



Admiral and FinTech West announce strategic InsurTech partnership

25 Mar 2025



Admiral Group's UK business, Admiral, has joined FinTech West as an InsurTech partner as they strive to develop further relationships and engagement within the South West.

This latest partnership, secured by FinTech West, is reflective of the growing influence of the representative body for financial technology within the South West. It provides an exciting opportunity for the Insurtech community in the region, alongside its related talent pool, to build better connections with Admiral, a business consistently recognised as a Great Place to Work, and a FTSE 100 company.

The move comes as part of wider discussions across the insurance industry recognising the value of stronger local engagement in the region to help accelerate innovation. Admiral has ambitions to welcome new talent with Bristol and the South West, a natural next step being such an epicentre of InsurTech capability.

Alan Patefield-Smith, Chief Information Officer at Admiral comments “This partnership is a great opportunity for us to tighten our connection to the InsurTech community in the South West of England, a region filled with cross-collaboration opportunities that can strengthen our industry, alongside a pool of talented people we can offer exciting careers to.”

Stuart Harrison, Founder of FinTech West adds: “A recurring theme emerging from those in the insurance industry has been greater regional engagement. We’re looking forward to collaborating locally to help increase engagement with Admiral across the region, ultimately supporting the acceleration of innovation in insurance for the benefit of the public UK-wide”.

This appetite for stronger regional insurance connections is also supported by the University of the West of England. They have announced a pool of financial support for a series of activities, starting with a [round table discussion](#) in April to bring regional industry experts together to help define how this is achieved.