



Picture: BRIAN WILLIAMSON

BRAINCHILD: Patricia Ball pays for care if parents can't work

Nursery fee cover is growing up fast

PATRICIA Ball, a 30-year veteran of the insurance industry, was quick to spot a market when a mother asked for a protection plan for nursery fees.

She says: 'It was my eureka moment. Realising there was no such product, I decided to create it.'

At the end of last year, Patricia, 50, set up online insurance firm Nursery Plan, which is growing rapidly.

A mother of two grown-up children, Patricia set up the Liverpool-based firm with funding from free business support service Business Link Northwest and an inheritance.

The firm, which employs

ten general insurance staff and a team of 25 in telesales, provides for the continuation of childcare if parents are affected by redundancy, ill health, or personal injury. Successful claimants receive benefits free of tax and can get help with expenses such as travel and baby items.

Patricia says: 'Many self-employed people have arranged cover online and employed parents would benefit, especially with so many possibly facing redundancy in the next year or so.'

'The way people buy insurance has changed and it is often online now.'

- VICKI OWEN