



TRUSTEES

Reg Brown - Chairman, Insurance Museum
John Bissell - COO, CII
Judith Pleasance - CC, City of London

Additional Trustees are being approached.



IM KEY FACTS

PROPOSITION

Opening the door on the world of insurance, to share its incredible story inclusively for all audiences to enjoy and obtain educational benefit from, whilst also engaging young minds in its future.

1. Recording the global story of insurance for future generations to access
2. Inclusively sharing the educational value of insurance
3. Inspiring the future of insurance for the greater good



DELIVERY



WORLD-CLASS VISITOR VENUE
Free-to-enter museum in the City of London, EC3



VIRTUAL IM, ARCHIVE, APPS
Digital tools providing nation-wide education outreach activities



DOCUMENTARY FILM SERIES
Produced for wider public and nation-wide educational outreach



EDUCATION OUTREACH
Build of programme activities to share the story of insurance nation-wide

AUDIENCE

Inclusive for everyone, including:
School children, under/graduates, teachers, families, the public, tourists, academics, historians, archivists, researchers, international business delegations and visitors, C-suite, employees and contractors across the global, diverse, innovative and inclusive Insurance eco-system.

CONTACT

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VISITOR VENUE

Business plan target Phases:

- Phase 1.** 8,500 sq ft, opening to the public 2021, 6 years to curate, perfect the museum format.
- Phase 2.** London, EC3 permanent venue, 20,000 sq ft. Opening to the public 2028.
- Phase 3.** Promote and sustain the world-class IM visitor venue in London, EC3, a template for future IM UK and global venues and events.

FUNDING

£3m per year

IM Founder's fundraiser: 7th September - 7th December 2020. **Pledged donations can be fulfilled in 2021.**

Raising money from **corporate supporters across the insurance market** including:



Brokers, Underwriters, Insurers, Reinsurers, Accountants and Auditors, Actuaries, Loss Adjusters, Risk Managers, Lawyers, MGAs, Life and Pensions sector, Managed Services, Friendly and Mutual Societies, Investment Managers, Captives, P&I Clubs, Consultancies, Tech & Data Firms, Recruitment, Press, Education and Training Funds, City of London, UK Government, Lloyd's Market, LMA, Coverholders, Managing Agents, International Markets, Livery Companies, Clubs and Associations, Philanthropic /Private Individuals and Charitable Funds.