



## More referrals than ever!

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With the growth in our network of key contacts, the number of referrals as a percentage of total enquiries has grown significantly.

This is good news as word of mouth advertising extends our reach and supplements limited advertising budgets.

So, a big **Thank You** to all of you for spreading the word about Capitalise and how we assist those who are unable to secure mainstream funding for their businesses.

### Achievements to October 2006

|                      |          |
|----------------------|----------|
| Amount lent          | £447,810 |
| Business clients     | 59       |
| Enquiries received   | 654      |
| Businesses advised   | 267      |
| Businesses assisted  | 228      |
| Start-up's helped    | 82       |
| New jobs created     | 86       |
| Businesses sustained | 17       |

## Case Study 7: A Bite of Africa



June & Chris Bower  
A Bite of Africa

Butcher Chris and his wife June Bower recently moved back to the UK from South Africa. Re-tracing June's roots, they ended up back in St Leonards-on-Sea where they opened a café specialising in South African foods generally and Chris's award winning Boerewors sausages (similar to a Cumberland sausage and extremely tasty) in particular.

Unfortunately, their friendliness got the better of them and the café faltered as people were coming in only for a quick cup of tea and a long chat. Not exactly the formula that massive fortunes are built on. They needed a new angle to prosper and decided on creating a MiniMart specialising in foods and products from South Africa.

Their existing turnover did not inspire their bank to become involved and they believed their dream would go nowhere. Until they contacted Capitalise.

They met up with Mike Trotter, the Loan Fund Manager, who helped Chris and June develop a structured Business Plan, and make a successful application for a loan.

With the help of the new finance, the café was transformed into an appealing MiniMart with chillers, freezers and display shelving replacing the tables and chairs.

Chris produces his popular sausages in a new preparation area and is kept busy supplying demand through the retail outlet and via their online shop.

Chris and June are extremely grateful for the help they received from Capitalise "We would not have been able to do it without them" said June. "The whole process was plain sailing. We did find the business plan the biggest bugbear, but Mike helped us through the process".

Due to the success of the shop, they are now set to expand. "I am looking at taking my Boerewors sausages to the regional farmers' markets and have now opened a new outlet in Eastbourne. I intend to see Mike again because I know he will listen". Said Chris. "Even though, funnily enough, the bank looks at us now!" Contact [www.abiteofafrica.com](http://www.abiteofafrica.com)

**"For business funding, when you've been turned down elsewhere"**

For more information, call 0845 6018326 or visit our website [www.capitalise.org](http://www.capitalise.org)

## Case Study 8: El Alto Clothing



Jonathan Cassidy in Bolivia

Who do you turn to when your bank says No! and you want to launch a new ethically sourced clothing range for those who love the great outdoors? Capitalise – that’s who Jonathan Cassidy of El Alto Clothing turned to earlier this year.

With demand for fair trade coffee, food and crafts at an all time high, El Alto provides an alternative for the thousands of people who take to the hills at the weekend and would prefer not add to the sweat shop culture.

El Alto produces outdoor clothing made in Bolivia. The emphasis is on quality design and workmanship, ethically sourced products and fair treatment for staff. It is a partnership between Bolivian mountaineers, Bolivian tailors, Sussex based designers and outdoor enthusiasts.

Sweat shop is a well-known term now and, sadly, is where much of the clothing on Britain’s shelves come from. As long as there is a demand for rock bottom priced clothing, there will always be someone who will choose to meet that demand.

What El Alto aims to do is to show that it doesn’t need to be like that, that people can make a choice which is an ethical one but that doesn’t break the bank or compromise on quality.

Latin America countries are too often defined by need and deprivation rather than seen for the plethora of talent and skills they offer. El Alto is the name of one of the poorest districts of South America, on the outskirts of Bolivia’s capital, La Paz and is where the clothing is made.

Its founder, Jonathan Cassidy, has been working in South America since the early 1990’s, running expeditions, NGO and charity funded projects and, of course, enjoying the spectacular landscapes and cultures out there. He came to the conclusion that social enterprise was potentially the most productive way to support the communities which have made him feel so welcome over the years. It is this which inspired the creation of El Alto.

Any company can claim they are socially responsible, but what does that mean? Staff of the Bolivian company receive a fair wage which equates to almost DOUBLE a typical wage for similar work, and FOUR TIMES the national minimum wage there. Working conditions are good. Staff work reasonable hours in comfortable surroundings. The factories in Bolivia are wholly owned by Bolivians. This means that, as the company grows, the benefits will be spread evenly, not just here in the UK.

In addition, 1% of El Alto’s sales go towards Bolivian social and environmental projects and another 1% to [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org) See their website to learn more about the projects they support and to see our clothing range [www.elalto.co.uk](http://www.elalto.co.uk)

### Stop Press

- Capitalise is in negotiation with SEEDA & a number of other Community Development Finance companies to extend loan coverage to the entire SEEDA region using legacy funds following the winding down of the Government’s Phoenix Fund - more in our next issue.

- Our client Tortas of Mayfield has just secured a major new order from Waitrose - more in our next issue!

For more information on our Loans and Business Support, visit our website

[www.capitalise.org](http://www.capitalise.org)

Or Call us on 0845 601 8326

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