



ART NEWSLETTER 2008

0121 359 2444
www.reinvest.co.uk

INSIDE

ART Makes
Access to Finance Easier

Borrowers'
Success Stories

Summer Offer
for Introducers

ART Applies for
SFLG Status

Support for Growing
Social Enterprise Sector

Investing in ART

ART Chief

Honoured by UoB

Can We Help?

OPPORTUNITY

JOBS



GROWTH



INNOVATION

ENTERPRISE

In the past year ART has, once again, **offered loans valued in excess of £1m** to businesses and social enterprises in Birmingham and North Solihull. And with increased support from Advantage West Midlands, **we will be able to lend at least £1.25m** in the coming year. This additional support is designed to cover the expected upsurge in demand as credit conditions tighten during the year.

ART exists to support enterprise. We take a personal approach to lending and are flexible when it comes to security and repayment schedules. We have now lent well over £6m since launch in 1997, helping our borrowers **to create or preserve more than 3,000 jobs.**

We lend to start ups as well as existing businesses, for a variety of purposes and trading in a variety of markets. All we are looking for is a viable business proposition. So, if you are looking for finance and can't meet your full requirements through the banks or other sources, **do give us a ring.**

STOP PRESS ... ART has £1m+ to lend STOP PRESS ... ART has £1m+ to lend

ART Finance For Enterprise in the Birmingham Area

Purnells

Michelin-starred Brummie chef Glynn Purnell is enjoying the sweet smell of success, having opened his own restaurant, with support from ART, in 2007. Not only are customers flocking to taste his delicious and unusual cuisine at Purnells in Birmingham city centre, but Glynn has won the regional and national heats of the popular Great British Menu competition, featured on BBC 2.



He is now due to cook his tantalising dessert (marinated strawberries with tarragon and black pepper honeycomb, with burnt English cream surprise) at a banquet being held for the world's leading culinary figures at the restaurant in London's iconic Gherkin building. Described as 'sexy' and 'orgasmic' by the judges, Glynn's dessert was awarded full marks by them all. We offer him our hearty congratulations and wish him the best of luck!
www.purnellsrestaurant.com

Sunshine Foods

Handsworth-based Sunshine Foods is cooking up a storm with its premium pureed ingredients for African, Asian and Indian dishes - fresh ginger, garlic, hot pepper, sun dried tomato and green chillies. With support from ART, owner Hilda Ademiluyi is expanding to fulfil her vision of supplying pure, natural foods to wider markets around the world.
www.sunshinefoods.co.uk



Office Seating

Gerry Hayes of Office Seating Ltd, located in Aston is sitting pretty after expanding into new markets and gaining customers as a result of an ART-supported publicity campaign. The company used the campaign to promote its core offer of good quality seating, including refurbished and bespoke, that doesn't cost the earth.
www.officeseating.ltd.uk



ART Makes Access to Finance Easier

ART has introduced an application form to help new borrowers to access loans without the need to submit a full business plan. "Although a business plan is important for any business and we would encourage everyone to have one," says Steve Walker, Chief Executive of ART, "we realise that it can be a barrier to people applying for the finance they need to grow or even survive."

With a desire to continually improve ART's service and enable enterprises of all kinds to access the finance they need more readily, the aim of the new form is to focus applicants' attention on the important information that is needed to obtain the loan.

The application form can be downloaded from ART's website: www.reinvest.co.uk. All applicants will receive a free CD-ROM offering valuable business advice, templates and weblinks to other help.

Getting the Message Out There ...

We are always keen to spread the message about the finance we offer for enterprise and our business model. So we have worked with a number of partners throughout the year, feeding into research, organising and speaking at events, undertaking joint publicity initiatives as well as being interviewed on local radio.

We are grateful to Carl Chinn for featuring us in his phone-in to the Ed Doolan Show on BBC Radio WM in November, as well as to Unity FM and Sikh Community radio who invited Steve Walker to be interviewed earlier this year. You can listen to the Carl Chinn interview on our website: www.reinvest.co.uk.

We have been pleased to contribute to research being undertaken into the Community Finance Sector at Coventry University, the University of Birmingham, Birmingham City University, the University of Warwick, Hallam University, Sheffield and the New Economics Foundation.

We have continued to work with the Fair Finance Consortium and its members to raise awareness of the finance on offer from alternative providers in the West Midlands. For further information see www.fair-finance.net.

Thanks are due to Aston Science Park for organising the second annual Financing Growth Conference, and to Advantage West Midlands and Business Link who funded it. The 84-strong gathering heard that around 400 businesses across the West Midlands are benefiting to the tune of around £65m a year from the range of public and private sector funds now available in the region. For more information see www.westmidlandsfinance.com and www.astonsciencepark.co.uk

as lent over £6m STOP PRESS ... ART has lent over £6m STOP PRESS ... ART has lent over £6m

ART Applies for SFLG Status

We reported last year that the rules for the Government's Small Firms Loan Guarantee (SFLG) scheme had been amended, meaning that it no longer applied to businesses over five years old. ART is delighted to be able to report this year, that the rules have been changed again to include businesses over five years old.

SFLG is for small businesses that are unable to obtain a conventional loan either because of lack of security or business track record, or both. By providing a government guarantee against default by borrowers, the scheme enables high street banks and other approved finance providers to lend between £5,000 and £250,000 to new and existing businesses. The Government is keen to encourage CDFIs (Community Development Finance Institutions) like ART to use SFLG for their target market and so we have applied to become a provider. If we are successful, eligible businesses will be able to take advantage of SFLG by simply applying to ART. More news will be available later this year.

Support for Growing Social Enterprise Sector

ART continues to provide a local source of loan finance, up to £50,000, for social enterprises. These are businesses that trade in order to achieve social objectives. They may make a profit, but unlike conventional businesses, their surpluses are reinvested in the business or in the local community. The sector is widely seen as growing nationally and recent research in Birmingham and Solihull, commissioned by the Birmingham and Solihull Social Economy Consortium (BSSEC), has confirmed that this is also the case locally. There are now over 320 social enterprises employing over 12,500 people in Birmingham and Solihull. ART has provided loans to the sector of over £1m in the past 11 years and is always keen to lend more. Loans are available for existing or start-up social enterprises, for up to 10 years, to help with asset purchase or cash flow.

To find out more about loans for social enterprise, call Andy King at ART on 0121 359 2444.

For more information about the business support available for social enterprises in the area see www.bssec.org.uk or www.socialenterprisewm.org.uk.

Summer Offer for Introducers

ART pays 1% to introducers for all successful loan applications. If you are an advisor of any kind working with an enterprise that you believe is eligible, just pick up the phone and we'll take it from there. If you can't accept commission we can donate to a charity of your choice. Throughout the Summer (June, July, August 2008) we are offering introducers a special rate of 2%, payable when the loan is drawn.

Calling All Bankers

If you have clients that you would like to help with more funding but can't, give ART a ring. We can put additional money to a deal, or fund on our own. It could be a win all round - you keep your client's account and have been able to help, they get the funding they need and we achieve our objective of helping to preserve or create local jobs.

Investing in ART

Investment from private individuals and companies has always been important to ART. It provides a base from which we are able to attract additional funds from a variety of public and private sector sources, including the banks. If you would like to invest between £250 and £20,000 in supporting the local economy and benefit from Community Investment Tax Relief (CITR) give us a call. CITR gives you 5% per annum off personal or corporate tax liabilities up to a maximum of 5 years, worth 6.4% to a standard rate tax payer and 8.3% to a higher rate taxpayer. We are constituted as a mutual society and offer no dividend, only a social return and tax benefit for CITR investors. You can withdraw your investment with 90 days notice and in the meantime it will be put to work hard as part of our revolving investment fund. A strong local economy benefits all of us who live and work in Birmingham and North Solihull.

STOP PRESS ... Over 3,000 jobs protected STOP PRESS ... Over 3,000 jobs protected STOP PRESS

ART Finance For Enterprise in the Birmingham Area

ART Chief Honoured by University of Birmingham

Steve Walker, Chief Executive of ART, was made a Doctor of the University of Birmingham in December 2007, in recognition of his work as a champion of enterprise in the City.



ART was a pioneer, being one of the first locally targeted Community Development Finance Institutions (CDFIs) in the UK and the first to be established in the West Midlands.

From modest beginnings, ART has grown to be recognised as the UK's leading locally targeted CDFI and Steve has come to be regarded as one of the UK's foremost practitioners and innovators in the social finance and micro finance sectors. From 2000 to 2006 he was a member of the Small Business Investment Taskforce (SBIT) - an advisory, non-departmental public body, advising the Small Business Service, and through it the Government, on all matters relating to finance for businesses. In 2003 Steve represented SBIT and the UK Government at the US Federal Reserve Bank Sustainability Conference in Washington US. He became a core member of the Advantage West Midlands' Regional Finance Forum in 2001 and remains an active member. He has also been Co-Chair of the Birmingham & Solihull Social Economy Consortium (BSSEC) since 2000.

In his acceptance speech Steve said: "The doctorate has been a wonderful surprise and is greatly appreciated. The success of ART and my own development would not have been achieved without a team effort and a continual process of learning. I fully appreciate the support of my family, friends, colleagues and business mentors from the public, private and third sectors in which ART operates."

ART's Mission is to alleviate poverty through enterprise.

ART lends to businesses and social enterprises in Birmingham and North Solihull that have been unable to access the finance they need. Our aim is to help create local jobs for local people.

- Loans from £10,000 to £50,000
- Flexible repayment terms
- Security not essential
- Loans for existing businesses and start ups
- Finance for any business need – equipment, premises, cashflow support, marketing, etc
- Finance for most sectors.

Our sincere thanks to all our members and supporters...



THIS PROJECT IS BEING PART-FINANCED BY THE EUROPEAN COMMUNITY European Regional Development Fund



Telephone: 0121 359 2444
Fax: 0121 359 2333
Mail: 69 Aston Road North, Birmingham B6 4EA
E Mail: ART@reinvest.co.uk
Website: www.reinvest.co.uk

ESS ... Increased support from AWM STOP PRESS ... Increased support from AWM STOP PRESS ...

ART Finance For Enterprise in the Birmingham Area