



L&G announces winners of 14th Annual Business Quality Awards

- L&G's annual awards celebrate firms and networks who have delivered exceptional levels of customer service
- 19 award category winners were announced, including for the new 'Hero in the Middle' category to celebrate individuals who have demonstrated outstanding contributions to the industry

L&G has announced the winners of its 14th annual [Business Quality Awards](#) (BQA). Launched in 2011, the awards recognise the protection industry's advisers and businesses who have delivered exceptional levels of customer service and retention of business. This year the awards were held at One Moorgate Place in London, on 13th May.

L&G received a total of 68 award entries across all submission-based categories. New for 2025, the 'Hero in the Middle' category celebrated individuals who demonstrated outstanding dedication and contributions to the protection industry, often going above and beyond to support those that find themselves in extremely challenging circumstances.

Speaking at the event, Laura Mason, CEO of L&G's Retail business, highlighted how the awards showcased intermediaries that are supporting customers through their claims journeys and health challenges, as well as those identifying and better serving vulnerable customers. The keynote speaker was James Shattock, Managing Director of L&G's Retail Protection business, while the guest host was actor and comedian Jon Culshaw.

Vikki Jefferies, Market Development Director at L&G's Retail business, hosted a panel discussion with LifeSearch CEO Debbie Kennedy and Stonebridge Head of Sales John Scrivens, exploring how understanding customer segments, leveraging data, and embedding a customer-first culture can drive more meaningful conversations on advice.

The awards were divided into two categories – submission-based categories and MI (management information data) categories – which were both independently assessed by L&G.

The winners of the 2025 Business Quality Awards are as follows:

Submission-based categories	
Special Recognition: Firms	The Mortgage Shop NI Ltd
Special Recognition: Service Providers	SimplyBiz
Special Recognition: Networks	Mortgage Advice Bureau
Outstanding Customer Outcome (1-10 employees)	Waddle Insurance
Outstanding Customer Outcome (11-50 employees)	Mortgage Group (NI) Ltd
Outstanding Customer Outcome (51+ employees)	Embrace Financial Services Limited
Outstanding Customer Outcome (Networks)	Quilter Financial Planning
Hero in the Middle	Mojeed Odugbayi – Eminent Financial Ltd.
	Lisa Kelly – LifeSearch
	Kyle Fisk – Mojo Mortgages / Lifes Great LTD



Best Supporting Account Manager	Janine Byrne, L&G
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MI-based categories	
Outstanding Performance	Chase De Vere
Best Reinstatement Performance	USAY Compare
Year on Year Performance Improvement	Cooper Associates
Customer Excellence: Firms	Mortgage Group (NI) Ltd
Customer Excellence: Networks	HLP
Customer Excellence: Service Providers	Auxilium
Consumer Duty (Customer Outcomes/Data Precision)	London & Country Mortgages Ltd
Protection Written in Trust	Dunham McCarthy

James Shattock, Managing Director, Retail Protection, L&G: “As the Business Quality Awards marks its 14th year, we continue to celebrate the exceptional work of advisers who have gone the extra mile to deliver often life-changing outcomes for those that find themselves in times of hardship.

“There is an incredible amount of empathy, technical knowledge, and resolve needed to ensure that customers across the country feel supported. This dedication to excellence has led to the introduction of the ‘Hero in the Middle’ category. It is truly humbling to hear the inspiring stories of advisers and the profound impact they have made on the lives of their clients. A huge congratulations to all the winners and those shortlisted.”

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

As at 12 March 2025, L&G has a market capitalisation of £14.1 billion.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.8 million policyholders and workplace members throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

In 2024, our workplace pension platform served 5.5 million members, with net flows of £6 billion. We achieved record total individual annuity sales of £2,118 million and £270 million of lifetime mortgage advances (including retirement interest only mortgages). Our UK protection businesses gave peace of mind to about 6.6 million people, with our retail gross premium income rising to £1,525 million and our group equivalent going up to £528 million.

Further information

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