



KEY

Achievements

Amount lent	£664,000
Business clients	97
Enquiries received	850
Businesses advised	315
Businesses assisted	246
Start-Ups helped	97
New jobs created	101
Businesses sustained	20

August 2007

New Look, New Funding, New Areas!

Our newsletter is back with a new look and news of growth in a number of areas. Here's what's been happening at Capitalise this year;

- March saw us present at the House of Commons to MPs on our plans to expand into other areas and how this can benefit their local constituencies. The aim was to show MPs from Kent, Sussex and Surrey who CBS are, what we do and also to let them know that if we do not already cover their constituency, we soon will. Hosted by Hastings MP Michael Foster, we were pleased to be able to tell then Minister of State for Industry and the Regions, the Right Honourable Margaret Hodge OBE MP, about the work we are doing.
- In April we celebrated our 3rd Birthday by securing important new funding from the Brighton & Hove Area Investment Framework (AIF) to provide £150,000 in new business loans over the next three years.
- May brought the launch of our re-branded marketing collateral - this Newsletter carries the new look and if you haven't already received our new brochure and would like a supply please let us know via info@capitalise.org



- In June our team increased with the addition of Shaun Hook who joins us to take over much of the administration work in order to release Mike Trotter who will now be covering East Sussex and Kent
- August sees the signing of the SEEDA Phoenix legacy contract with IF cic, of which we are a part. Finalisation of these negotiations allows Capitalise to spread its wings enabling it to provide another £187,000 for business loans throughout Kent, Sussex and Surrey over the next 2 years

Since December, we have also grown our loans by 33% with loans dispersed now standing at £664,000.

Boost for Kent Company

Capitalise has given a vital boost to a Kent business, The Splendid Meat Company of Hucking, near Maidstone.



A family run business, Splendid Meat produces high-quality meat using traditional, non-intensive, ethical and environmentally conscious farming methods. As a unique company, Splendid Meat, like many niche

enterprises, found it difficult to access the financial support they needed from banks. However, a lifeline was offered by Capitalise, which makes finance available to entrepreneurial people failed by the conventional loans and credit systems offered by banks. We were willing to offer the Splendid Meat Co. not only essential loans for the growth of the business, but also a dedicated business mentor, to provide advice and guidance.

The boost has seen the company go from strength to strength, enabling them to pay for pitches at seasonal shows, buy stock including livestock and plan for the future of the business. The company are now looking at expanding from catering into selling uncooked meat such as sausages to the public and also building a strong brand around this produce, recognised for its excellent quality.

Louise Bastable, who runs Splendid Meat with her husband John Bastable, said: "Capitalise really believed in us and took the time to find out more about our business, what we did and our



business goals. It was refreshing because we had found that banks would make a decision without knowing anything about our business. As well as the financial support, the advice from our mentor, Keir Dellar, has been invaluable and is just as important to us. Capitalise offered us the lifeline we needed to move forward."

For more information or to purchase the Splendid Meat Company's free-range, locally produced sausages and meat, email mail@splendidmeat.com or visit www.splendidmeat.com

Keeping in touch - as you can see, we've been pretty busy and we're conscious you haven't heard much from us via Newsletter this year. So to remedy this we will be issuing a further one next month giving you more detail on some of the clients we've been helping.

For further information please write to info@capitalise.org



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