



ACTIVITIES  
INDUSTRY  
MUTUAL

TOGETHER WE ARE STRONG

## An alternative to conventional insurance for the activities industry



We empower our Members by sharing knowledge and experiences, enabling you to **minimise risk and save money**



We generate **financial savings** for our Members\*



We select only Members who display **good risk management**



We offer our Members **greater control** over covers


\* Based on feedback from our members reasons for joining the mutual include providing better cover, cheaper contribution and for the level of service that AIM provides.


AIM serves the adventure activities and outdoor learning industry and is comprised of like-minded Members who work in and understand the activities sector. We offer cover for a range of providers from **large-scale residential multi-activity centres** to **freelance instructors** operating both in and from the UK and abroad covering a variety of sports and activities.

Thanks to our first-hand industry experience, we are able to provide **competitively priced cover** for activities that many insurers are reluctant or unable to include.




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 By sharing our knowledge and experiences we enable our Members to operate more efficiently and effectively, minimising their risk, reducing their claims and saving them valuable money in the process.

 The activities industry is growing and the opportunities are expanding for us all.

The surpluses we generate as a Mutual are used for the benefit of our Members. There is no loss of funds through undisclosed commission payments. There are no shareholders expecting dividend payments.

 AIM coverage is tailored to our Members' specific needs and offers a long-term, alternative to conventional insurance, providing value, security and certainty, no matter how volatile the economy. We impose rigorous risk-assessment criteria, which ensures true value to our Members, both in terms of the quality and competitiveness of the Mutual and the opportunity to become a part of the AIM community. We work closely with some of the country's leading industry bodies such as IOL and AHOEC to promote best practice in the sector, and strive to be the leading information resource on risk management and enhanced professional practice in the industry.

When you speak to our Member Services Team you can be sure that we understand the range of activities you offer, your operating environment and your daily demands. We specialise in meeting your needs.

 As a Mutual, we provide our Members with greater control over cover, and tailor this to meet their specific needs.

AIM is run by a Board of Directors who are elected by the Membership. Each Director brings knowledge and experience about the outdoor activities business from a variety of different sectors.



*Photo Credit: TYF Adventure*

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