

**Agreement will help disadvantaged people back to work**

# Breaking the barrier

by **JAMES LANCASTER**

**AN ORGANISATION** which helps the long-term unemployed find jobs has signed a landmark agreement with an insurance broker, which should make it easier for small businesses to offer work experience and training to marginalised groups.

Engage has teamed up with George Baker Insurance Brokers to offer discounted liability insurance for businesses wanting to open their doors to marginalised people such as ex-offenders, former drug addicts, people with disabilities and the homeless.

Engage co-ordinator Claire Mitchell said: "This is the first time this has been done anywhere in the country."

"It removes a major barrier as far as we are concerned."

"Liability insurance is something we come up against time and time again, especially with SMEs and sole traders, who dominate Brighton and Hove. By offering liability insurance at a discount, that hurdle has been removed."

"George Baker has been very supportive throughout this whole process and there are a number of major insurers who are interested in under-



**REMOVING THE RISK:** Engage co-ordinator Claire Mitchell says businesses can now open their doors to marginalised people

writing the risk."

Engage, based in Jew Street, Brighton, acts as a networking and advice group for organisations like Nacro, the crime reduction charity, which regu-

larly has to approach businesses to secure employment or training for its clients.

GBIB, based in Richmond Place, says it has entered into discussions with a number of

insurance companies willing to provide competitive policies, mainly to cover manual traders, such as builders, plumbers, carpenters, electricians, shopfitters and roofers.

The company said its aim within a year was to build a large bank of Engage businesses covered by the same insurer to obtain a more competitive rate.

## Law firm will back Seagulls

**HOWLETT CLARKE**, Brighton and Hove's oldest law firm has announced a four-figure sponsorship deal with Brighton and Hove Albion.

The firm, in Ship Street, has paid for a perimeter advertising board at Withdean Stadium and will be kit sponsor for striker Joe Gattling.

The practice will also be match ball sponsors for three forthcoming League One games, starting with the visit of Bristol Rovers in October.

Paul Rogers, of the Albion, said: "It is vital for us in our current situation at Withdean, with our limited capacity and revenue, that we have the support of local businesses. The Albion would like to thank Howlett Clarke for their support this season with sponsorship and advertising. We hope the relationship develops further and will help take us forward to our new home at Falmer."

## BAA adverts under fire

**BAA**, the airports operator under fire for poor service at Gatwick, has been criticised for misleading advertising that claimed food and drink prices charged by its on-site retailers matched those in the high street.

A complaint upheld by the Advertising Standards Authority (ASA) was prompted by advertising at BAA's Stansted airport site. But the order not to repeat the advertisements applies to all BAA airports, including Heathrow and Gatwick.



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