

This summary is created in response to:

- the Financial Conduct Authority (FCA) Policy Statement PS21-05 which strengthens regulation aimed at delivering fair value to customers.
- the Financial Conduct Authority (FCA) PROD 4 Rules and Consumer Duty product review assessment.

The Society will also supply, on request, specific product governance information as available within the public domain.

## Product

**Plans for Professional and Semi-Professional Football Players** – Income Protection to include the following live products as at the date of assessment:

- Personal Income Replacement Plans for Professional and Semi-Professional Football Players v1.0

## Outcome of Fair Value Assessment

**Date of Assessment:** April 2024

The Society, as a mutual, is committed to supporting its members with products that provide appropriate features to their needs and deliver fair value in the benefits they receive. The Product Governance Approach, outlined below, ensures that is achieved for both new and existing plans.

An annual assessment is carried out for each protection product. That assessment includes input from the Society's Actuary, the Wiltshire Management Team (to include Finance, Operations and Compliance functions) and partner distributors. It is assessed by the (Board delegated) Product Steering Committee.

**The assessment concludes that:**

- our Product Governance Approach to this product ensures that our members will receive fair value from their plan;
- there is no evidence of the plan delivering unfair value;
- the target market is appropriate;
- the plan features meet the needs of members;
- the distribution strategy remains appropriate.

Details of the assessment measures and summary outputs can be found at the end of this document.

## Product Governance Approach

The Society Strategy drives the review and development of its product propositions for both its new and existing members.

In developing products we consider the product terms and risk implications from both the Society's and our members' perspectives.

The Product Oversight & Governance Policy (Policy) supports our Society Strategy by ensuring we bring to market, and maintain, products that:

- take into account our members' requirements and characteristics; and
- will bring positive benefits to our members.

The Policy applies to products that are newly designed, modified or reviewed. The Board of Management (Board) delegates the implementation and monitoring of the Policy to the Product Steering Committee.

This Product Governance approach, explained in more detail below, makes sure our products:

- are customer and member focussed;
- meet the identified needs and objectives of the target market over the lifetime of the product;
- deliver fair value in terms of product appropriateness and price;
- seek to avoid any risk of foreseeable harm to customers and members;
- result in our distribution strategy remaining appropriate.

## Product Development

Prior to the development or distribution of a new product, the following points are considered:

- Relationship to Society Strategy – approved by the Board, product development will fall within the overall risk appetite of that Strategy.
- Identification of Target Market – consider product terms and complexity, product risk profile and the level and relevance of information made available to that target market.
- Identification on Non-Target Market – identifying requirements and characteristics that are not compatible with product features.
- Product Modelling – to assess whether the product, over its lifetime, meets the identified requirements and characteristics of the target market and is financially viable for the Society and in the interests of its members.

## Product Review

New and existing (live and legacy) products are reviewed to ensure they are meeting target market and member requirements and remain financially viable for the Society.

Should this product review, or other circumstances noted, suggest there is a risk the product becomes no longer consistent with the requirements and characteristics of the target market and member requirements, or is not financially viable, the Product Steering Committee will ensure the risks are investigated and appropriately acted upon.

## Target Market

This identifies the group of customers sharing common characteristics, in order to enable the Society to adapt the features of the plan to the needs, characteristics and objectives of that group of customers.

### Who is the plan designed for?

- Individuals working, and formally contracted, as professional or semi-professional football players.
- Playing for a recognised football club in the UK when taking out the plan, in the lower football leagues (National Leagues and below).
- Aged between 18 and 35 when taking out the plan.
- Earning regular income from employment, with insufficient income protection already in place.
- UK resident.

### Who is the plan not designed for?

- Mass individual customer market.
- Those already having adequate insurance elsewhere.

### Main features of the plan to meet the needs of the target market

- Cover (benefit) level, within defined range, based on income and budget.
- Choice of how soon the benefit payment will start.
- Level benefit.
- Claim benefit limited to a maximum of 12 months for each valid claim.
- Retirement, and plan end date, age 42.
- Option to suspend cover for up to 2 years if personal circumstances change.

### Distribution

The plan is suitable only for advised sales by suitably qualified advisers.

### Additional Product Literature

This target market summary should be read in conjunction with the full plan details in the Policy Summary, available from the Society.

Fair Value Assessment

Assessment area	Key Indicators	Summary outputs
Product Performance in meeting member expectation	<ul style="list-style-type: none"> <li>Target market identification and review</li> <li>Claims experience</li> <li>Plan take up and cancellations</li> <li>Complaints analysis</li> </ul>	<p>Specialist product launched late 2022, for a particular target market lacking in income protection options.</p> <p>Intermediary distribution being expanded to increase the potential for market access.</p> <p>No sales data to date, though a number of intermediary enquiries indicates the potential for the plan.</p>
Price, cost and income	<ul style="list-style-type: none"> <li>Actuarial pricing model - projected income/ loss/ risk</li> <li>Expected/ actual claims experience</li> <li>Commission</li> <li>Plan duration</li> </ul>	<p>Price has been set in respect of plan terms particular to this product.</p> <p>No sales data to date.</p> <p>Plan to be live for 2024 to give chance for market awareness and intermediary distribution to show results.</p>
Service performance in meeting member expectation	<ul style="list-style-type: none"> <li>Claims experience</li> <li>Complaints analysis</li> <li>Member response to communications</li> <li>Operational service review</li> </ul>	<p>No sales data to date.</p>
Distribution	<ul style="list-style-type: none"> <li>Distribution Strategy review</li> <li>Commission terms and payment</li> <li>Distributor feedback</li> </ul>	<p>Strategy is to distribute solely through intermediaries who are active in this specialist market.</p> <p>Commission terms are standard as previously set by Society.</p>
Assurance	<ul style="list-style-type: none"> <li>Product Oversight &amp; Governance Policy</li> <li>Product Steering Committee controls</li> <li>Board reporting</li> </ul>	<p>Controls and reporting are effective and are continually enhanced through regular review.</p>