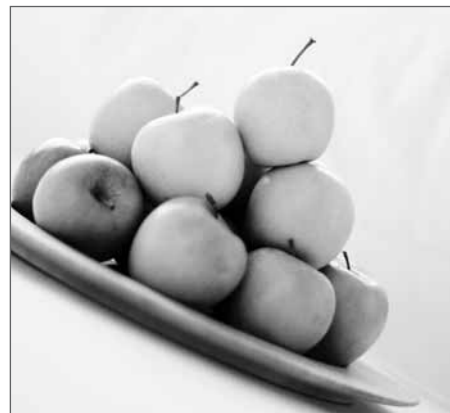


## Recipe

### Hanna's Swedish Apple Cake

from Hanna Beaumont, Technology Division



**260g** granulated sugar  
**2** large eggs  
**75g** melted butter  
**180g** plain flour  
**2 tsp** baking powder  
**2** red apples

- 1) Whisk the egg & sugar until double in size
- 2) Add the melted butter
- 3) Mix flour and baking powder and fold into the egg, butter and sugar mix
- 4) Pour mix into a prepared baking tray (preferably round with a removable edge)
- 5) Peel and slice apples, sprinkle with sugar and cinnamon and before adding them to the mixture
- 6) Bake in the oven at 175°C for 30-40 minutes (test that middle is cooked using a knife)

## Comedy Corner

My husband and I divorced over religious differences. He thought he was God, and I didn't.

For Sale: Wedding dress, size 8. Worn once by mistake.

The woman applying for a job in a Florida lemon grove seemed way too qualified for the job. "Look Miss," said the foreman, "Have you any actual experience in picking lemons?" "Well, as a matter of fact, yes!" she replied. "I've been divorced three times."

Three friends from the local congregation were asked, "When you're in your casket, and friends and congregation members are mourning over you, what would you like them to say?"

Artie said: "I would like them to say I was a wonderful husband, a fine spiritual leader, and a great family man".

Eugene commented: "I would like them to say I was a wonderful teacher and servant of God who made a huge difference in people's lives".

Al said: "I'd like them to say, 'Look, he's moving!'"

Smith climbs to the top of Mt. Sinai to get close enough to talk to God.

Looking up, he asks the Lord... "God, what does a million years mean to you?"

The Lord replies, "A minute."

Smith asks, "And what does a million dollars mean to you?"

The Lord replies, "A penny."

Smith asks, "Can I have a penny?"

The Lord replies, "In a minute."

A man goes to see the Rabbi. "Rabbi, something terrible is happening and I have to talk to you about it".

The Rabbi asked, "What's wrong?"

The man replied, "My wife is poisoning me".

The Rabbi, very surprised by this, asks, "How can that be?"

The man then pleads, "I'm telling you, I'm certain she's poisoning me, what should I do?"

The Rabbi then offers, "Tell you what. Let me talk to her, I'll see what I can find out and I'll let you know".

A week later the Rabbi calls the man and says, "Well, I spoke to your wife. I spoke to her on the phone for three hours. You want my advice?"

The man said yes and the Rabbi replied, "Take the poison".

## News from the Beach

summer 2007



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Disclaimer: While every effort is made to ensure the accuracy of information contained within this newsletter, La Playa accepts no responsibility for any errors or omissions.

### La Playa : Insurance with Intelligence

- **Private Clients:** Insuring Holiday Homes
- **Farms & Estates:** Heritage Properties
- **Media & Arts:** Staff Sickness Conundrum
- **Technology:** Life in the Freezer

Welcome



Welcome to our summer newsletter - packed, we hope, with impartial and expert insurance advice in a digestible format. This issue's mouth-watering delicacies range from insuring overseas holiday homes (did you know you can dispense with swathes of paperwork by putting everything on a single "portfolio" policy?), to a solution for the long-term staff sickness dilemma, and investing in Russian art.

As you may know, La Playa has been expanding swiftly of late, and in 2006 our turnover grew by 32%. We were also delighted this year to be shortlisted for a Cambridge Evening News Business Excellence Award.

I hope you find both wisdom and entertainment in these pages - thank you for your continued support and we wish you a relaxing and enjoyable summer. To our friends and clients in farming, here's to a bumper crop!

Alan Gale - Chairman

This newsletter and most policy information is available in large print - please let us know how we can make the information more accessible to you.

Race for Life



La Playa staff Hanna Beaumont and Amy Bridger are running the Race for Life in June to raise money for Cancer Research UK. Thanks to colleagues and clients who have sponsored them, and if you haven't already done so, it's not too late – email hanna.beaumont@laplaya.co.uk or amy.bridger@laplaya.co.uk to support them! You can even do it after the run. We wish them all the very best in their sporting crusade! [www.raceforlife.org](http://www.raceforlife.org)

Water, Water - Everywhere?



Water leaks account for around 25% of home insurance claims, according to AIG Private Client Group. 'White goods' such as washing machines and plumbing systems are key culprits. AIG recommend (and discount) SME's **LD-2oD Leak Detector**, an unobtrusive system which detects leaks and shuts off water flow. Ask us for details.



Matthew Mullee, Private Client Director

Stalking Alert



Did you know one in eight UK adults is the victim of "persistent or unwanted attention"? Research by Chubb reveals:

- Typical victims are professionals in their 40s
- 40% of victims are forced into major lifestyle changes including moving home/job
- Up to 45% of stalking episodes include violence
- New technologies like email facilitate stalking
- Typical stalking situations last 1-2 years, though some continue for decades

Chubb's Masterpiece policy gives unique cover for harm caused by stalkers and provides advice on dealing with stalkers. Ask us for details.

A personal and responsive service for private clients. We specialise in advice and cover for period, listed and modern homes, vehicles, yachts and motorboats, wine collections, antiques, jewellery and fine art on a worldwide basis.

Holiday Home Security Fears



Security against burglary is the number one concern for overseas home owners according to Hiscox – followed by issues with local bureaucracy and damage caused by rental clients. While Hiscox agrees that nearly 25% of claims on overseas property relate to burglary, it also highlights the importance of liability cover against a guest having an accident at the property - which could involve expensive litigation and compensation.

While Spain remains the most popular destination, many Britons are looking as far afield as Dubai and Egypt. Wherever you choose your holiday home, you need to know your investment is properly protected:

local insurance policies may carry exclusions on burglary from vacant property or accidental damage, or inadequate personal liability levels; and claims support teams may not always be fluent in English. La Playa provides full cover for overseas property – on your existing home policy if you prefer. Without the worries of small-print and language barriers, you can relax and enjoy the sunset with a G&T!

Art & Antiques: The Red Pound



Russian art is now generating staggering amounts at auction, and the art world is really feeling the power of the 'red pound'. The post-Communist Russian 'uber-rich' are buying pieces which relate to their heritage, either for sentimental or prestige purposes – especially work by Peter Karl Fabergé, jeweller and goldsmith to the Tsars and pre-revolutionary Russian aristocracy. Auctioneers Sworders recently sold a 3 inch silver and enamel box for £49,500, and a 4 inch paper knife (c1895) for a remarkable £98,700.

## And Who (Exactly) Are You?

Is there another “you” out there? Identity fraud is an alarming risk for all of us: criminals can use your personal details to open bank accounts and get credit cards, loans, state benefits and documents such as passports in your name.

What to look out for:

- Mail from your bank going astray
- Items on bank statements that you don't recognise
- Bills, invoices and receipts arriving for goods you didn't order
- Being refused a financial service even if you have good credit history
- Receiving mobile phone statements that aren't yours
- Receiving letters from solicitors or debt collectors for debts that aren't yours

If you think you are the victim of fraud, contact CIFAS, the UK's Fraud Prevention service ([www.cifas.org.uk](http://www.cifas.org.uk)). The comfort is that AIG, Chubb, Hiscox and Zurich policies provide cover to protect you financially from identity fraud losses.

## Carbon Monoxide: the Silent Killer



inspections and keep certification up-to-date, your insurance may be invalidated for civil damages claims.

### Landlords' Checklist

- 1 Ensure all gas-fired appliances are in working order, examined and certificated annually by a CORGI registered competent person
- 2 Ensure safe maintenance of flues and installation pipework
- 3 Provide a copy of the gas safety certificate to your tenants
- 4 If you use a letting agent, specify who is responsible for gas maintenance and safety checks – and check up
- 5 Keep a register of all appliances and annual inspection due dates
- 6 Consider fitting carbon monoxide detectors
- 7 Look out for warning signs: soot or discolouring around gas fires, water heaters and boilers; a yellow or orange flame instead of blue, increased condensation inside windows.

Ignorance is no defence if the worst happens, and whether or not anyone is injured, non-compliance is a criminal offence. Insurance is not available for criminal penalties, and awards in these cases are very high. Landlords found negligent could face manslaughter charges.

The tragic deaths of two young children in Corfu last year highlighted the risks faced by landlords and property owners from carbon monoxide (CO). CO cannot be seen, tasted or smelt, yet when inhaled it can kill within hours. UK landlords have been imprisoned following CO poisoning – usually due to poor maintenance or incompetent DIY blocking flues or chimneys. Unless you comply with directives for annual

Specialist insurance and risk management services for large farms, contract farmers and estate owners.



Douglas Brown, Divisional Head

Photo: Tony Jethury

## Heritage Properties

Do you own a period, listed or unusual property that's been converted for commercial rental? Or one that's still used for farming purposes? Specialist insurer Ecclesiastical warns against insuring it on a standard farm and estate type policy – you could be selling yourself short.

The “heritage” part of your property portfolio shouldn't be underestimated: heritage buildings project credibility and contribute to the trust customers have in the commercial enterprises that operate from them. This is why they're so attractive for commercial tenants. If your property lost its “heritage” factor, how would this impact on your business? From country houses to village pubs, theatres, museums and offices – thousands of heritage properties are in individual private ownership, and thousands of businesses are run from them. But a standard insurance policy may not pay for reinstatement after a major loss – you could be left with a very different property and business proposition:

**Example:** a beautiful eighteenth-century Grade II Essex barn used as a restaurant may lose its attraction to diners if replaced by red bricks and off-the-shelf fittings. Though the food may be fantastic, the ambience is gone!

Properties like this need insurance policies that offer wider protection and cater for the pitfalls that can occur during the reinstatement process:

- 1 **Restoration:** restoring a heritage building after a loss is a long, slow and costly process, sometimes involving specialist building consents with restrictions on building materials and methods. The extra time taken to restore a heritage building means associated business interruption in terms of loss of rent.
- 2 **Under- and over-insurance:** it's important to get specialist advice when deciding the sum to be insured on a heritage building - you need to allow for the cost of reinstating the entire structure. Sometimes, a partial loss is even more difficult to restore, and if the building is listed, the law may stipulate the methods and materials used. You could also end up paying too much if your valuation is done by an inexperienced advisor.

Seek specialist advice: the La Playa team has the expertise to understand the complex and specific exposures faced by heritage properties, and can tailor both cover and premium to suit your needs.

## Tenancy Deposit Schemes



Tenants pay an average of £700 in deposit payments to landlords. Following a rise in cases of wrongful withholding of deposits, the Government introduced mandatory deposit protection on 6 April. All landlords taking deposits for assured shorthold tenancies (ASTs) must join a Government-authorized tenancy deposit protection scheme to safeguard the monies. There are two types of scheme:

- **The Custodial Scheme:** the landlord places monies in a deposit account administered by a Government appointee, which generates interest. Monies are returned to the landlord or tenant at the end of the tenancy unless there is a dispute.
- **The Insurance Scheme:** the landlord retains the deposit monies in his/her own account. If there's a dispute at the end of the tenancy, the landlord must within 10 days place the disputed sum in the Scheme account until the dispute is resolved. If the landlord defaults, the Scheme still pays out the specified sum – hence the requirement for an insurance premium to cover the Scheme's potential liability.

Of the three authorised schemes, the only free one is the Deposit Protection Service (DPS) [www.depositprotection.com](http://www.depositprotection.com). For more information on how this legislation affects your property portfolio, contact: Liz Hunter [liz.hunter@laplaya.co.uk](mailto:liz.hunter@laplaya.co.uk) T: 01223 200653.



## Fire Safety Reforms

Last year the new Fire Safety Regulatory Reform Order came into force, bringing major implications for all businesses, including farms, on fire prevention and risk reduction. However, a recent survey suggests many farms are unaware of the changes.

The Order places legal accountability with the person in control of the workplace or another appointed person for fire safety. All firms must conduct a fire risk assessment and **where five or more people are employed**, the assessment must be documented. It should identify fire

hazards and people particularly at risk, proposals to reduce risks, records and plans, staff training, and a regular review.

Arson is the biggest cause of farm and commercial fires, costing insurers £790m last year (up 60%). Make sure that you limit your exposure to arson by being vigilant and ensuring that combustible materials are secured where possible. Deterring access by children to farmyards has a major effect on the incidence of straw fires - be especially aware during the school holidays.





Photo: Richard Heeps

Mark Boon, Managing Director

## Welcome to new clients

We're delighted to welcome new clients including Aquabatis, Bite The Cherry Productions, Divine Moon Festival, DNA Festival, Mimo Productions, Remedy Sound, Sugar Hill Blues Festival, The Public Gallery, White Lantern Film, Wicked Events.

## Babies and Bathwater?

Communal staff birthday cards have been banned by one firm in case they breach age discrimination laws. The company says supposedly light-hearted remarks about "being over the hill" could cause offence and the leave the firm open to legal action: the new Employment Equality (Age) regulations prohibit harassment or victimisation on the grounds of age. However daft this may seem, employers do need to make sure they have a clear anti-discrimination policy and that staff are aware of the implications of breaching it.

Embracing artists to advertising agencies, photographers to festivals, publishers to promoters and theatre to touring, the backbone of this specialist corporate division is CREATIVITY.

## Looking After Number One?



**Group Personal Accident Cover is a great low-cost benefit that gives reassurance to staff and protects your own position**

An HR policy with paid sick leave and Private Medical Insurance to ensure speedy treatment are great cover for minor incidents. But where are your staff left if they're ill beyond the salaried period of sick leave? Long term absence related to illness and back injuries is far from uncommon – and you need to decide where you stand before it happens "on your watch".

If your business relies on good people (often in short supply), offering Personal Accident Insurance is a cost-effective safety net for longer term illness or injury.

## Case Study

A car accident kept a key staff member in hospital for 3 months and in rehabilitation for 12 months. The employer's policy on sick leave was to pay three months' full pay and three months at half pay. At the end of the six months, the options were:

- **To pay salary for the full period** (at the time, the prognosis was unknown) and take the financial hit. This avoids a tricky decision – but where to draw the line? 12 months? 2 years?
- **To make the employee redundant** and hope that they came back – a real moral dilemma with a team member highly vulnerable. This could be an unsettling event for the workforce - potentially destroying an element of the commitment built up between them and the employer.

**OR** the employer could have insured against the situation at minimal cost. Taking out Group Personal Accident cover, with a benefit period of two years linked to your HR sickness policy, has a number of very real benefits and is a win-win situation for you and your staff.

- It releases you from the moral dilemma of firing someone whilst they are ill
- It protects your financial position
- It decreases dramatically the cost of permanent health insurance for your employees
- It reassures staff and demonstrates your commitment to them

In reality, you're looking after number one - with added bonuses all round. You'll be surprised how little it costs – for more information, contact Mark Boon [mark.boon@laplaya.co.uk](mailto:mark.boon@laplaya.co.uk) T: 01223 200651.

## Client Spotlight: Longborough Festival Opera

23 June - 28 July 2007



Built in the grounds of a private house on the edge of a Cotswold village, Longborough Festival Opera boasts a fully-fledged opera house seating 480, complete with orchestra pit. Each summer Longborough stages three operas, with extended intervals for dining and picnicking. Longborough has a particular commitment to Wagner, and with a mini 'Ring Cycle' already under its belt this summer, is planning a new full production of *Das Rheingold*, as well as Tchaikovsky's *Eugene Onegin* and Mozart's comic opera *Così fan tutte*.

[www.longboroughopera.com](http://www.longboroughopera.com).

Conveniently located at the hub of Cambridge's flourishing technology scene, our specialist team provides advice and cover for both ICT and Life Science businesses.

## Welcome to new clients

We're delighted to welcome new clients including Augmentra, Conigi, Global Gold Network, Pixsta, Sentinel Oncology, Theradeas, Valuation Partners and The Virtual Consulting Group.

## Life in the Freezer?

**Deterioration of stock contained in a controlled environment is a significant cost for life science and medical device businesses.**

Insuring "property" in the biopharmaceutical sector involves very different risk exposures from the standard office contents of other businesses. A key concern for contract manufacture and research organisations is storage of refrigerated stock: losses arising from malfunction or loss of power to fridges or freezers can be very costly, and careful risk management is essential:

### Assessing the Risk

It's important to evaluate how business-critical the contents of refrigeration units are. They may represent months of valuable research and development time, and losses could impact on revenue and clients' R&D operations.

### Consider:

- The type of perishable property in each refrigeration unit
- Critical temperature thresholds – and speed of temperature loss if power fails
- Cost and time to replace the property
- Could production be maintained if units failed?
- Implications for customer relations and revenue
- Current controls: checking, implementation and updating

### Managing the Risk

#### 1. Duplication of Refrigerated Contents

- Split storage of biological material, or keep duplicated supply
- Refrigerate duplicates on a separate power supply
- Consider off-site storage in case of a major incident
- Review possible impact of a region-wide power failure

#### 2. Power Supply

- Wire refrigeration units into the wall to avoid unplugging by contractors
- Brief contractors on critical issues such as power supply, and supervise closely
- Carry out infra-red thermography inspections (your insurer may do this for you)
- Install a generator with an auto-start mechanism and sufficient fuel
- Schedule maintenance and load testing, and generator back-up based on critical thaw times
- Get voltage surge protection in case of electrical storm

#### 3. Alarms & Emergency Response:

early detection of a critical change in temperature is important.

- Schedule manual monitoring or instal an alarm system
  - Devise an emergency response procedure
- Solutions need not be costly – fast access to ice supply or bottled gas coolant could be very efficacious.

#### 4. Fire Brigade Pre-planning:

brief the fire department to avoid shutting down power in case of an incident.

#### 5. Liquid Nitrogen Dewars:

though not reliant on electrical supply, material in Dewars often has extremely low critical thaw temperatures.

- Set the temperature alarm low enough to allow recovery in time
- Include low liquid level alarms to trigger manual refilling
- Have an auto-fill system in place as back-up
- Consider duplicating between units and sites.

### Getting the right insurance

Work with a specialist broker who really understands your business risks and can help you manage them. Good risk management inspires confidence in customers and stakeholders – including investors and insurers, who may reward you with lower premiums.

## Client Spotlight: Sentinel Oncology



Cancer affects 1 in 3 of the general population and is a research area continually seeking fresh ideas and inventions. Drug discovery company Sentinel Oncology is working with world-class cancer specialists developing a pipeline of small molecules designed to selectively target specific features inherent in human tumours.

Founded in 2005 by Bob Boyle and Stuart Travers, Sentinel was recently celebrated with prestigious R&D grants from the East of England Development Agency and plans to commercialise its research through global partnerships in the pharmaceutical industry. Sentinel aims to be at the forefront of a healthcare revolution, tailoring a personalised selection of drugs for each individual patient.

[www.sentineloncology.com](http://www.sentineloncology.com)