



PARTNERSHIP OPPORTUNITIES

Introducing NDML & how we can work together to protect and promote the leisure & hospitality venues we each work alongside.



NDML PROFILE

We understand the importance of exceptional service, and the unique needs of the leisure & hospitality industry. It's why we're so committed to delivering the best service for independent leisure & hospitality businesses.

NDML is a service-led, specialist Insurance Broker dedicated to exclusively protecting the late-night, leisure and hospitality industry.

Our business has achieved a growth rate in excess of 100% over the last four years. In comparison, the majority of our competitors have had little growth or even reduced in size during this same period.

This growth has been organic and has stemmed from our strong industry relationships, sector specialism and our support for the industry.

Key to this growth has been our understanding that it is not only the premium we present to our clients,

but also the service we provide that is important. We have therefore committed to significant investment for in-house divisions to provide market leading claims handling, risk management and loss adjusting services to our clients.

We currently have over 45 staff, selected under a recruitment policy of targeting only highly experienced personnel with a wealth of experience of the insurance market. In addition to this, we also choose to recruit staff from both insurance broking and insurance company backgrounds, to ensure we have the widest possible knowledge base available to us.

For many years, we have worked closely alongside industry organisations and complementary businesses to help expand our support for the industry, delivering benefits for both our clients and the carefully selected partners we work alongside.



WHAT WE DO

We are the UK's leading insurance broker for the late-night, leisure and hospitality industry. Insuring over 80% of the UK's nightlife venues, we've built up 27 years experience in this dynamic and exciting sector.

We have designed a programme of insurance products created with the unique needs of nightlife venues in mind, alongside a range of complementary services to help support the industry.

OUR COMMITMENT TO OUR CLIENTS:

- UK-based insurance from A-rated insurers
- Comprehensive service level agreements
- Advice & training on insurance market & risk management developments
- In-house claims management & claims defensibility training
- Access to discounted in-house services including HR, Health & Safety and wellbeing
- Face-to-face visits to ensure we truly understand each venue's requirements

In addition to these core services, we have also worked hard to partner with organisations that can help us promote and protect the leisure economy, as well as championing safe practice to ensure all venues thrive.

We have worked throughout our history to champion and support the industry, including working alongside the FCA to challenge insurers & secure over £18m of settlements for nightlife venues following the impact of COVID-19.

In addition, we have co-authored leisure & hospitality manifestos outlining the needs of the industry, lobbied the government for change & support for the sector and have worked to showcase the value these venues add to the UK economy.

We see ourselves as more than solely an insurance broker, but a partner that understands and is embedded within the leisure & hospitality economy, working to help it thrive and grow.



THE UK'S MOST DECORATED INSURANCE BROKER

Our team have been continually recognised at our industry's most prestigious awards for their commitment to service and their work to enhance the service we can deliver for our clients.

We're proud to have achieved this success, not for vanity, but for the recognition that the work we commit to our clients continues to go above and beyond expectations. This, alongside countless other award wins in recent years with a focus on building sustainable and beneficial partnerships stand testament to our team's diligence and passion for protecting our valued clients.

But these awards aren't just meaningless trophies gathering dust on a shelf for us. They're the proof that our dedication to exceptional service & investment in people works. And the motivation to continually improve and deliver for our clients and partners.

Time and again, judges have praised our investment in claims service, commitment to our team and glowing testimonials from our clients.

And this is why we want to continue growing the relationships we have with valuable industry partners, so we can support one another and the industry.



OUR PARTNERS

We're proud to work with the exciting and ever evolving leisure and licensed business sectors.

We understand that as a sector specialist broker our role is more than simply to provide the best insurance. It's our responsibility to work to help protect the industry as a whole, and championing its contribution to the UK economy.

Over the past 10 years we have therefore worked hand in hand with a range of trade bodies working to promote the adoption of sound risk management principals and also highlighting the excellent developments these trades have incorporated themselves to potential insurance providers to help reduce insurance premiums for clients.

NTIA | NIGHT TIME INDUSTRIES ASSOCIATION

The NTIA is a Trade Association and Membership Organisation that promotes the unique contribution of the night-time industry in the UK and internationally. The NTIA are there to champion the benefits of the night-time economy, as well as lobbying for positive change to support and grow the industry. We regularly collaborate with the NTIA on campaigns to highlight key issues impacting the night-time economy, standing side by side with industry leaders to lobby for positive change.



Best Bar None is an Accreditation Scheme with National Awards supported by the Home Office and the drinks industry. The scheme is aimed primarily at promoting responsible management and operation of licensed premises. The purpose of Best Bar None is to reduce night-time leisure related crime, build relationships between venues and authorities and improve knowledge and application of regulations.

BARBI Bristol

BRISTOL ASSOCIATION OF
RESTAURANTS,
BARS &
INDEPENDENTS

NDML are partners of BARBI (Bristol Association of Restaurants, Bars and Independents). The group was set up in January 2017 to give independent businesses a collective voice with the council. They arrange regular networking events for the industry, finding out what's impacting night-time leisure and lobbying for change.



The MVA in partnership with its charitable arm, the MVT, work to support and promote grassroots live music venues. We have been an appointed broker of the MVA for several years, providing an 'insurance guru' to offer free advice to its members.

PARTNER WITH NDML

In order for us to continually evolve and grow the support we can offer to venues across the UK, we're always looking to build new partnerships with complementary organisations.

We believe that by working together, we can support each other as well as the leisure & hospitality venues you work with.

Our approach to partnerships is similar to how we work with our clients – there is no 'one-size-fits-all' approach. We will work with you to understand how we can best work alongside you to benefit all stakeholders, designing a partnership agreement that progresses everyone's strategic goals.

At the core of all agreements though, is our commitment to adding value to leisure & hospitality venues.

There are two main types of partnership that we could implement alongside you depending on your organisation's requirements & responsibilities, and we're happy to adapt how we design a partnership agreement to best suit your unique needs.

1. Non-commercial agreement

This would be an opportunity for us to cross-refer nightlife venues to one another. We would work together to produce co-branded collateral to help educate each others audiences about the other with referrals made where relevant.

2. Commercial Agreement

This would be an exclusive agreement, where we would outline commitments from you to introduce NDML to your audience, with a commercial referral agreement in place to be discussed subject to your organisation's operations.



BENEFITS TO VENUES



FREE NTIA MEMBERSHIP – which includes access to peer support networks, free events, free training access to nightlife experts and a nightlife business health check.



FREE CLAIMS DEFENSIBILITY TRAINING – delivered by our in-house claims experts, this helps minimise the impact of claims on nightlife venues reducing claims costs & insurance premiums.



FREE EMPLOYEE WELLBEING REVIEW – a benchmark of how venues can support their teams with actionable advice delivered by our trusted wellbeing partner appointed by The Drinks Trust.



FREE HR HEALTH CHECK – our in-house HR experts will review HR procedures and provide a 'traffic light' score to highlight any changes that might be required to remain compliant.



SUBSIDISED HR & RISK MANAGEMENT PORTAL – a discounted portal for a low-annual fee giving access to unlimited document templates, guidance and advice as well as a free advice phone line.



A TRUSTED INSURANCE SUPPLIER – we will operate in line with your commitments to venue partners, so they know that we are trusted by you, minimising their perceived risk of switching to a new broker.



27+ YEARS INDUSTRY EXPERIENCE – we are the most established & experienced insurance broker in this sector.



GUIDES, WHITEPAPERS & INDUSTRY INSIGHT – we continually generate content that addresses current issues in the industry to help venues stay on top of their opportunities and responsibilities.

BENEFITS TO PARTNERS



NEW REVENUE STREAM – if we develop and agree a commercial partnership, there is the potential for you to benefit from referrals, as well as the potential for us to refer venues in to your organisation.



ENHANCED REPUTATION – by partnering with us and offering venues our range of enhanced benefits and our industry reputation, this provides a positive association with your organisation helping showcase your dedication to helping venues succeed and thrive.



ACCESS TO OUR NETWORK OF PARTNERS – our growing network of partners each have their own unique areas of expertise and benefits, and there is unlimited potential for cross-pollination of ideas, referrals and networking opportunities between our industry partners.



ACCESS TO THE BENEFITS WE PROVIDE TO VENUES – from employee wellbeing, to HR, to Health & Safety, we will provide your organisation with access to the same discounts or complementary services we offer to venues you refer to us.



PARTNERSHIP CAMPAIGNS – we will help to promote our partnership by undertaking bespoke marketing campaigns where appropriate, to showcase the relationship we have built, and demonstrate what we have both given to the industry. One example is our award-winning [**#WeAreNightlife**](#) campaign produced in partnership with the NTIA.

WHAT OUR CLIENTS SAY



We've been with NDML for over 15 years, and they've always been so easy to work with, helping us navigate the complex world of insurance.

Premiums are always competitive, and they offer support that we've not seen from any other brokers, particularly with their support to us and our industry throughout the impact of COVID-19.

With their personalised service and professional advice, I can't recommend them highly enough!

Escapism Bar Group



Working with NDML just makes sense. The risks that come with our events need a specialist approach and the best support possible, and that's exactly what we get with NDML. We're always communicating back and forth, discussing how we can reduce our risk and make things safer for customers.

We've never looked back since working with them – they're great!

Bongo's Bingo



We have used NDML for a number of years now & their service and professionalism has been impressive from day one. From claims, to health & safety, to risk assessments on top of our insurance, our venues have been helped massively by NDML.

Ultimately, their service takes a lot of the worry out of what can be a complicated & time consuming process, meaning we can focus on what we do well. I couldn't be more pleased to be associated with NDML & wouldn't hesitate to recommend them to other venue owners.

GSG Hospitality

NEXT STEPS

We hope you agree that by working together, we can support each others organisations as well as the nightlife & hospitality venues we each represent.

Talk to our team to arrange a conversation where we can understand more about how you'd like to partner with us.

NDML.CO.UK
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