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INVESTMENT YEAR: 2018

SECTOR: Services

Independent insurance broker

Jensten Group is one of the UK's largest independent insurance broking groups, comprising three distinct but complementary and integrated divisions; a retail broking operation that includes a number of specialist brands, the Coversure franchise network, and a wholesale division with underwriting and broking capabilities. The Group has grown to over 100 offices throughout the country and presently controls more than £320m of Gross Written Premium (GWP).

Livingbridge invested in 2018 to support the growth of the business via acquisitions, new locations and the services offered. Further growth will be delivered by extending the product range, developing expertise in niche areas and continued investment in technology.

From the start of our journey
168
employees
to the company today
450
employees
Building the best

Rebranded as Jensten Group

The right tools for growth

Customer acquisition & retention



We're working with Jensten Group to identify ways to improve both customer acquisition and retention through driving the customer value proposition.

Improve customer acquisition & retention →

Talent



We sourced top talent to expand Jensten Group's senior leadership team, including CFO, Chair and the Managing Director of Wholesale.

Find top talent →

Our journey with Livingbridge has been one of exciting growth, with the business having more than doubled in size by every key metric - revenue, profit and people. Our combined strategy of organic growth coupled with buy & build acquisitions has delivered strong results and will continue to do so with market-leading team we now have in place, as we focus on building a great business that has its customers and its people at its heart.

Alistair Hardie
Goup CEO, Jensten Group

Jensten Group timeline

- 2018** Livingbridge invests
- 2018** Appoints non-executive Chairman
- 2019** Rebrands as Jensten Group Ltd
- 2021** Acquires Packetts
- 2021** Acquires Advance Insurance Agencies
- 2021** Acquires Tasker Insurance Group
- 2022** Acquires Ravenhall Risk Solutions

2022 Acquires MGA, Origin UW

2022 Acquires J. Bennett & Son Insurance Brokers

