

Capacity	Navigators and General
Towergate Product Role	Co-Manufacturer
Who is the target market?	British Canoe members and non-members over the age of 18 (however under 18's property can be covered by parents or guardians) actively participants in the hobby activity of canoeing or kayaking. The craft should be used for leisure or recreational purposes only.
What are the Product's main features and benefits?	Material Damage insurance for private individuals who own Canoes, Kayaks or Paddleboards. Cover is provided for up to two crafts each with a value not exceeding £2,000 and a limit of £250 for any one paddle.
Who is this product not suitable for?	This product is not suitable for larger pleasure craft owners such as speedboats or jets skis. Is not suitable for non-UK residents unless otherwise agreed by Towergate Insurance.
Can this product be sold with or without advice?	Yes
How can I offer this product to my customer?	This product is available through British Canoe and can be purchased online only.
Fair Value Assessment	The product has been subject to a full product review process and signed off by our authorised approvers as providing fair value to customers and is working as designed therefore it may continue to be marketed and distributed. This product was last reviewed in September 2024 and is therefore due for review in 2025 unless there is a significant change to the product. Fair Value Assessments have included but not limited to a review of: <ul style="list-style-type: none"> • Claims acceptance rate • Claims ratio • Complaints • Vulnerable Customers • Remuneration • Product coverage analysis
What Distributors need to do	To ensure the customer receives fair value for this product, care must be taken to ensure no duplicate cover exists or is caused by an add-on where that cover is already provided by the policy. Add-ons and optional extras should highlight the key features and benefits along with any significant or unusual exclusions so customer can make an informed choice. Commission, fees or charges passed onto the customer must be proportionate to the service provided and provide fair value.