



Pedal Cycle Insurance Fair Value Assessment

Distributor Information Pack

October 2023



Introduction

You are receiving or viewing this document because you are involved in the distribution of an insurance product manufactured by a Bspoke Group business. In accordance with PROD 4.2.29 to 4.2.32 this document provides:

1. all appropriate information on the insurance product
2. all appropriate information on the product approval process; and
3. the identified target market of the insurance product.

It includes

1. all appropriate information to enable you to understand the intended value of the insurance product established by us.
2. any effect you may have on the intended value that has not been fully taken into account by us when assessing value, and therefore which you should take into account; and
3. the intended target market for the product and any type of customer for whom the insurance product is unlikely to provide fair value.

Product Oversight and Governance

This section contains important information about the manufacturer, product and associated product approval process and fair value assessment.

Manufacturer

Bspoke Insurance Group comprises regulated entities as detailed below who manufacture general insurance products in conjunction with various insurers and insurance undertakings as Co-Manufacturers. Details of each regulated entity and insurance undertaking will be listed in each Fair Value Assessment.

Registered Company Name	Registered Office	Company No.	FRN
Bspoke Lifestyle Limited	7 Pullman Court, Great Western Road, Gloucester, GL1 3ND	11429456	820727
Bspoke Underwriting Limited	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	04506493	310101
Bspoke Commercial Limited	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	09284678	709456
Bspoke Private Clients ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Bspoke Sports and Leisure ¹	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	NA	709456
Provego Underwriting ²	Brookfield Court, Selby Road, Leeds, West Yorkshire, LS25 1NB	09366935	671437

1 = Trading name of Bspoke Commercial Limited

2 = AR of Bspoke Commercial Limited

Product Review and Approval Process

In line with the FCA regulations outlined in PROD 4 Bspoke Group operates a Product Oversight and Governance (POG) process. In accordance with this process the product detailed in this document has been reviewed and approved by the firm's Product Forum, and is subject to ongoing monitoring and formal periodic review.

Any significant changes or adaptations to the product are subject to review and approval before being distributed to customers.

Fair Value Assessment

In accordance with the requirements in PROD 4.2 we have defined what value means for Bspoke in the context of our business model, and have taken into account a range of factors in our assessment including :

- Target market characteristics and needs
- Potential customer vulnerability and any impact or mitigation
- Value measures and KPIs
- Distribution methods and remuneration
- Product risk ratings
- Operational and claims service levels and outcomes

The fair value assessment is conducted as part of the periodic product review with KPIs and metrics monitored on an ongoing basis.

Product Review and Fair Value Assessment

The following section contains information on the insurance product, details of the review and our assessment of value.

Product Manufacturer Name	Bspoke Underwriting Limited
Product name	Pedal Cycle
Product type	Retail
Class of business	Property
Insurer / Co-Manufacturer	Watford Insurance Company Europe
Date of Review	June 2023
Period of Review	June 2022 to May 2023
Type of Review	Periodic
Approved by	Bspoke Group Product Manager
Date of next Review	June 2024

Target market
The target market for this product are individuals in the UK who own a pedal cycle or electric bike and want the cost of repairing or replacing their cycle and/or accessories, if it is damaged, stolen, or, if it breaks down away from the home covered by an insurance product. The product is targeted at all bike holders, but particularly those aged <50
Types of customers for whom the product would be unsuitable
<ul style="list-style-type: none"> • Those not resident in the UK • Those with rented or borrowed cycle equipment • Those with a cycle valued at more than £15k. • Those who have insured their equipment on a home insurance policy • Those looking to insure custom, bespoke or specialist cycles. • Those looking to compete in professional events or take part in events not listed in the policy wording
Cover information
<p>Specified protection for an insured and their family by repairing or replacing their cycle and/or accessories, if it is damaged, stolen, or, if it breaks down away from the home. It also pays some contribution towards a replacement hire cycle and covers legal defence costs and expenses from public liability claims.</p> <p>Standard cover includes:</p> <ol style="list-style-type: none"> 1. Accidental Damage, Malicious Damage or Theft 2. Cycle Breakdown 3. Accessories <p>Optional Covers include</p> <ol style="list-style-type: none"> 1. Cycle Hire 2. Personal Accident 3. Public Liability 4. Competition Use & Race Fees



Any notable exclusions or circumstances where the product will not respond

1. Any excess as stated in the Policy Wording or Schedule
2. Insured must have proof of ownership of their cycle and associated equipment
3. The value of individual cycle is limited to the amount in each policy wording, this is usually £15,000 but may differ on some schemes.
4. No cover for claims connected with activities of a professional cyclist
5. Limited to UK residents domiciled in the UK, cover applies in the UK and for up to 90 days Worldwide
6. Must adhere to necessary security requirements, in particular those relating to bike locks and their Sold Secure rating.

Features you should be aware of when considering this product

Your sales journey should identify the eligibility of customers and ensure that information is presented to them in a way that supports them through the process and enables them to make an informed decision whether the product meets their needs.

Where there are different underwriting and cover options available for this product customers should consider which option best suits their needs and circumstances.

Your customer journey and interactions should highlight and identify any customers with potential areas of vulnerability and address them accordingly.

Intended method of Distribution

The product should be sold by an authorised insurance intermediary, in line with FCA regulation and has been approved for retail distribution whether advised or non-advised. The sale of the product can be via online, telephone or face-to-face channels.

If the product is distributed to the customer via more than one broker (including ARs) then the second tier broker:

1. should not have their own agency with any Bspoke entity.
2. must deal directly with the end customer rather than through a third-tier broker.

Distribution costs, fees and remuneration

The product supports the payment of commission to distributors within the ranges detailed in your Agreement with Bspoke (or our approved representative). If fees are charged to the customer for new business or renewal they should be at a level that ensures the total remuneration is less than 50% of the overall price the customer pays. Where fees are charged that take the overall % above this level you should ensure this does not erode the value of the product and is commensurate with the work done in the Distribution chain.

Where a policy is cancelled mid term and outside the cooling off period the return premium to the customer must be at a gross level and include the proportion of commission paid.

Other information which may be relevant to distributors

We are satisfied that the pricing, the cover, the design of the product, the claims settlement process, and the distribution methods we have chosen result in a product that represents fair value to our end customers.

We have noted the impact of weather events in the last 12 months and the challenges this has created in the claims management and supply chain, in particular relating to UK property. We have action plans in place with our claims service providers to ensure that customer outcomes and value are being protected and the impact of delays are being minimised.

As part of the process of assessment, we have reviewed, amongst other things:

- General market pricing

- Our pricing in relation to the product loss ratio
- Product value over a reasonably foreseeable future period
- Renewal retention
- Mid-term cancellations rates
- Customer complaints
- Distributor feedback
- The commission we pay to distributors and the general distribution costs of our broker panel as disclosed to us.
- Customer needs and any changes in the last 12 months

We have also considered the pricing and premiums in relation to FCA regulations in PS21/5, ICOBS 6B and Consumer Duty and are satisfied we comply with the necessary requirements.

This product does not adversely impact vulnerable customers and delivers outcomes that are the same as those for customers with no characteristics of vulnerability.

As part of our assessment, we concluded that time will not diminish the value of the product to the end customer. The customer may report a claim on the last day of the policy period and receive a settlement that would not be distinctly different to the settlement he would have received had he reported the claim on the first day of the period of insurance. The product also contains provisions to protect against the erosion of value over subsequent renewals and policy periods.

Where this product is sold alongside another insurance product that we do not manufacture (for example Legal Expenses) you should consider the overall value of the package to the customer as well as the individual component parts as per PROD 4.3.6 A, B and E.

Where this product is provided with the option to pay the premium using Premium Finance arrangements you should ensure that this is taken into account in your own assessment of value as per PROD 4.3.6 A and C.

As part of our assessment, we have not considered the specific distribution costs of any one firm. You should therefore assure yourself that your own fee structure is compliant with your regulatory obligations.

If you have any concerns over the impact that your fee structure, Premium Finance arrangements or other products sold as a package may have on our products, then please contact us.

This document should be read in conjunction with the Policy Wording and Insurance Product Information Document (IPID) for the product.

Statement of Demands and Needs

The product meets the needs of customers who want to insure their bike against Accidental Damage, Malicious Damage or Theft, as well as covers for breakdown or damage or loss of accessories.