

Target Market Statement

Product name	Arts and Culture Connect
Target market – who is this product designed for?	<p>Charities, organisations holding charitable status, charitable incorporated organisations (CIO), community interest companies (CIC), voluntary and not-for-profit organisations and social enterprises. The organisation must also be one of the following:</p> <ul style="list-style-type: none"> - Art centre - Art club/group/society - Cinema - Concert hall - Drama club/group/society - Gallery - Library - Model Village - Museum - Theatre.
Target market – are there any specific characteristics, including customer vulnerability, which you should be aware of?	Organisations under financial strain.
Target market – who is this product not designed for, or are there any types of customer for whom it would not provide the intended value?	<p>This product is not available to any organisation types not listed above. This product is not designed for organisations which provide certain high-risk activities.</p> <p>Please refer to the policy documentation for full details of covers and exclusions.</p>
What are the key value elements of the product that are important for the target market?	<ul style="list-style-type: none"> - Specialist cover for higher value items of fine art and collections - Clients can select the sections they require, usually with a minimum of either property damage or liability cover, which tailors the policy to suit their specific needs. Package options are also available for the most commonly required sections of cover providing further value. - Access to specialist risk management guidance and support. - 0% Direct Debit instalments are available. - Cover for volunteers under the Employers Liability section. - Buildings valuation at no additional cost (subject to underwriting criteria).
What client need is met by this product?	<p>The sections of cover available include:</p> <p>All risks</p> <p>Cover for specified or unspecified personal possessions with options for different geographical limits depending on the needs of the organisation.</p>

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Book debts

Cover for the inability to collect money owed to the insured due to damage to records.

Buildings

Cover for buildings with an option to include subsidence. Can provide cover for tenants' improvements if the insured does not own the building.

Business interruption

Provides cover for any interruption of activities following damage at the premises for which we will pay a claim under buildings, contents sections and the broken glass extension.

Computer breakdown

Provides to repair computer equipment following a sudden and unexpected breakdown and the resulting expenses to restore or replace electronic data.

Contents

Cover for contents at the premises with the option to cover stock. A further option to add enhanced cover on a market-value, or agreed-value basis for fine arts and collections.

Employers' liability

Cover provides indemnity for legal liability for injury to employees and authorised volunteers in the course of the insured's activities.

Fidelity guarantee

Covers loss of money or property due to dishonest or fraudulent behaviours of a trustee, director, employee or authorised volunteer

Goods in transit

Covers loss or damage to goods being transported by the insureds' vehicles, or sent by parcel service, rail or road haulier.

Legal expenses

Covers a range of legal issues that may arise for legal costs and expenses including solicitors' and barristers' fees, court costs, expenses for expert witnesses, attendance expenses, accountants' fees and employment compensation awards.

Loss of licence

Covers any extra expenses incurred by the insured in order to minimise effects upon licenced activities should the insured lose their premises' licence.

Money

Cover for loss of money, including cover for assault as a result of an actual or attempted theft of money or contents.

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Motor policy compensation

Provides a refund of the motor policy excess and compensation for the loss of no claims discount when an employee or volunteer is using their own car for the activities of the insured.

Personal accident

Provides payment following an injury to an employee or authorised volunteer arising from an accident while involved in the insured's activities.

PR crisis communication

Covers expenses for marketing and public-relations specialists, chosen or approved by us, to protect or restore the insureds' reputation, or public and market confidence in their activities, following bad publicity anywhere in the world.

Professional indemnity

Covers the insured and their employees for costs and damages arising from any actual or alleged failure in carrying out specified professional services, or failing to carry out a professional duty.

Property owners' liability

Covers legal liability for injury to the public or damage to their property arising from the insureds' ownership of the building.

Public and products liability

Covers legal liability for injury to the public or damage to their property arising in the course of the insured's activities.

Refrigerated contents

Covers loss or damage to contents of refrigerators due to a rise or fall in temperature or escape of refrigerant.

Trustees' and director's indemnity

Covers costs and damages arising from legal liability in respect of a wrongful act performed by a trustee, director, or officer acting in that capacity, whilst carrying out any duty within their role.

Terrorism

Covers damage to the property and, if selected, resultant loss of income insured under other sections of this policy following an Act of Terrorism.

Hirers' liability

Covers third parties who hire out the insureds' premises including cover for any third party legal liability.

For full details of what is covered, as well as exclusions and limits for each section of cover, please refer to policy documentation.

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Can this product be sold without advice?

This product should be sold in line with FCA regulations and can be sold with or without advice.

How can this product be sold?

We suggest this product can be sold face to face, via telephone or electronic communication or a mix of these methods.

How is value assessed?

We assess the value of our products based on a number of metrics as well as customer and broker insight.

In carrying out this assessment, we take in to consideration the standard remuneration in our Terms of Business Agreement with you. In addition, we will consider the add-ons that form part of our product.

If you sell additional add-ons (including premium finance) alongside our product or take additional remuneration, you may affect the value for your client and will need to take this in to consideration in your value assessment.

More detail on our product approval process can be obtained on request.

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