

# Target Market Statement

<b>Product name</b>	Charity and Community Connect
<b>Target market – who is this product designed for?</b>	Charities, organisations holding charitable status, charitable incorporated organisations (CIO), community interest companies (CIC), voluntary and not-for-profit organisations and social enterprises.
<b>Target market – are there any specific characteristics, including customer vulnerability, which you should be aware of?</b>	Organisations under financial strain.
<b>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?</b>	<p>This product is not designed for profit making organisations. This product is not designed for organisations which provide certain high-risk activities.</p> <p><b>Please refer to the policy documentation for full details of covers and exclusions.</b></p>
<b>What are the key value elements of the product that are important for the target market?</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- Access to specialist risk management guidance and support.</li> <li>- 0% Direct Debit instalments are available.</li> <li>- Cover for volunteers under the EL section.</li> <li>- Buildings valuation at no additional cost (subject to underwriting criteria).</li> </ul>
<b>What client need is met by this product?</b>	<p>The package covers included in this product are:</p> <p><b>All risks</b></p> <p>Cover for specified or unspecified personal possessions with options for different geographical limits depending on the needs of the organisation.</p> <p><b>Book debts</b></p> <p>Cover for the inability to collect money owed to the insured as a result of damage to records.</p> <p><b>Buildings</b></p> <p>Cover for buildings with an option to include subsidence. Can provide cover for tenants' improvements if the insured does not own the building.</p>

## For broker use only

This information is intended for insurance professionals only and is not intended for distribution to the public.

### **Business interruption**

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

### **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.

### **Cyber cover**

Covers damages, costs and expense for specified cyber related events with an option to add cyber crime as an insured event.

### **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.

### **Hirers' liability**

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

### **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.

### **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.

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

<b>Can this product be sold without advice?</b>	This product should be sold in line with FCA regulations and can be sold with or without advice.
<b>How can this product be sold?</b>	We suggest this product can be sold face to face, via telephone or electronic communication or a mix of these methods.
<b>How is value assessed?</b>	<p>We assess the value of our products based on a number of metrics as well as customer and broker insight.</p> <p>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.</p> <p>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.</p> <p>More detail on our product approval process can be obtained on request.</p>

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