
Find the Right Business Insurance for Your Small Business or Startup

If you're a small business owner or startup founder in the UK, securing the right business insurance is crucial for protecting your venture. Whether you're just starting out or scaling up, finding the right insurance policy can safeguard your business against unforeseen events, liability claims, or financial loss. However, with so many options available, it can be tricky to navigate. That's why we've put together this guide on where to find business insurance quotes tailored to your needs.

Let's explore some of the options and websites where small businesses and sole traders can compare and purchase insurance in the UK, along with tips to help you make an informed decision.

Why Do You Need Business Insurance?

Before diving into where to get insurance, let's quickly cover why business insurance is important. Depending on your industry, having the right coverage could protect you from:

- **Public liability claims:** In case a customer or member of the public is injured on your business premises or as a result of your work.
- **Professional indemnity:** Essential if you offer advice or services. It covers legal costs if a client claims your work is unsatisfactory or caused them loss.
- **Employers' liability:** A legal requirement if you employ staff, protecting your business if an employee gets injured or sick as a result of their work.
- **Cyber insurance:** Crucial for tech businesses or companies handling customer data, protecting against data breaches and cyber-attacks.

Finding the right policy that fits your business's unique risks will give you peace of mind and keep you compliant with UK regulations.

You can read more about legal insurance requirements on [What insurance does a small business need? – Companies House \(blog.gov.uk\)](#)

Where to Find Business Insurance Quotes

To make your search easier, we've compiled a list of some of the websites where small businesses and startups in the UK can compare quotes and find the right insurance policy:

1. Simply Business

Simply Business specialises in providing business insurance for small businesses and sole traders. They allow you to compare quotes from a range of insurers, covering policies such as public liability, professional indemnity, and employers' liability insurance. The platform is user-friendly, offering tailored quotes based on your business sector.

Website: [Simply Business](#)

2. Hiscox

Known for offering specialist coverage, Hiscox provides tailored business insurance for small businesses. Whether you're in tech, creative industries, or professional services, they offer quotes for professional indemnity, public liability, and cyber insurance—ideal for businesses dealing with sensitive data.

Website: [Hiscox](#)

3. AXA Business Insurance

AXA offers a broad range of business insurance policies with a simple online quote system. From employers' liability to business equipment coverage, AXA provides flexible insurance solutions for startups and growing businesses that need quick access to comprehensive coverage.

Website: [AXA Business Insurance](#)

4. Compare The Market

Compare The Market is a comparison website that helps small businesses find quotes from multiple insurers. You can search for policies that cover public liability, professional indemnity, and employers' liability, making it easier to weigh up your options in one place.

Website: [Compare The Market](#)

5. GoCompare

Similar to Compare The Market, **GoCompare** provides a platform to compare business insurance quotes. They work with a wide range of insurers to offer tailored coverage for various industries. Whether you're looking for public liability or employers' liability, GoCompare can help you find the right policy.

Website: [GoCompare](#)

6. Constructaquote

Specialising in trades, construction, and professional services, **Constructaquote** provides quotes for public liability, professional indemnity, and employers' liability insurance. This site is particularly useful if your small business operates in these sectors and you're looking for industry-specific coverage.

Website: [Constructaquote](#)

7. Work with an Insurance Broker

Working with an insurance broker offers SMEs and startups personalised guidance that online comparison sites may not provide. Brokers are industry experts who take the time to understand your business's unique needs and tailor coverage accordingly. They have access to a wide range of insurers, often finding better rates and more comprehensive policies than what's available through direct channels. Additionally, brokers can help navigate complex insurance terms, ensure that you're not underinsured or paying for unnecessary coverage, and provide support during claims, making the process smoother and less stressful for small businesses.

To find a reputable insurance broker for your SME or startup, start by asking for recommendations from other business owners in your network. Industry associations often have directories of trusted brokers who specialise in your field. You can also check for brokers who are members of professional organisations like the British Insurance Brokers' Association (BIBA) or similar in your region, which ensures they adhere to high ethical and professional standards. Before committing, verify their credentials, request client testimonials, and schedule a consultation to assess their understanding of your business needs.

What to Consider When Choosing Insurance for Your Business

Here are some key factors to keep in mind when selecting the right insurance policy for your small business or startup:

1. The Nature of Your Business

The type of business you run will dictate the coverage you need. A tech startup might prioritise cyber insurance, while a brick-and-mortar store will need robust public liability insurance.

2. Your Budget

Compare premiums and coverage options across different providers. Look for policies that fit within your budget but also offer sufficient protection for the specific risks your business faces.

3. Legal Requirements

Certain insurance types, like employers' liability, are a legal requirement in the UK if you employ staff. Be sure to check GOV.UK to confirm which policies you are required to have by law.

4. Customer Reviews and Reputation

Research the reputation of the insurance provider by checking customer reviews and ratings. Trustworthy companies often have a strong track record for paying out claims efficiently and providing good customer service.

How PeoplePlus Enterprise Can Support You

If navigating the world of business insurance seems overwhelming, you don't have to do it alone. At PeoplePlus Enterprise, we provide tailored support for small businesses and startups, including guidance on business planning, risk management, and helping you in making important decisions. Our experienced business coaches are here to help you find the best options for your unique situation.

Conclusion

Finding the right insurance for your small business or startup is an essential step in protecting your venture from unexpected risks. By using comparison websites like **Simply Business**, **Hiscox**, and **GoCompare**, you can easily explore your options and find tailored policies that fit your budget and needs. Or for more hands-on support you could find a reputable broker to guide you through this process. Remember, insurance is more than just a safety net—it's a way to secure the future of your business and ensure long-term success.

