

# Methodist Charity Shield Insurance

## Target Market Statement

<b>Product Name</b>	Methodist Charity Shield
<b>Target market - Who is this product designed for?</b>	This product meets the demands and needs of those wishing to insure the risks associated with the running of a registered charity, not for profit organisation or small to medium sized enterprise.
<b>Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?</b>	Businesses under financial strain due to the impact of the cost-of-living crisis.
<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 clients who are not a registered charity, not for profit organisation or small to medium sized enterprise within the United Kingdom.</p> <p><b>Please refer to the Methodist Charity Shield policy documentation for full details of the cover 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>▪ UK based specialist claims team.</li> <li>▪ Access to specialist risk management guidance and support.</li> </ul>
<b>What client need is met by this product?</b>	<p>Clients wishing to take out this policy should purchase liability cover as a minimum. Other sections and extensions are available as optional covers, which enables the client to build a commercial insurance solution to suit their organisation and activities.</p> <p>The following covers are available:</p> <p><b>Property damage:</b> Cover for buildings, contents, stock and personal possessions.</p> <p><b>Property damage plus:</b> Cover for specified items of contents away from the premises anywhere in the world for damage by any event that is not excluded.</p>

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**What client need is met by this product?**

**Equipment breakdown:**

Cover for repair or replacement of equipment which breaks down.

**Business interruption:**

Cover for loss of income following damage insured under Property damage.

**Goods in transit:**

Cover for damage to goods whilst in transit within the geographical limits.

**Money with assault extension:**

Cover for loss of money, with the option to include cover for assault as a result of an actual or attempted robbery or hold-up.

**Personal accident:**

Provides a benefit sum in the event of accidental bodily injury causing temporary or permanent disablement or death.

**Liabilities:**

**Employers' liability** cover provides an indemnity for legal liability to pay damages to employees and volunteers following injury in the workplace.

**Public and products liability** cover provides an indemnity for legal liability to pay damages to third parties (not employees) for injury or damage to their property.

**Charity trustee insurance:**

Covers damages, legal defence and investigation costs, arising out of legal liability in respect of a wrongful act performed by a trustee, officer, director or member of the management committee carrying out any duty within their role.

**Legal expenses:**

Provides cover for 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.

**Fidelity:**

Provides cover for loss of money or goods (including electronic transfer of funds) caused by an act of fraud or dishonesty of an employee or volunteer.

**Terrorism:**

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

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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.

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**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.

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**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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