

# INSURANCE MUSEUM IM

DISCOVER THE WORLD OF INSURANCE

The **Insurance Museum** visitor venue, **located in the city**, is a wonderful opportunity to deliver a high value experience, that **engages all audiences**.

Exhibits in their 'explained' context could vary from a **firetruck**, to an **earthquake zone**, to a feature exhibit of a **spacecraft** or **self driving cars**. A historic coffee shop would encourage valuable 'dwell' time and **meerkat** merchandise would sell in the shop.

By sharing the story of the evolution of the insurance profession, around the theme of what insurance enables; including the events, the people and the complex workings of our profession; we will **build awareness, education, trust and confidence in our profession**. As well as providing **opportunities to attract new talent and business to the world of insurance**.

In the process of telling this story we will **discover more about our provenance** and be better able to **nurture this story** (before more is lost) **for all audiences**, including future generations, **to learn, enjoy and benefit from**. **Sharing the valuable heritage story of insurance** (past, present and future) for the **greater good**.

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## SHARING OUR STORY



We can share the story through a **documentary film series**, **online digital tools** and at the **Insurance Museum** venue.

## THE BENEFITS

1. Building **public** engagement, awareness and **trust in the insurance profession**
2. **Education** for all audience groups, with strong **school and community engagement**
3. **Attracting talent** to a career in the insurance 'eco-system'
4. **Capturing and sharing our insurance heritage** story
5. **Reconnecting** the profession **with its origins of 'social good'**
6. **Promoting the insurance profession** to all audiences
7. Delivering the '**value**' of **insurance heritage** for the benefit of all

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For more information or to arrange a presentation, please contact project manager, Jonathan Squirrell:

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# ARE YOU **IN?** INTERESTED INVOLVED INVESTING



“Our insurance heritage is so valuable, it can help to build greater awareness and trust in our profession and also to attract ‘new’ talent and business to our profession; an insurance museum will capture and share this heritage. I’M IN, are you?”

**SIAN FISHER**  
CEO - CHARTERED INSURANCE INSTITUTE



INSURANCE MUSEUM, CITY OF LONDON LOCATION

The **Insurance Museum** ‘INitiative’ is supported by the CII, with the aim of building cross-market funding and resource support for the museum venue development and delivery.



## FUNDING - TARGET PHASES

### PHASE 1 - POP-UP MUSEUM

- Pop-up museum (3 year lease)
- Design and fit out
- Staffing and professional fees
- Documentary film (Part 1)
- Web and app resources

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Total: £ 3m

### PHASE 2. - MUSEUM SET UP

- 20 000 sq ft museum
- Design and fit out
- Year 1 rental
- Staffing and professional fees
- Documentary films (Part 2 & 3)
- Web and app resources

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Total: £ 10.5m

### PHASE 3 - MUSEUM ‘RUN RATE’

- Rent, service, rates
- Staffing and professional fees
- Revenue income
- Documentary film (Part 4)
- Web and app resources

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Total: £ 3m pa