



November 2009

Dear Name,

Latest Developments at Capitalise

It has been an extremely busy few months and CBS is delighted to announce a number of very important developments which have all come to fruition over the past month.

The most exciting 'Stop Press' news is that CBS has received confirmation its application for Enterprise Finance Guarantee (EFG) accreditation has been approved by the Government. This means CBS will be the only CDFI in SEEDA region and one of very few providers outside of the mainstream banks able to provide this type of funding.

We have seen a significant increase in enquiries from larger established businesses over the past year and this product will help us meet this growing demand.

Whilst many High Street Banks have increased the supply of credit through their own EFG facilities, it is clear that many businesses are still unable to access the necessary finance they need to help them move out of recession.

This gives CBS a fantastic opportunity to diversify its product mix and support a wider section of the business community facing financial exclusion.

Subject to finalising contracts and available funding it is planned this new product will be available by the end of November. In the interim should you have clients potentially interested in this type of borrowing or you are interested in exploring how we can help fund businesses in your area, please do not hesitate to contact us.

On the funding front we are one of only five CDFIs nationally to be successful in accessing a £30,000 grant

from a fund specifically set up by Barclays Bank to support CDFI's affected by the economic downturn.

Barclays funding committee commented that our application was focused and innovative and liked the idea that our social impact work could be shared to benefit the sector.

Secondly a Charitable arm of the Royal bank of Scotland invited us to apply to their RBSG Micro Finance Fund to help raise much needed addition capital for the financially excluded and once again we were successful in being offered £30,000 for our loan capital needs.

Sean Dennis, Managing Director said 'we are extremely pleased not just to be successful with both applications, but to be invited to apply in the first place. We really see this as recognition of CBS's successful work in helping the financially excluded and both of these Bank's commitment to supporting the sector'.

Social Impact Assessment our development work with the University of Brighton continues to move a pace, with the initial cut of output data already showing some very interesting results. Here are a couple of snippets to be going on with; since starting in 2004 40% of loans have been made to women, 25% to unemployed and over 10% to long term employed.

We are still evaluating this data and are about to move onto the second phase of data collection, once a bespoke questionnaire and software system is finalised, hopefully in the next couple of weeks. This will allow us to capture and evaluate a range of impacts from soft skills development including, confidence and self esteem, through to business skills such as marketing, financial and operational control.

We were also very privileged to be invited to present our work to date at the International Social Innovation Research Conference, at the University of Oxford Said Business School. To present at such a prestigious event and venue is a real feather in our cap. There was significant interest from the international audience giving us great encouragement that whilst we still have a little way to go we are certainly heading in the right direction.

Our congratulations go to Sean who has been successful in being appointed to the board of the CDFA (the national trade association for the CDFI sector).

He commented 'it is a real honour to be appointed to the national trade body. Once again, I think this is a positive reflection that CBS is



increasingly seen as a leading player within the sector, not just locally, but on a national level. I very much look forward to helping the sector face the significant challenges it undoubtedly has over the next few years'.



Sean Dennis, Managing Director

Lisa 'Capitalises' On Her Olympic Credentials!

Ever wondered what it would be like to have your child learn to swim under the guidance and tuition of an Olympic Swimmer? Well that became a reality for children in East Sussex at the beginning of the year with the launch of Whoosh Swim School by Lisa Chapman.



Lisa has over 20 years experience within the professional swimming world and as well as representing great Britain in the Olympics holds English swimming records. She is a fully qualified Amateur Swimming Association teacher and teaches in accordance with the ASA national plan.

Classes are run at a private pool near Hurst Green and a private school in Bodiam and the focus is on small groups to get that maximum attention and help improve development.

Lisa Chapman of Whoosh

As well as the traditional swim school for children aged 4 and above, Lisa offers a range of other classes including 'Bump 2 Babes' and adult tuition.

Lisa is fully supported in the business by her husband Adam. They approached Capitalise in September 2008 for finance as their bank was not prepared to lend to a start-up business with no track record. We considered the proposal and it was clear from the business plan and from meeting Lisa and Adam that they had a viable business idea together with the skills and expertise to build a successful business.

They are now approaching the end of their first year and the business is going from strength to strength. It has been a steep learning curve for them both but their hard work and commitment has definitely paid off. They have had amazing feedback from parents and the current waiting list is testament to the success of Whoosh.

For further details of Whoosh Swim School, please visit

www.whooshswimschool.co.uk or phone Lisa or Adam on 01580 830382.

Motosheen Moves Into Franchising

Started by Russell and Lisa Allday in August 2007, Motosheen is a carwash business operating in Sussex, Surrey and soon in Kent.

The company has contracts with owners of parking garages to deliver a park and clean service to their customers. The presence of the Motosheen operation adds value for customers; enhances security; and provides property owners with an additional revenue stream.



The Motosheen Team with Julian Lowndes Operations Manager at Woking Borough Council's busy Shoppers Car Park

Interestingly, the company has excellent environmental credentials in that it uses less than 1.5 litres of water for each wash and is working towards ISO 14001 Certification.

The couple approached Capitalise for finance when their bankers decided not to provide the full amount they were looking for. We considered their Business Plan and the potential economic impact, particularly in terms of job opportunities, and secured approval for their application from our Loan Panel.

Two years on and Motosheen has attracted two new shareholders; sold its first successful pilot franchise site; and is working with a franchise development specialist in preparation for its launch as a Franchising Operation early in 2010.

Apart from enabling the Alldays to launch their business, the Capitalise loan provided them with the services of a Business Mentor and has also facilitated the creation of over 25 job opportunities with another 20 planned before Christmas this year.

The company has a tried and tested concept; a strong team; and a proven track record.

We wish them well as they launch their franchise opportunity in

2010.

What's Stopping You?

Business Link is running What's Stopping You? events in Sussex, Kent, Surrey, Hampshire, Buckinghamshire & Berkshire over the period October 2009 to February 2010. They are designed for every woman interested in working for herself or who has started a business in the last year.

Each of the 10 events offers helpful seminars, expert exhibitors and business advisors providing essential information, including how to start or survive in the current economic climate. Visitors will benefit from the experience and advice of women who have started their own successful businesses; meet other local women who are working for themselves; ask questions and find out how women's business networks can support them.

Seminars offered at each event include;

- What's Stopping You?
- Money Money Money!
- She Means Business!
- Countdown to Effective Marketing!

For more information and details of the dates and venues for What's Stopping You events visit

www.whatsstoppingyouevents.co.uk

Visit the Capitalise Stand at the What's Stopping You events in Maidstone on 12th November and Brighton on 25th February.

Kind regards

Keir Dellar
 Business Development Manager
Capitalise Business Support
 A Community Development Finance Initiative
 & subsidiary of Ten Sixty Six Enterprise
T: 08456 018326
F: 01424 205501
W: www.capitalise.org

Capitalise Business Support Ltd is a company registered in England and Wales. Company number 05003078
 Physical address: Summerfields Business Centre, Bohemia Road, Hastings, East Sussex, TN34 1UT
 Registered office: 7 - 9 Wellington Square, Hastings, East Sussex, TN34 1PD

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