our colleagues’ development.

Technical training framework:	Over 100 hours of targeted technical training
<ul style="list-style-type: none">• Introduction to business interruption (BI)• Understanding leases• Policy interpretation• Claims handling knowledge• Alternative accommodation claims	<ul style="list-style-type: none">• Across 16 sessions• 20 internal colleagues• Delivered face to face and via Teams• CII accredited training

Feedback from colleagues during 2025:

“

Thank you for all your help, you provide very good sessions, clear, concise and informative. Once again thank you.”

“

“I thought the training was very useful and I definitely learned a lot. The face to face training is really engaging.”

“

“The content of the training helped reinforce the fundamentals of the role and gave some really valuable insight into policy interpretation.”



Accredited



Strategic partnerships with professional bodies

Over the years Crawford has developed a strong partnership with the **Chartered Insurance Institute (CII)**. In 2024 we took the decision to accredit our Technical training programme with the CII. Achieving CPD accreditation was a significant milestone in our journey and we're really proud of achieving it.

The accreditation process involved the CII assessment being provided with copies of our training material, details of the training needs assessment tool, knowledge framework, as well as a CII assessor sitting in on a number of our training sessions which are run face to face and on Teams.

Accreditation by the CII means that means that anyone receiving our training, knows that this is developed and delivered in line with industry best-practice, - whether they work for Crawford or one of our clients.

Crawford's CII accreditation has just rolled over into its second year and we intend to add further technical training content as we continue to develop it.

Crawford's long-standing partnership with the Chartered Institute of Loss Adjusters (CILA) continues to thrive, especially at the committee and Special Interest Group (SIG) level.

Crawford is a long standing supporter of the CILA conference, which is taking place at the Birmingham International Convention Centre (ICC) on the 16th of September. If you would like to attend, please reach out to UKLearningandDevelopment@crawco.co.uk

We speak to the CILA team regularly about ways in which Crawford can continue to support their vision and strategy, an approach that I'm pleased to say has been fully supported by our UK president, Paul Lofkin.

We are anticipating the CILA qualification framework to change in 2026/27, with changes to the Diploma and Advanced Diploma qualification. We will keep colleagues updated about this as soon as we have more details.

Did you know?

Crawford is the only UK loss adjusting business to achieve CII accredited status for Crawford Academy's market leading technical development programme?



Insurance Museum three-year partnership

In 2024, we were delighted to announce our three-year partnership with the **Insurance Museum**, a registered charity and unique industry resource that works to educate audiences about the rich story of insurance through promoting research, continuing professional development, heritage and culture.

The museum's long-term vision is to establish a world-class visitor and research centre in the heart of the city of London, but until that time a number of online galleries have been established that cover everything from the Great Fire of London to the Industrial Revolution. You can learn more about the Insurance Museum [here](#).

Museum director **Howard Benge** has led a number of walks around the city of London with Crawford colleagues and clients, visiting insurance landmarks and learning about the birth of the industry. These included our colleagues from Europe who joined us in London as part of our EME GTS series of conferences.

Later this year we hope to have the Insurance Museum's first and only physical exhibition space in our London Fenchurch Street office, charting the history of insurance and the loss adjusting profession. We continue to explore how Crawford & Company can continue to be an industry educator as this is an important part of our strategy.

Did you know?

Did you know that Crawford is the only UK loss adjusting business to sign a partnership with the Museum? You can find out more about membership at <https://insurance.museum/membership> and you can also use the code IMCrawford2025 for £10 off the annual membership fee.



Crawford Europe and Middle East (EME) Global Technical Services (GTS) Academy conferences

We were delighted to welcome our Middle East and European colleagues to the new Lloyds training room at our London office for a day and half of professional development, client presentations and networking.

Led by Niels de Kock, president, Europe and Middle East, and Glenn Thornton, attendees came from as far and wide as Belgium, Germany, Italy, Spain, Norway, Sweden, Dubai and Abu Dhabi. We welcomed speakers from clients including Zurich, Brit, Hiscox and Lockton as well as arranging a guided tour of Lloyd's of London and a presentation about the history of insurance from the Insurance Museum. We were also delighted to welcome Andrew Bart, CEO, International Operations, who spoke about Crawford's international operations and UK president Paul Lofkin, who gave an overview of the UK business.

The second day was focused on presentations from the individual groups, learning about local market practices and key client expectations, and it was a great opportunity for colleagues to learn from each other about the differences as well as similarities in how loss adjusters work with different clients and in different markets across Europe and the Middle East.



Mid-Market Talent development conference at Kilworth House

The Crawford Academy team was delighted to host MCL colleagues at the historic Kilworth House in Leicestershire for our new talent development conference, bringing together our brightest talent from major loss, agricultural (ARIEL), property and Crawford Forensic Accounting Services (CFAS).

We heard from clients including **Ecclesiastical, Hiscox, Zurich and NFU Mutual** on their claims philosophy and changing customer expectations as well as from our Risk Consultancy and Sustainability teams on growth and specialty areas of the business, especially discussing sustainability in the claims process and ESG.

We were also delighted to host John Bissell from the **Chartered Institute of Loss Adjusters (CILA)** on the strategy and vision of the institute, and Matt Simmons from the **Chartered Insurance Institute (CII)** about their professional development map and qualifications.

Crawford's own Chris Buesnel, senior major loss adjuster, presented on overcoming challenges with major loss claims and Graham Cranford Smith, Academy director delivered a masterclass in effective communication and the benefits of plain English in loss adjuster reports. Yasmin Carter from ELEV822 talked about personal branding, and major loss adjuster Holly Marchant spoke about career development and the Women in CILA Special Interest Group.



Client off-site training

We have launched off-site training sessions as part of our Crawford Academy offering, including building construction and pathology days at the National Self Build and Renovation Centre (NSBRC) in Swindon, and fire and escape of water ‘hands on’ investigation sessions with forensic investigators Hawkins Associates.

During 2024 and 2025 we have arranged ‘hands-on’ sessions on fire and escape of water investigations, hosted by Hawkins at their office in London, which has a full size lab used to disassemble electronic components as part of forensic investigations. The most recent session included attendees from a number of UK clients as part of London market training and Hawkins is hosting this session for us again in November..

Alongside our clients including Hiscox and NFU Mutual, Crawford Academy also hosted building construction and pathology days at the National Self Build & Renovation Centre (NSBRC) in Swindon alongside colleagues from Crawford Building Consultancy (CBC) and major loss, which included a tour of the NSBRC’s renovation house – a full-size replica home complete with exposed roof structure and basement mock-up.

Upcoming off-site training dates	
8 October 2025	NSBRC (Swindon)
9 October 2025	Specialist damage remediation day (Birmingham)
15 October 2025	Specialist damage remediation day (offsite)
22 October 2025	Damage mitigation day (London)
19 November 2025	NSBRC (Swindon) building construction and pathology day
20 November 2025	‘Hands on’ fire and escape of water investigation
11 December 2025	Specialist damage remediation day (Manchester)
17 December 2025	London Market clients - tour of Lloyd’s of London



Launch of Cert CILA and Dip CILA programs and workshops

September 2024 saw the launch of our professional qualification workshops focussed on the Certificate and Diploma (Cert and Dip CILA) framework. We've built on our existing ACILA fast-track program (now in its second year) and broadened this significantly to include multiple sessions that Lisa Harding runs every week via Teams, covering areas of the Certificate syllabus.

I've also recently been in London, Manchester, Birmingham and Glasgow running face-to-face support for the Dip CILA and Accreditation for Chartered Status (ACS) levels.

If you're interested in learning more about the Certificate or Diploma sessions, then please contact Lisa Harding or me.



Lisa was very informative and broke down each subject of contract law and used examples which helped put it to life."



The training was very well presented, thorough and everything was done in a way that was easy to understand and we felt happy and confident to participate.



As always, a great bitesize session delivered by Lisa.

Very engaging and informative with examples to bring the subjects to life, which helps me so much when trying to understand the subject."



Another happy and upbeat presentation which keeps you engaged on a necessary subject. Good work!"



I thoroughly enjoyed it."

Did you know?

Did you know that the number of Cert CILA qualified colleagues at Crawford has increased by 44% from 2023 to 2025?



Launch of London market client in-person training

With an eye on the relationships with our key clients, we recently launched our technical training sessions to those graduates and apprentices who work for our key clients in and around the London market, with help from the client team. So, from October 2024 and held in our offices in London’s Fenchurch Street, we have been running monthly CII accredited technical training sessions focused on business interruption, legal liability, renewables and the principles of reserve management, led by subject matter experts in the business.

We also hosted a session on ESG including renewable energy and flood resilience, and we also took a group of graduates on a guided tour of Lloyd’s of London. The support from clients like **Hiscox, Brit, Ecclesiastical, Allianz, Chubb, Arch and Zurich** has been outstanding and the feedback from the group has been consistently excellent.

We are continuing to run these events from September onwards, with sessions covering insurance law, the principles of effective communication, tours, communication, tours of Lloyd’s of London and the Insurance Museum, as well as a session on a major loss case study.

Upcoming London market training	
15 October 2025	Effective communication
19 November 2025	Fire and escape of water investigations
17 December 2025	Tour of Lloyd’s of London



Launching the Crawford Academy SharePoint site

After months of development, we launched our **Crawford Academy SharePoint site**, which is now the go-to place for colleagues to find out about news and training events and to enrol on either virtually or in-person training sessions.

Our site aligns with the **Crawford Academy's** core focus with areas dedicated to professional development, coaching and mentoring, and talent management - as you have seen earlier in this newsletter.. Within the professional development area there are sections covering technical knowledge including adjustment of claims, regulatory environment, legal & technical knowledge, and market and product knowledge, including subjects like business interruption and reserve management. You'll also find details of our knowledge frameworks and soft-skills and communication including negotiation, communication, time management and study skills.

You'll also find an entire library of on-demand video content, multiple choice assessments that you can use to check your existing knowledge (useful if you have an exam coming up!), a library of case law and legislation, as well as mind-maps on technical subjects and the principles of insurance such as proximate cause, contribution and indemnity.

You can also find everything you need to support your professional qualification journey through CILA qualifications, with areas dedicated to the Certificate, Diploma, Advanced Diploma and Associate levels, including practice exam questions, guidance notes and technical papers.

Did you know?

We also host information about the IFAA (International Federation of Adjusting Associations) and FUEDI, the European Federation of Loss Adjusting Experts. You can also access guidance around Continuous Professional Development (CPD).