

Clergy Terms of Service Diocesan Legal Protection Insurance

Target Market Statement

Product Name	Clergy Terms of Service Diocesan Legal Protection Insurance
Target market - Who is this product designed for?	Our Clergy Terms of Service Diocesan Legal Protection Insurance is a commercial insurance product providing legal expenses for Anglican Diocesan Boards of Finance wishing to insure against the legal costs and compensation awards that may arise when they are acting as a respondent under the Ecclesiastical Offices (Terms of Service) Measure 2009.
Target market – are there any specific characteristics, including, customer vulnerability, that you should be aware of?	Diocesan Boards of Finance under financial strain, which has been accelerated due to the impact of the cost-of-living crisis.
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?	This product is not designed for any organisation that is not an Anglican Diocesan Board of Finance. Please refer to the policy documentation for full details of the cover and exclusions.
What are the key value elements of the product that are important for the target market?	Legal expenses cover for a range of legal issues for: ▪ Employment disputes ▪ Compensation awards ▪ Service occupancy
What client need is met by this product?	This is a legal expenses insurance policy designed to provide access to telephone legal advice, along with insurance cover, for legal costs and expenses.
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 product based on claims and helpline usage, as well as feedback from the Church.

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