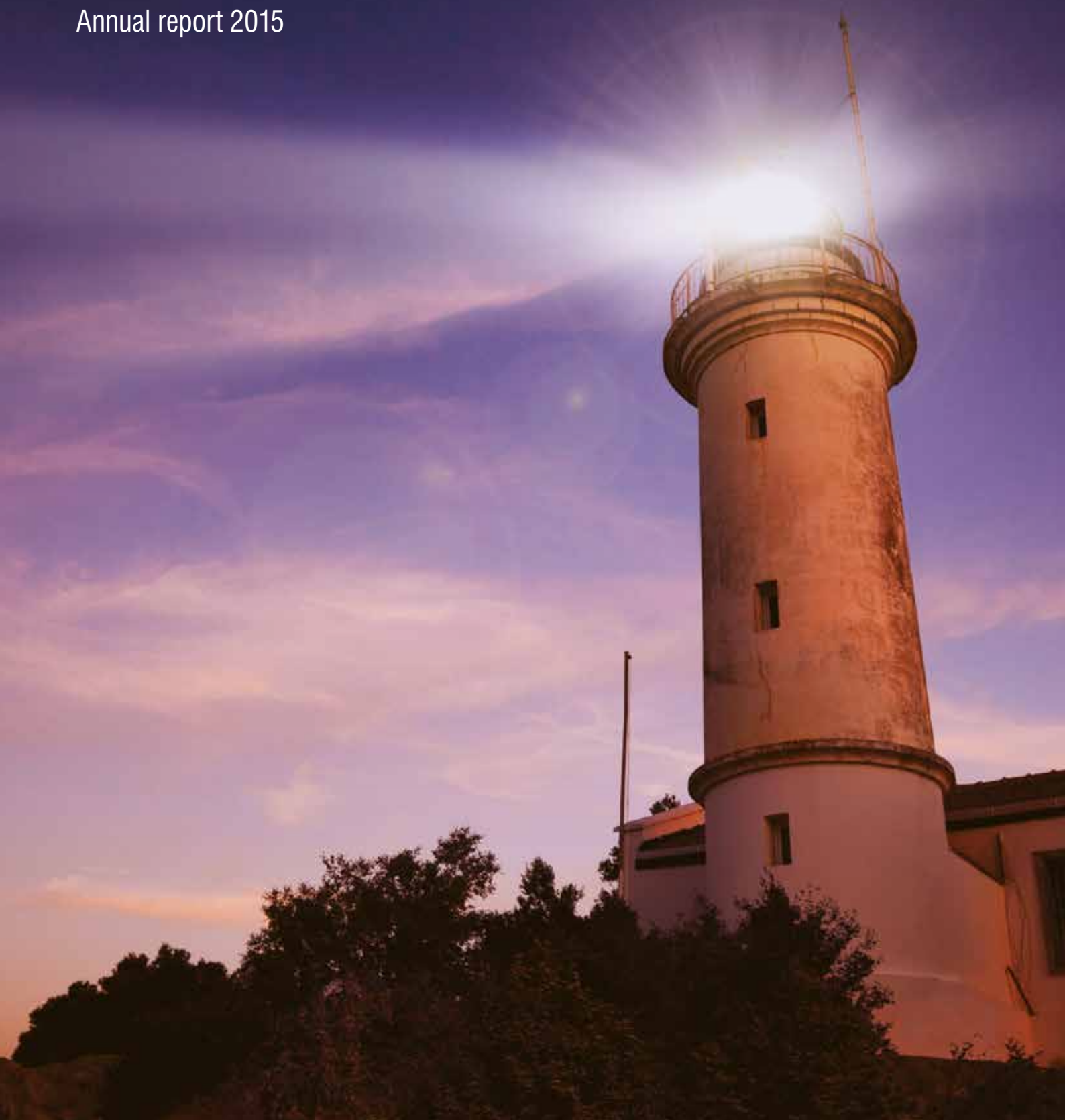


CII Professional standards board

Annual report 2015



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The Chartered Insurance Institute (CII) Professionalism in practice

As the premier professional body for the insurance and financial planning professions, the CII promotes higher standards of integrity, technical competence and business capability.

With over 120,000 members in more than 150 countries, the CII is the world's largest professional body dedicated to these sectors.

Success in CII qualifications is universally recognised as evidence of knowledge and understanding. Membership of the CII signals a desire to develop broad professional capability and subscribe to the standards associated with professional status.

The CII works with businesses to develop bespoke, company-wide solutions that ensure competitive advantage by enhancing employees' technical and professional competence.

Individually, CII's members are able to drive their personal development and maintain their professional standing through an unrivalled range of learning services and by adhering to the CII's Code of Ethics.

Our Charter remit is to protect the public by guiding the profession. For more information on the CII and its policy and public affairs function, including examples of the range of issues in financial services and insurance that we cover, please visit:

www.cii.co.uk/policy



**INVESTORS
IN PEOPLE** | Gold

2 Introduction



David Hertzell

Chair of the CII Professional Standards Board

I am delighted to provide an introduction to my second report as chairman of the CII's Professional Standards Board (PSB).

The work of the Board reflects the Chartered Insurance Institute's continued development of its professional standards capability, which in turn reflects changes in the external environment and new regulation.

The CII plays a crucial role in enabling the evolution of the profession and helping to galvanise its membership to promote and adopt higher standards. Through professional examination, continuing professional development, codes of ethics and chartered status the CII seeks to develop customer trust in insurance.

This annual report – our fourth – briefly outlines some of the initiatives which have been developed or promoted throughout 2015 and spotlights some of the major challenges which lie ahead – whether it is in general

insurance implementing Solvency II, the life sector as it reacts to major pension and longevity changes or the financial planning community as it continues to grow into a profession.

But above all it captures the work and forward plans of the Board itself which seeks to fulfil its objective of overseeing the CII's work to develop the profession in the public interest.

Finally, I would like to pay tribute to Dr Sandy Scott who retires as CII Chief Executive in early 2016. He has been at the helm of the CII since 2000 and has provided inspirational leadership for the CII and the wider profession, not least in establishing the Professional Standards Board and building the CII to the force it now is. We wish him a happy retirement.

The CII's Professional Standards Board – background 3

Protecting the public interest is central to the Chartered Insurance Institute's purpose, as the CII's Royal Charter states, and a key component of this is maintaining and improving public confidence and trust in the financial services market. We believe this is best achieved by creating a genuinely global profession where the best interests of the public are to the fore, where ongoing learning and expertise are cherished, and where the highest standards of ethical behaviour are pursued.

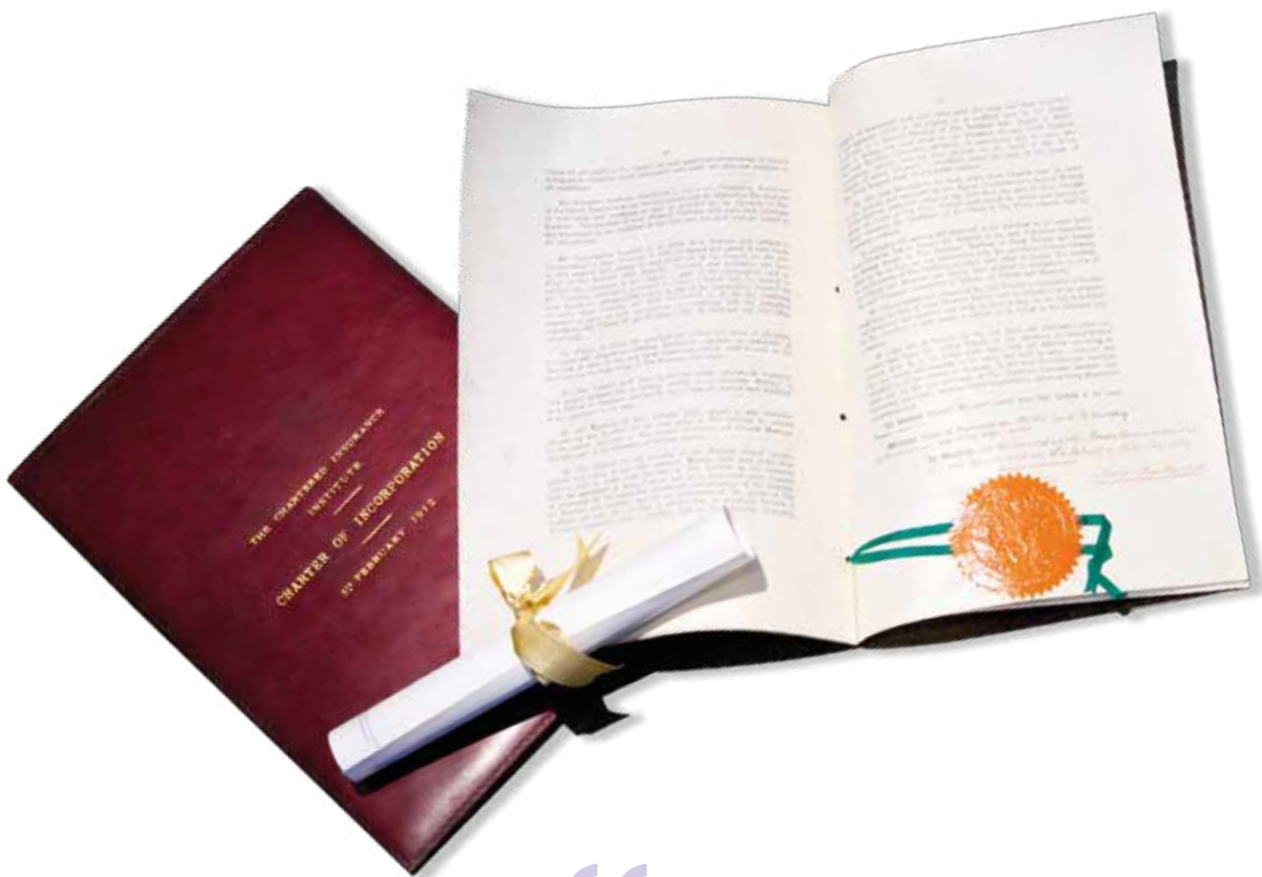
Modern professional bodies need to demonstrate to the wider public that there is good governance in place to guide this work whilst challenging George Bernard Shaw's assertion that "all professions are conspiracies against the laity".

The CII's commitment to higher technical and ethical standards is achieved through a broad range of services, including membership, qualifications, continuing professional development and a code of ethics guiding

professional behaviour. For this to work properly it is essential that there are a robust set of processes which are seen to be, and are, acting in the public interest.

Central to this oversight is an independent process for the CII's disciplinary machinery which governs the policing of the CII's Code of Ethics – and the Disciplinary and Appeals Committees are in place to see this happens. Both of these Committees are currently independently chaired by practising or previously practising lawyers. In addition there is a secretariat which provides support to these committees.

In creating the PSB a decade ago to oversee its professional standards framework, the CII ensured there was a further lock in place in the guise of an independent chairman. The first independent chairman of the Board was Lord Hunt of Wirral and the current chairman is David Hertzell.



“ Insurance as a profession is still evolving, albeit progress is on an upward curve. The CII plays a crucial role in enabling this change and helping to galvanise its membership to promote and adopt higher standards. ”

4 Role and purpose

The role of the Professional Standards Board (PSB) is to:

- Develop policy and standards for CII members, including professional conduct and trust, discipline, ethics and competence;
- Develop appropriate policy and standards for the CII's governance including accountability, diversity, consumer representation and transparency;
- Monitor and review these standards;
- Communicate the standards to the members and committees; and
- Promote professionalism and the adoption of high standards within the industry, with government, with regulators and, most importantly, to consumers.

The Board comprises a mix of senior insurance and financial services practitioners and lay members who provide a wide range of expertise to help provide a strong and diverse oversight of professional standards activity in the insurance and financial services sector.

The PSB plays a vital role in acting as the voice of the public overseeing the development of the profession and has a central role in reinforcing and enhancing the key purpose of the Royal Charter: to promote the public interest and to provide public trust and confidence in the profession.

The CII is initiating a general review of the governance of the CII and this will include a review of all the boards and committees of the CII and their terms of reference including the Professional Standards Board.



The Professional Standards Board covered a range of activities and issues in a year where professional standards, conduct and public trust and confidence in the broader financial services sector remained in the public spotlight.

Governance

As part of its normal governance and oversight responsibilities, the Board received reports and oral presentations from the Disciplinary Committee (which is the main committee for cases of Code breaches); the Appeals Committee (where disputed cases are heard); Accreditation Panel (which oversee the CII's accreditation process); the Diversity Action Group, and the Qualifications Examination and Assessments Committee (QEAC – the main CII committee for the review of CII examinations and qualifications).

A fuller explanation and terms of reference for these bodies are available on the CII website in the Board regulations section.

The Board reviewed its terms of reference ahead of a major CII Governance review in 2016. The Board approved minor amendments to the Disciplinary committee as well as making changes to the Membership Application Sub-Committee's (MASC) delegated authority.

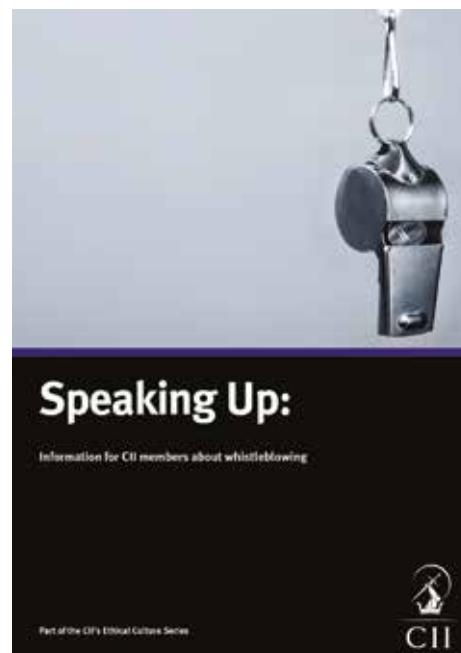
A summary of disciplinary activity is set out later in this report.

Risks and public policy developments

On a broader front the Board discussed a variety of risk and challenges across financial services including motor insurance, the impact of the pension freedoms reforms, the introduction of Pension Wise and the standards which underpin the guidance component of the new reforms, as well as the proposed Financial Advice Market Reforms (FAMR).

The development of the Senior Managers (and Certification) Regime (SM&CR) for banking and Senior Insurance Managers Regime (SIMR) for insurance has raised the importance of conduct risk as well as the increasing focus on individual responsibility in regulation for financial services sector and its implications.

The Board considered the CII's emerging plans to develop support and content for new skills and capabilities for the life and pensions sector as it evolves to meet the new pensions and long term savings environment. There were regular updates on the consumer benchmarking research on general insurance standards. The Board made a number of suggestions about the future focus of this work.



6 Programme of work 2015 continued

Ethics and culture

The board also welcomed the CII's efforts to communicate the importance of the Code of Ethics and to extend the range of related support. Initiatives have included developing the guidance series for 2016 with both new and updated content. Ethical content was also provided as part of the guidance for the new standards for chartered firms launched in July. The Board was involved in the development of the CII's activities to support 'speaking up'. We have liaised with the FCA to ensure our work complements current regulatory initiatives on this.

Accredited Body Activity

The CII's work as an accredited body under the auspices of the Financial Conduct Authority for the purposes of issuing Statements of Professional Standing (SPSs) to regulated financial advisers was discussed and an independent audit of this work was undertaken and approved. The CII is by far the largest of the Accredited Bodies overseen by the Financial Conduct Authority. The Accredited Body's role is to monitor the process for issuing Statements of Professional Standing (SPSs), the Continuing Professional Development (CPD) sampling process for members and the Code of Ethics and disciplinary process which underpins it. Regulatory requirements mean that financial advisers now have to hold a Level 4 qualification, meet new CPD requirements and commit to a Code of Ethics.

This was the third full year of operation and numbers of CII SPSs remained stable at around 21,500 throughout the year, which represents about two thirds of the number of regulated advisers.

Corporate Chartered Status

The Board oversaw the introduction of the revised standards for the CII's Corporate Chartered Status (CCS) in July 2015. A review had looked at the processes, criteria and standards which were revised following detailed consultations with the profession and public interest stakeholders.

Dialogue with other bodies

As part of an effort for wider engagement the Board will, from time to time, discuss and debate issues of common concern with like-minded bodies. This process started with a presentation and discussion by Caroline Mitchell, Chief Ombudsman of the Financial Ombudsman Service.

Case Studies

Two particular pieces of work to address public interest concerns are worth highlighting. They are the CII 'Made Simple' campaign and the CII annual Public Interest Awards, both of which are set out below.

CII Made Simple campaign

A major initiative, Made Simple, was launched by the CII to help promote the public interest by helping simplify the language of insurance for customers and improve both clarity and transparency. This initiative is backed by innovative consumer evidence demonstrating much of the poor customer perception of insurance – and lack of trust – is based on evidence of poor communication to consumers, and a lack of comprehension on the part of the customer of insurance process and terminology.

Made Simple aims to promote greater transparency, clearer communication and comprehension by the general public through a free publicly accessible website ('Ask Ciindy'), a library of information providing simple, engaging and useful information about insurance. The site uses an innovative questions-based tool and an avatar called Ciindy drawing on animations, polls and social media activity.

The site has been gradually building content and has been further developed after discussions with regulators, consumer groups, the media, insurance firms and practitioners alike. For example, the Guernsey Financial Services Commission uses it as a link for consumers and a number of insurance firms use it both for internal training and for customers.



Public Interest Awards

The Public Interest Awards were launched in 2014 to recognise individuals, teams and companies within the insurance profession who have first and foremost acted in the public's interest. A number of board members were judges and the Board is very supportive of the need to use recognition in this form to demonstrate good examples and role models for the profession as a whole. The winners have gone above and beyond to educate, inform and benefit buyers of personal and commercial insurance in the UK. The winners of the awards in 2015 were:

- **Best Campaign in the public interest** – PR or Public Affairs: Zurich Municipal – New World of Risk: Change for Good
- **Best Campaign in the public interest** – Marketing or Advertising: AXA Commercial Lines and Personal Intermediary – Making Claims Clear
- **Best Campaign in the public interest** – SME Audience: AXA Business Insurance – Van Drivers: Our Everyday Heroes
- **Best Campaign in the public interest** – Trade press: Insurance Age – The Broker Apprentice
- **Best Customer Service Initiative** – Insurer: Allianz – Meeting Our Customers in Their Hour of Need
- **Best Customer Service Initiative** – Service provider: QuestGates – Weathering the Storm
- **Best Corporate Social Responsibility Award:** RSA and School for Social Entrepreneurs
- **Promoting the Profession Award:** London Links – Scholarship Programme

In addition three special categories were awarded. The Voice of the Customer Award, Chartered Individual of the Year and the Achievement Award. The Voice of the

Customer Award is designed to recognise someone from outside of the insurance profession. The winner for 2015 was Mary Dhonau, OBE, who was cited as having made a difference to those who have suffered from flooding in the UK.

The Chartered Individual of the Year award was collected by Paula Cook, ACII, Chartered Insurance Broker who demonstrated a drive to work for customers and to spread the word on professionalism with her colleagues and the wider industry.

The final award – The Achievement Award – is aimed at an individual from inside the insurance industry, who has made a significant impact by championing the issue of public interest. The winner was Amanda Blanc, ACII, Chartered Insurer, CEO, AXA Commercial Lines and Personal Intermediary. Commenting on the Achievement Award, The citation read: “The winner took a public stand over an issue that has divided the industry – commission disclosure – and has embraced the quest for greater transparency for customers, especially in the area of claims.”



Looking forward

The Board will continue to focus on the development of professional standards in its broadest sense across the different markets in which the CII operates, but in particular general insurance, life and pensions and financial advice. It will also keep a watchful eye on related debates in standards in other parts of financial services as well as other sectors and professions to look for trends and relevant developments.

The Board will take an active overview on how the life and pensions sector develops in the wake of the introduction of pension freedoms and further reforms which may be announced in the Budget and other initiatives may impact

on the public interest. The development of the Financial Advice Market Review (FAMR) will be a key area of focus, as will the ongoing introduction of the Senior Managers Regime.

The Board will continue its existing function of reviewing CII activities including on disciplinary, membership eligibility and diversity matters and the development of the revised chartered firm process, as well as engaging with other relevant bodies where required. The Board will also continue to look at and debate developing issues, which may lead to future detriment to the public interest.

8 Disciplinary processes and membership eligibility activity

The CII promotes standards and competence and has a duty to ensure that its members are qualified for the work they undertake and that they observe the principles of best practice. The CII disciplinary and membership eligibility processes aim to uphold the standards and reputation of the insurance industry. To support this aim every member of the CII is required to abide by the Charter and Bye-Laws and Code of Ethics. A commitment to this is made upon joining the Institute. If found to be in breach of the Charter and Bye-Laws and/or Code of Ethics, members can be subject to a disciplinary investigation. As part of their compliance with the Code of Ethics, qualified members are required to maintain their competence by completing ongoing Continuing Professional Development and face disciplinary action if they do not.

The Disciplinary Regulations and Disciplinary Procedure Rules govern the work of the CII Case Examiner (who can issue sanctions or agree consensual orders with people who are under investigation). They also set out a number of sanctions which may be applied where a complaint is upheld and an individual is found guilty of misconduct. These may include anything from a simple reprimand to exclusion from examinations and membership. The objective of the disciplinary and appeal procedures is always a positive one: to uphold the standards and reputation of the insurance industry and to act as a deterrent.

Where cases cannot be settled through a consensual order, they can be resolved by a Case Examiner determination or by a Disciplinary Panel. A right of appeal to an Appeal Panel exists if grounds for appeal can be evidenced.

More information about the disciplinary process can be found on the CII website:

www.cii.co.uk/about/professional-standards/disciplinary-and-appeals-decisions

1. Disciplinary activity

We have set out below a commentary to illustrate key statistics and to explain the evolving nature of the CII's disciplinary process and to set out recent trends. We have tried to provide comparators with 2014 where possible and to indicate how these statistics may develop in the future.

In 2015, 202 complaints were investigated; fewer than the 226 complaints considered in 2014. The lower number largely reflects the significant drop in plagiarism cases towards the end of 2015. This is the first time for several years the number of cases has reduced and appears to be as a direct result of improved communications around the risk of plagiarism.

The CII anticipates that disciplinary cases will continue to grow in future years, despite the drop in 2015, due to greater awareness and a greater emphasis on professionalism promoted by the CII.

Themes

Plagiarism and exam breach cases continued to dominate the type of complaints which the CII investigated although 2015 saw a drop of this category of complaint from 97 cases in 2014 to 86 in 2015. Although plagiarism cases decreased there was a small increase in the number of exam breaches. Many of the people sanctioned in this category were non-members who were examination, coursework, mixed assessment or continuous assessment candidates.

Consensual orders were again the most common form of resolution for complaints where misconduct was found. Seventy-one cases were finalised by consensual orders in 2015 which was an increase from 58 in 2014.

As expected the most utilised sanctions were reprimands and the requirement to take and complete the CII on-line ethics course. This is due to the lower sanctions being issued in addition to more serious sanctions and because complaints to the CII tend to be lower level breaches. Seventy people received these sanctions in 2015 as opposed to 59 in 2014. This is in sharp contrast to expulsions from membership where two were issued in 2015 and only one in 2014.

In 2016 there will be an increased focus on non-disclosure of circumstances that could affect a member's professional status. The greater emphasis on professionalism increases the CII's obligation to ensure that its members conduct themselves professionally. The number of members who advise the CII of disciplinary action by other professional bodies or regulators, convictions, bankruptcies and other debt arrangements is very low compared to the number disclosed as part of the membership application process. There is concern these issues are not being reported to the CII. A campaign to remind members of their obligations and to encourage disclosure will take place over one year starting in 2016. Members who do not disclose issues of concern to the CII will be subject to more severe sanctions if this is discovered once the year long time-frame has expired.

Hearings

There were two hearings in 2015 whereas there were no hearings in 2014. The number of hearings has significantly reduced since consensual orders were introduced as a mechanism for resolving complaints in May 2013.

Internal Oversight

The Disciplinary Panel decisions and Case Examiner decisions are subject to a periodic review by the Disciplinary Decisions Review Panel (DDRP) to ensure consistency of approach. This includes cases which are deemed to be "no case to answer" to ensure that Case Examiners are progressing cases through the disciplinary process which require sanctions to be issued and are not "letting people off".

Training

Both the Disciplinary and Appeals Committee members took part in a training exercise as part of the effort to ensure skills are kept up to date.

2. Membership Eligibility

The Membership Application Sub-Committee (MASC) is responsible for membership eligibility and was reconstituted in 2014 with the changes taking effect in January 2015. The new Sub-Committee reports directly to the Professional Standards Board and is responsible for screening members who disclose disciplinary action by other professional bodies or regulators, convictions, bankruptcies and other debt arrangements on their application forms. In 2015 there were 167 applications to MASC, an increase of 25 on 2014. The reason for the gradual increase is believed to be the greater emphasis on professionalism and improved understanding of the need to disclose.

10 The Board – membership in 2015

The Professional Standards Board members during 2015 were:

Lay members

David Hertzell (Chairman)

Professor Charles Munn

Sue Lewis

Teresa Hunter

James Morris

Dr Robin Callendar Smith

Practitioner members

Tom McGrath, CBE, FCII, Chartered Insurance Broker
(retired in 2015)

Jonathan Bush, ACII, Chartered Insurance Broker
(retired in 2015)

Nick Hankin, BA, MBA, ACII, Chartered Insurer
(joined in 2015)

Joining in 2016

Lillian Boyle, and Dr Julie Robson and Gary Bottriell will be joining the Board in 2016.

Their biographies are included in appendix 1.

Ex officio

Dr Sandy Scott, Chief Executive Officer, CII *

David Thomson, Director of Policy and Public Affairs, CII *

NB *Following changes to the composition of the Board, executive members of the CII no longer sit on the Board as members, but do attend.

Appendix 1 – Board membership

David Hertzell, Chairman

David Hertzell was Managing Partner of city law firm DAC until 2006. He was appointed a Law Commissioner in 2007 and served there until December 2014. He previously chaired the Airmic (the UK risk managers association) Captive Insurance Focus Group and was a member of the BSI drafting committee on risk management. He was also an independent member on the audit and risk committee of the Judicial Appointments Committee.

David is currently president of the British Insurance Law Association and Chair of the CII Professional Standards Board. He is also a pension fund trustee for the DAC Retirement Benefits Fund. As a Law Commissioner David was responsible for various commercial and common law projects, including the reform of insurance contract law, the law relating to the supply of goods and services and the fiduciary duties of investment intermediaries. He joined law firm BLM as a consultant and chaired the government inquiry into insurance fraud.

James Morris, Solicitor, Lay Member

James is the former Chairman of DAC Beachcroft's Claims Solutions Group. He is a senior partner within the firm and sits on both the UK CSG Board and also on the Scotland Board of the firm.

DAC Beachcroft is a top 20 UK law firm employing over 2,300 staff with a gross annual turn-over of in excess of £200 million. It has a substantial network of offices abroad including Spain, New Zealand, Singapore and Latin America.

James has been a partner with DAC Beachcroft since 2001 and has held a variety of roles including Chairman of Claims Solutions Group. He has a particular interest in EL/PL claims and bodily injury claims of a catastrophic nature. He advises a number of leading UK Insurers and PLCs and has a particular interest in Government and Industry Affairs. He specialises in Insurance related law and is widely listed in legal journals as one of the UK's leading Insurance lawyers.

Jonathan Bush, ACII, Chartered Insurance Broker, Practitioner Member (retired 2015)

Jonathan is an insurance broker who has held previous posts with Minet, Aon and Marsh. He was a director on the insurance banking desk at Barclays Bank providing senior debt finance and banking services to global wholesale clients, before moving to Willis in 2014, where he is the UK Leader for the Financial Institutions Group.

Professor Charles Munn, OBE, BA, PhD, FCIBS Lay member

Professor Munn is a Board member of the European Financial Planning Association and a former lay member of the CII Board and its Audit committee. He was, until recently, a lay member of the Investigations and Professional Enforcement Committee of the Institute of Chartered Accountants of Scotland and was an adviser on ethics to the then Lothian and Borders Police. In 1988 he became Chief Executive of the Chartered Institute of Bankers in Scotland where he remained for 19 years. During that time he served a term as President of the European Bank Training Network and co-wrote the Institute's book on Ethics, Integrity and Reputation. He was also a Director of the Quality Assurance Agency for Higher Education, the Scottish Qualifications Authority and Chairman of the Customer Contact Association. He is the author of several books on the development of financial institutions. He is an honorary professor in the universities of Dundee and Stirling. He received the OBE in 2005 for services to banking.

Sue Lewis, Lay Member

Sue has a range of consultancy and Board roles. She chairs the Financial Services Consumer Panel, and is a trustee of Young Enterprise and of StepChange debt charity. Sue has international expertise in financial education, working with the OECD and other overseas clients. She is also a member of the Financial Services User Group, which advises the European Commission on legislation or policy initiatives which affect the users of financial services, and a member of the Fair Banking Mark accreditation panel. Sue was previously a senior civil servant, advising Ministers on a range of policy issues including financial services, early years, children and young people, and gender equality. She is a member of the Expert panel for the Government/FCA Financial Advice Market Review.

Teresa Hunter, Journalist, Lay Member

Teresa Hunter is a consumer and personal finance journalist who has covered the financial services world for nearly 30 years. She is currently a regular contributor to the Telegraph Group, Sunday Times and Corporate Adviser. She began writing about financial matters, including insurance and regulation, in 1985, as a senior member of a small team which launched Money Marketing. After this she joined the Guardian where she worked for 13 years, before moving to television and BBC1's Watchdog and news output. She has won many awards for her work, and has an MA in Critical and Creative Writing from Southampton University.

12 Appendices continued

Tom McGrath, CBE, FCII, Chartered Insurance Broker, Practitioner Member (retired 2015)

Tom commenced his career with Sun Insurance Office and transferred to broking where he specialised in Professional Indemnity Insurance. He spent the most of his broking career with Marsh, held a number of positions and was a MD of Marsh McLennan Inc. Tom is a frequent presenter on broker negligence at conferences and provides expert witness services and litigation support in the jurisdictions of England and Wales, Scotland, Republic of Ireland and N. Ireland. He operates a consultancy service providing auditing to Brokers and Lloyd's Underwriters and training to Brokers on Professional Negligence Avoidance. He has been an Examiner for the CII and served two terms on the Education Committee and was President of the Belfast Insurance Institute for two sessions, one being its Centenary Year in 2007–2008. He was awarded the CII Exceptional Service Medal and has served as Chairman of BIBA in Northern Ireland. In addition to a career in Insurance, he has served on a number of Public Bodies and in 2009 was appointed Chief Commissioner of the Charity Commission of Northern Ireland. Tom was appointed in 2015 to the CII Membership Application Sub-Committee.

Dr Robin Callender Smith

Dr Robin Callender Smith is Professor of Media Law at Queen Mary, University of London's Centre for Commercial Law Studies. He is a data protection and information rights expert. He has worked as a barrister since 1977 after spending four years as a journalist.

He is an Information Rights Judge and an Immigration Judge. He is Chair of the Independent Appeals Board of Phonepay Plus, the premium rate telephone regulator, and is the Independent Adjudicator for the Qatar Financial Centre Regulatory Authority (QFCRA), in respect of its Customer Dispute Resolution Scheme. He is a Chair of Police Misconduct Hearings for the Mayor of London's Office for Policing and Crime. He is a member of the Enforcement Decision Panel of Ofgem, the energy regulator. He has worked as a media law barrister advising the editors of national newspapers for over 35 years.

He served on the FCA's Regulatory Decisions Committee 2006–2012 and was a Deputy Chairman from 2012–2014. He is a former elected member of the Bar Council and Gray's Inn Barristers' Committee and is a Vice President of London Youth, London's largest youth charity.

New members

Nick Hankin, BA, MBA, ACII, Chartered Insurer

Nick joined Aviva, the UK's largest insurer as Underwriting Effectiveness Director in 2013 having responsibility for underwriting, pricing and product development governance, underwriting change initiatives, e-trading, Aviva's academy for underwriting and pricing, and Fraud management. In June 2014, he was appointed to the new role of Director of GI Council reporting to the Chairman and CEO of General Insurance driving implementation of key strategic initiatives across the Aviva Global GI business and leading the CEO office.

In January 2016 he was appointed Director of Risk & Governance for Aviva UKGI business leading a 1st line Risk & Governance function for Commercial and Personal Lines. Prior to joining Aviva he has held a number of senior insurance leadership roles previously at RSA, Zurich, AIG and AXA. Nick has been a member of the CII Underwriting Faculty Board since 2009 and holds an MBA from Cass Business School. He is the General Insurance Representative to the CII Professional Standards Board, Managing Chair of Climatewise and External Committee Member for Kent University Union Finance and Risk Committee.

Lillian Boyle LL.B, FCII, Chartered FCSI, TEP, Chartered Insurer

Lillian Boyle is a lawyer and a Chartered Insurer and has worked in financial services for over 30 years. She is a former President of the Chartered Insurance Institute and Chair of the CII Audit Committee. She is currently Deputy Chairman of the Isle of Man Financial Services Authority and a member of the Conduct Committee of the Financial Reporting Council. Lillian sits on a variety of tribunals and boards including financial services and charities where she is Chair of two Audit Committees.

She was previously a Board Member of the IoM Insurance & Pensions Authority, Managing Director of Scottish Provident International, Chairman of Scottish Widows Life Assurance businesses in the Isle of Man and has also been an Adjudicator for the IoM Financial Services Ombudsman Scheme as well as a Governor of the IoM College for Higher & Further Education. Till recently she acted as a non-executive director in the investment management sector.

Dr Julie Robson, ACII

Julie Robson specialises in the marketing of financial services and in particular general insurance. Her interest in financial services started with a PhD on the marketing strategies of building societies. A career in the insurance industry then followed, where she worked for 10 years in a range of management roles including marketing, new product development and research.

On returning to academia, Julie's research has continued to focus on general insurance, but has also included marketing within the banking, financial advice, payday loan and Islamic finance sectors. She has secured grants from the ESRC, HEIF and the AMRC to support her work. Julie is on the editorial board of the International Journal of Bank Marketing and the Journal of Financial Services Marketing, she is also Senior Associate of the Centre for Risk, Banking and Financial Services, University of Nottingham.

Julie is based at Bournemouth University where she has been Associate Dean, Director of Enterprise and Head of Department, Strategy and Marketing within the Business School. She is currently Chair of the Qualifications Examination and Assessments Committee of the CII, a member of the Chartered Institute of Loss Adjusters Examination Committee (CILA) and a past President of the Bournemouth Insurance Institute (BII).

Gary Bottriell, FPFS, Chartered Financial Planner

Gary is the owner and Managing Partner of Bottriell Adams LLP, a private client financial planning and investment practice. Gary has worked as a financial planner and investment adviser since 1985, he established his current firm in 2004 following ten years as a Director of a larger regional practice. Gary is the lead adviser and is supported by two CII qualified advisers and a technical support team of seven, five of whom hold CII financial planning qualifications. The firm provides financial planning advice to mostly private clients and investment advisory services overseeing assets of about £125 million.

Gary is a Fellow of the Personal Finance Society and a Chartered Financial Planner.

Gary is a Lay Member of the Upper Tribunal (Tax and Chancery Chamber). Based at the Royal Courts of Justice the Tribunal determines disputes arising from disciplinary and supervisory decisions of the FCA, PRA and the Pensions Regulator. Gary was a member of the Regulatory Decisions Committee of the FSA and then FCA between 2006 and 2012.

Gary has been a Senior Examiner for the CII, examining both Diploma and Advanced Diploma subjects covering Business Law and Taxation. He was previously the Deputy Chairman of the Qualifications, Examinations and Assessments Committee, the committee of the CII Board with responsibility for ensuring the fairness of the examination process and compliance with OfQual regulations. Gary is a Fellow of the Geological Society of London and a Deputy Chairman of the Association of Professional Financial Advisers.

14 Appendices continued

Appendix 2 – Other committee chairs

Chair of Qualifications and Examinations and Assessments Committee (QEAC) – Dr Julie Robson, ACII (retiring 2016)

Chair of Disciplinary Committee – Peter Taylor (Retired solicitor)

Chair of Appeals Committee – Michael Williams (Barrister)

Chair of Diversity Action Group (DAG) – Liz Coyle, ACII, FPFs, Chartered Financial Planner

Chair of Membership Application Sub-Committee – Trevor Jones (Solicitor)

Full details of the compositions of these committees can be found online in the CII annual report.

Appendix 3 – Code of Ethics

The CII encourages the highest professional and ethical standards in insurance and financial services worldwide. Consumers and the membership of the CII expect all members to meet these standards and maintain the reputation of the CII by following the Code of Ethics.

The code sets down the principles which all members of the CII should follow in the course of their professional duties. Members are obliged to comply with this code. If they do not comply, this may result in the CII taking disciplinary action against the member.

The latest version of the Code of Ethics came into force at the CII's AGM in July 2014. It is accompanied by a practical guide as well as a number of CII guidance documents on ethical behaviour and promoting better culture.

The Code can be found online on the CII website at www.cii.co.uk/about/professional-standards/code-of-ethics

Code of Ethics

2014 ISSUE



Appendix 4 – Equality and Diversity

The CII values and respects diversity and strives in all its activities to take account of and reflect the interests of all the people it serves. Diversity values the differences which exist between people. These differences are embraced to promote an environment where everyone's characteristics are valued, respected and fully utilised.

Equality is a shorthand term referring to the range of work aimed at ensuring the full and fair participation of marginalised or under-represented groups, where these groups may be excluded from full and fair participation as a result of discrimination and disadvantage, or other barriers. This has a particular reference to the protected characteristics which are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief, sex and sexual orientation.

The CII values and respects diversity and strives in all of its activities to take account of and reflect the interests of all the people it serves in line with section 5 of the CII Code of Ethics.

Whilst the CII is not a public body it does have a public interest function in line with its Charter. As part of CII's commitment to striving towards best practice it has an Equality and Diversity Good Practice Guide. The Professional Standards Board has Diversity Action Group, currently chaired by Liz Coyle ACII, which reports to the Board on a regular basis on progress on diversity both with the CII itself but also to the wider profession and industry.



The CII was shortlisted for a diversity award in the 2015 British Insurance awards and has just been accredited as a body under the Diversity in Business scheme at the end of January 2016.



The Chartered Insurance Institute
42–48 High Road, South Woodford,
London E18 2JP

tel: +44 (0)20 8989 8464
fax: +44 (0)20 8530 3052

customer.serv@cii.co.uk
www.cii.co.uk

 Chartered Insurance Institute
 @CIIGroup

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