



Arts and Culture Products

Product Type

An insurance product suitable for insuring the business interests of commercial policyholders including a range of activities from design to manufacture and distribution, retail, wholesale, leisure and services sectors.

What demands and needs are met by this product?

This product is designed for commercial policyholders who require cover for their commercial properties for physical and consequential loss or damage as well as public, employers and product liability. This product is designed as a package to include multiple risks, material damage, business interruption, employers' liability, public & product liability, terrorism, personal accident, money, stock, machinery and transit.

Who is this Product Designed for?

This product is designed for commercial policyholders and organisations looking to insure the risks of running their commercial enterprise within the United Kingdom and the Republic of Ireland.

Who is this product not suitable for?

This product is not suitable for personal lines policyholders or for commercial policyholders outside the United Kingdom.

How do we expect this product to be distributed?

This product is suitable to be distributed through a variety of sales channels.

What are the distributor value considerations?

Distributors should consider the impact on product value of offering other products alongside this one, especially those with proportionally greater remuneration. For example, an ancillary product, elements of which may duplicate existing cover, premium finance charged at an elevated rate of APR. Our expectation is that additional commission, fees or charges added as part of distribution processes must be proportionate to the service provided, in line with those charged elsewhere, and not affect the overall value offered by the product.

Scope

This document is intended to provide an indicative summary of the target market for this product and is not a summary of coverage. Please refer to separate policy documentation for full details of the coverage provided by your product.

