



Beach Hut Products

Product type

An insurance product for personal lines policyholders seeking cover for beach huts.

What demands and needs are met by this product?

This product is designed for personal lines policyholders who require cover for the structure and/or contents of beach huts and associated liabilities.

Who is this product designed for?

This is an insurance product suitable for those seeking cover for beach huts.

Who is this product not suitable for?

This product is not suitable for standard residential homes, commercial policyholders, properties not classified as a beach hut or those located outside of UK, Channel Islands and Isle of Man.

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.

