

As a new mum or dad your number one priority is keeping your baby safe. You instinctively protect them every day. You listen out for that reassuring gurgle, check the water temperature at bath time and keep them snug and secure on the move.

Now it's more important than ever to think about how you'll protect them in the future. So, at this exciting time, when there's so much to think about and plan, we'd like to offer you a helping hand.

Our life insurance is designed to give your family security and peace of mind if the unthinkable happened and you were no longer around to take care of them yourselves. Our simple quote takes just two minutes to complete. And cover starts from around £2 a week. Simply go online. You could be covered, in less time than it takes to bathe your baby.

Get life insurance cover now ▶



Calculate your cover

Use our handy calculator to find out how much cover you need.





£10,000 free life cover

We believe that all new parents should have some protection in place. So, here's a little something to get you started.

Find out more ▶



Mums' questions answered
Our family finance expert, and mum of
two, Louise Colley answers typical life
insurance questions.

Read Louise's Q&A ▶

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https://extranet.thisissecure.net/aviva/babycentre/