

2022-2023



SOCIAL IMPACT REPORT



Let's Do Business
Finance

Table of **CONTENTS**

03	Introduction
04	Where we cover
05	Lending statistics
06	Case study one
08	Statistics breakdown
09	Economic value report
10	Case study two
12	Map by number of loans
13	Map by loan value
14	Case study three
16	Types of Business Finance
17	What our clients say

INTRODUCTION

Let's Do Business Finance is the trading name of Capitalise Business Support Limited — Regulated by the Financial Conduct Authority Reference Number 725528.

Capitalise Business Support is the finance arm of the Let's Do Business Group which originated in Hastings more than 20 years ago as a local Enterprise Agency. Today, we are a Responsible Finance provider and a leading provider of business advice, business loans, access to other finance, training, and business events across the South East and East of England.

Let's Do Business Group aims to support businesses across the South East and East of England to start-up, grow and thrive, as well as increasing employment opportunities to grow our local economies.

With offices in Hastings, Ongar (Essex), Newhaven, and Maidstone, Let's Do Business Finance aim to support businesses both starting up and already established with our financial services, including Start Up Loans, Business Loans, and Brokerage.

We are an official Business Support Partner of The Start-Up Loans Company and deliver Start-Up Loans of up to £25,000 to aspiring entrepreneurs and businesses under three years old to support the launch of their business.

If your business has already been trading for three years+ or you do not meet the Start Up Loans criteria, a Let's Do Business Growth Loan can help you to move forward and put your plans into action with business loans ranging from £10,000 to £150,000 with up to a 6-year term.

We are also accredited Finance Provider of the Recovery Loan Scheme (RLS) under the British Business Bank.



OUR MISSION

At Let's Do Business Finance, our mission is to empower businesses and business leaders throughout the South East and East of England to embark on journeys of initiation, growth, and success. Let's Do Business Finance aims to become the leading specialist lender across London, South East and East of England.



WHERE WE COVER

South East and East of England, including Sussex, Surrey, Suffolk, Kent, Essex, Norfolk, Cambridgeshire, Hertfordshire, Isle of Wight, Berkshire, Oxfordshire, Buckinghamshire and Hampshire.

“I used a Let’s Do Business loan to expand my business. It was quick, simple and hassle-free.”

— Rory, Half Man Half Burger, Hastings

LENDING STATISTICS



£7,232,707
lent in 2023

Let’s Do Business Finance are an official delivery partner of The Start-Up Loans Company and deliver Start-Up Loans of up to £25,000 to aspiring entrepreneurs and businesses under three years old.

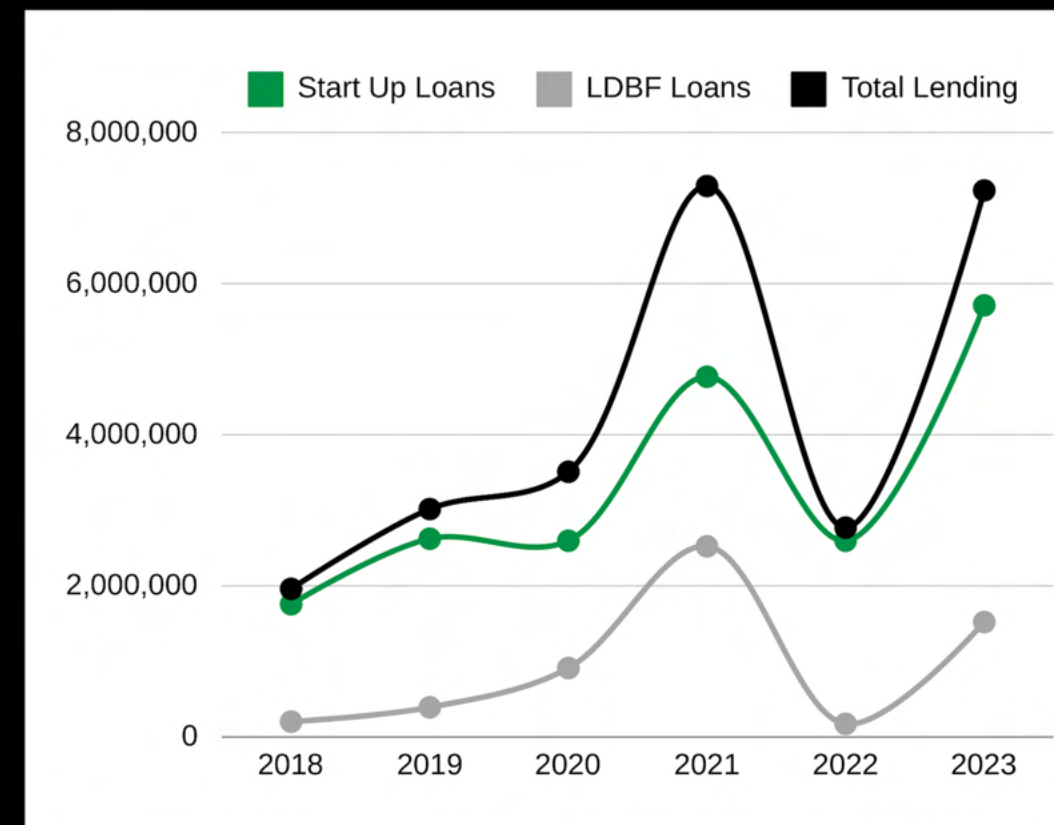
If a business has already been trading for three years+ or you do not meet the Start Up Loans criteria, we offer Business Loans ranging from £10,000 to £150,000 with up to a 6-year term. We are also accredited lenders of the Recovery Loan Scheme (RLS) under the British Business Bank.

Let's Do Business Finance - Funding your Business Share

Let's Do Business Finance

Watch on YouTube

5 year trend of lending





FREEDOM WORKS

RECOVERY LOAN

Co-working and flexible workspace solutions business 'Freedom Works' explains how Let's Do Business Finance has been integral throughout its business journey, from its creation in 2016, to opening its 9th space in 2022.

Before Freedom Works was created, Owner Jon Trigg had spent many years building a technology business from the ground up, using friends spare rooms, and renting desks where needed. As his business grew he found himself in need of a permanent base, but was disappointed to discover that modern, flexible workspaces were only something that could be found in inner cities. Basing himself closer to his home would mean being tied into long leases, with long notice periods, which long term would be restricting his growth. Spending some time over in Australia he had his eyes opened to workspace that was ideal for the small, yet growing business, where collaboration and community were commonplace and aiding to growth.

As he moved on from that business and was looking for his next venture, he remembered his struggle and took the decision to rectify the problem, by creating a group of shared workspaces, ideal for the different needs of small, growing businesses.

"The idea behind Freedom Works was to create a space where like-minded souls could work together, create opportunities to network and collaborate and not have to travel too far from home to get there. There are serviced offices etc in London and big cities but there wasn't anything like that in smaller towns, and I thought, why should businesses have to travel long distances on the train or in the car to find affordable, flexible, workspace"

— Jon Trigg, Owner, Freedom Works

The business concept was to create 6 spaces across provincial towns along the south of England, starting in Worthing, West Sussex. To get the business off the ground, Jon contacted The Start Up Loans Company to apply for a Start-Up Loan. He was referred to Let's Do Business Group and accepted for a £25,000 loan to help fit-out the first space, and was assigned a business mentor to help him with his strategy.

Freedom Works launched its first space at The Mill Building in Worthing, opening up 5,000sq ft of commercial space, offering serviced offices, hot desks, permanent desks and meeting rooms. Since then they have opened a further 8 spaces in Hove (2017) Chichester (2018), Gatwick (2019), Southampton (2021), Worthing Creative and Digital Hub (2021) Lancing (2021) Crawley (2022) and most recently Hastings (2022), and have also expanded several of its spaces as demand was outweighing supply. It was when working on his Hastings space, that Jon was reintroduced to Let's Do Business Finance, reigniting the relationship.

Looking for some funding to support the fit out of the new space, Jon approached Let's Do Business Finance and applied for a £52,000 loan in December 2022 and then an additional £75,000 in Jan 2023 through the Recovery Loan Scheme.

The Recovery Loan Scheme (RLS) is a government backed business loan scheme from British Business Bank that supports access to finance for UK businesses as they recover and grow following the Covid-19 pandemic. Providing loans of up to £2million over a maximum of 6 years, loans can be used for a wide range of purposes including managing cash flow, investment and growth.

Demand for workspace like this is at an all time high, with many businesses looking at their working practices and adopting a more hybrid model, allowing employees to be far more flexible on where they work, and employers the opportunity to consider downsizing their existing space. The growth in flexible workspace has been exponential, and it is predicted to be a trend that will continue over the next two years.

What makes Freedom Works spaces stand out, is the flexibility on how you use the space, with either a simple monthly fee or using tokens to use as and when needed for those who have a more fluid approach to office working. The spaces themselves are also designed in a modern, industrial theme, with large, open, bright spaces, and loads of natural light to create a haven for creativity and fresh perspective.

Looking towards the future, Freedom Works have large dreams, the main one being "To have the first co-working space on the moon". It's ambitious, but they have made a start after receiving an acre on the moon for a 6th birthday present! However, the main focus for now is ensuring their 4000-4500 members are receiving the best service possible. After years of new projects and space openings, Jon is currently taking a pause; looking at internal processes, making new partnerships, and cementing the membership experience to be the best it can be.

"I had known Let's Do Business Group back from when I started the business as they had provided my Start-Up Loan, but we reconnected when it was looking at the building in Hastings. Our relationship has gone full circle, and they have been integral throughout in helping us get to where we want to be"

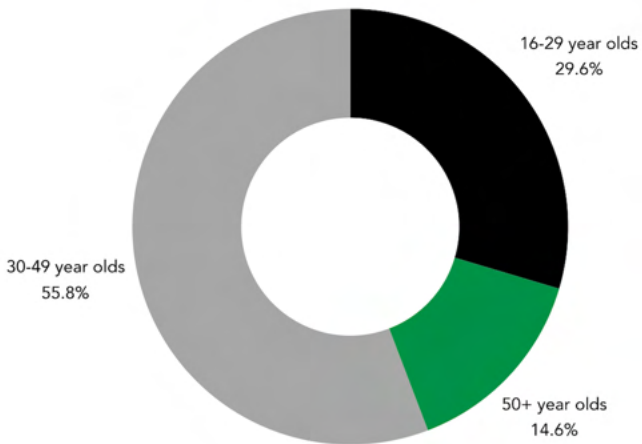
— Jon Trigg, Owner, Freedom Works

Let's Do Business Finance have been thrilled to be a part of Freedom Works journey, and look forward to eventually visiting Freedom Works on the Moon!

TO FIND OUT MORE ABOUT THE RECOVERY LOAN SCHEME AND OTHER BUSINESS FUNDING AVAILABLE FROM LET'S DO BUSINESS FINANCE - GET IN TOUCH

STATISTICS BREAKDOWN

AGE GROUPS



I've never been able to get funding from a mainstream bank. It's been so frustrating as we had a history of repayments, but they just wouldn't accept it. Something that has been so refreshing in dealing with Let's Do Business is that you are dealing with a human being that's actually talking to you, and listening to you, as well as looking at the figures. They look at the whole picture and not just the piece of paper.

Brenden West, Co-Owner, Laptop Station

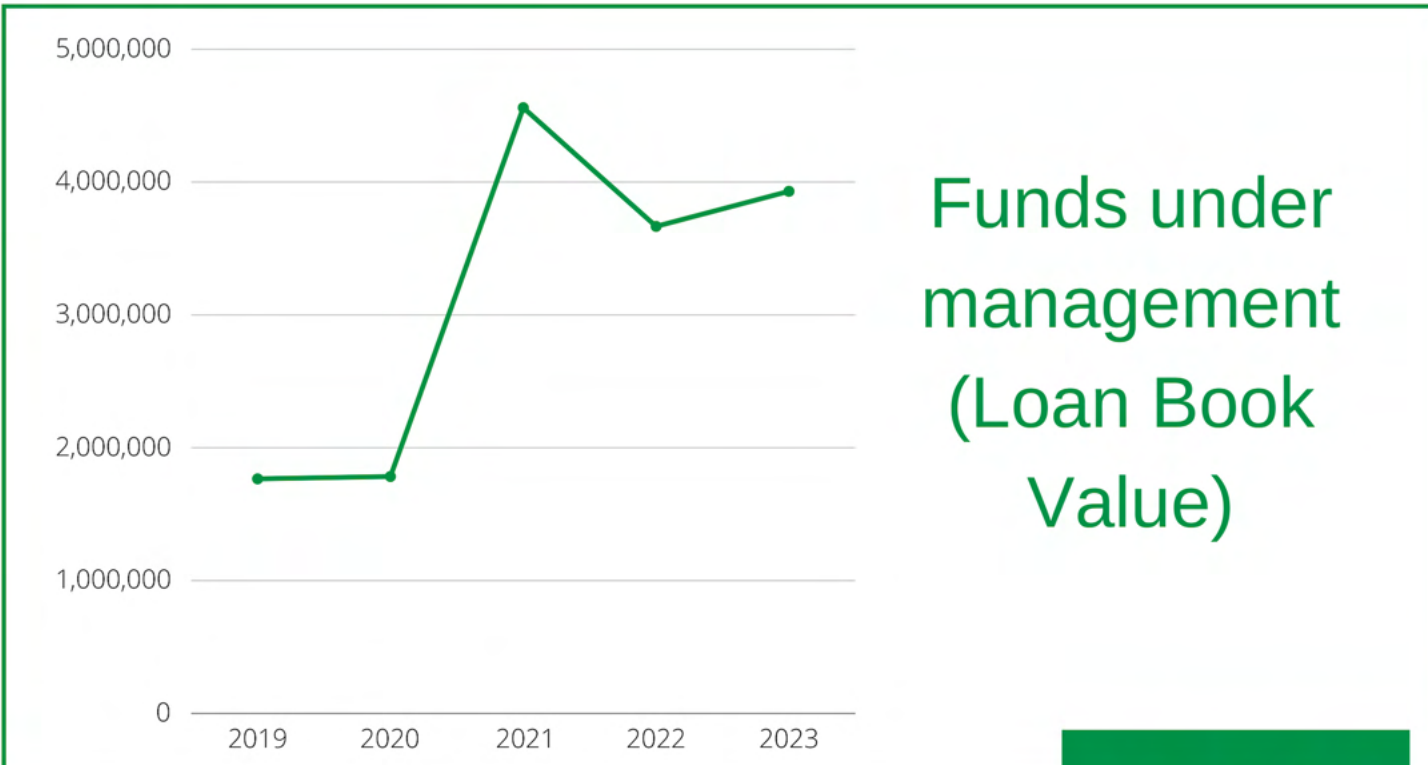
ECONOMIC VALUE IMPACT

Impact calculator source:
www.responsiblefinance.org.uk

The Responsible Finance economic impact calculator was developed by Coventry University and was kindly supported by Citi. In 2019 it was reviewed by Marc Cowling, Professor of Entrepreneurship at Brighton Business School.



£34,070,392



Funds under management (Loan Book Value)

Funds under management growth has grown in the last 5 years

123%

LENDING





RINGLE RAINBOW DAY NURSERY

START UP LOAN

Penny Reidy tells Let's Do Business Finance about her journey starting her new business, Ringle Rainbow Day Nursery, with the help of a Start Up Loan and business support from the NatWest funded women's Start Up Business Programme, 'Her Biz'

Realising the need for and importance of an expansion of quality childcare provision in their local community, Penny Reidy and partner Steven have embarked on a business journey to create a day nursery that's the first of its kind for the area of Ringlestone and Springfield.

With a passion for working with children and her previous experience working in primary schools and business, Penny believes her skills make her idea for a budding business like Ringle Rainbows a recipe for success and change in her community – with work already underway to create the nursery and prepare to open later this year.

Seeing the growing demand for quality childcare not just across the UK but right on their doorstep in their community, the pair are planning to set up shop for a day nursery in a part of what was previously an old church in Ringlestone, but is now being repurposed into a multi-use community centre that will eventually also host mother-and-baby groups, dance, support groups, quizzes and more.

Ringle Rainbow Day Nursery will be a brand new nursery provider for the area – providing play and education for with up to 25 full time places for children aged 2 – 5 years old. Penny, a parent herself, believes her home town is the perfect area for an undertaking like this, with the community spirit of Ringlestone and Springfield ideal for making the idea a success and meeting current and future demand.

Ideal for an undertaking of a Forest School, Ringle Rainbow Day Nursery will be located close to local woodland, play areas, as well as the local Kent Library, to enable staff and children to experience the local community and learn. The location is perfect for parents, too – close to motorway links for ease of commuting – which Penny hopes will mean that Ringle Rainbow has a positive impact on the local economy by enabling more parents balance between work and childcare.

The smaller capacity of Ringle Rainbow was chosen to allow for children to have an even better experience of early years education, too – creating more one-to-one care and interaction, and more of a community feel.

"Our community is close knit and caring, and this extends into my vision of the proposed Nursery & my belief in our Parish."

— Penny Reidy, Owner, Ringle Rainbow Day Nursery

For Penny, as a first time business owner, she saw the gap that needed filling in her local area to provide an increased amount of childcare places to meet demand following a new increase in paid childcare hours for families. Near to the proposed site of Ringle Rainbows is a new housing development, which she believes will add to future demand in the area. Preparing to launch Ringle Rainbow Day Nursery, Penny and Stephen Reidy sought out support for

start-up businesses in their area to see what was available to help make their idea a reality. After making contact with [Maidstone Borough Council](#) and local business support organisation [Let's Do Business Group](#), they were also put in touch with the team at Let's Do Business Finance to develop a plan for securing finance to fund their ambitions of fitting out and launching their idea for the day nursery.

While in touch with Let's Do Business Group, Penny was invited to participate in the Her Biz Start Up Business [workshop programme](#) – a free workshop initiative funded by NatWest to encourage and support aspiring female entrepreneurs in the East Sussex and Kent. Through the workshops, Penny learnt from expert business coach Lisa Young the fundamentals of running a business; from managing finances, creating a marketing plan, and business strategy.

"By taking part in the Her Biz programme I learned new things, and was given lots of useful information and access to resources that have helped with planning my business. The workshop also reinforced knowledge I already had, so it made me feel more confident when launching my business. I also met lovely people, all with different ideas and at different stages in their business planning. Lisa and Helena were very knowledgeable and got everyone involved in the course"

— Penny Reidy, Owner, Ringle Rainbow Day Nursery

Through the support received from the team at Let's Do Business Group and skills learnt through the workshop, Penny and Steph were able to put together a detailed plan for the business; including the costs of fitting out the premises, getting the right certifications to launch, and hiring and managing staff in the future.

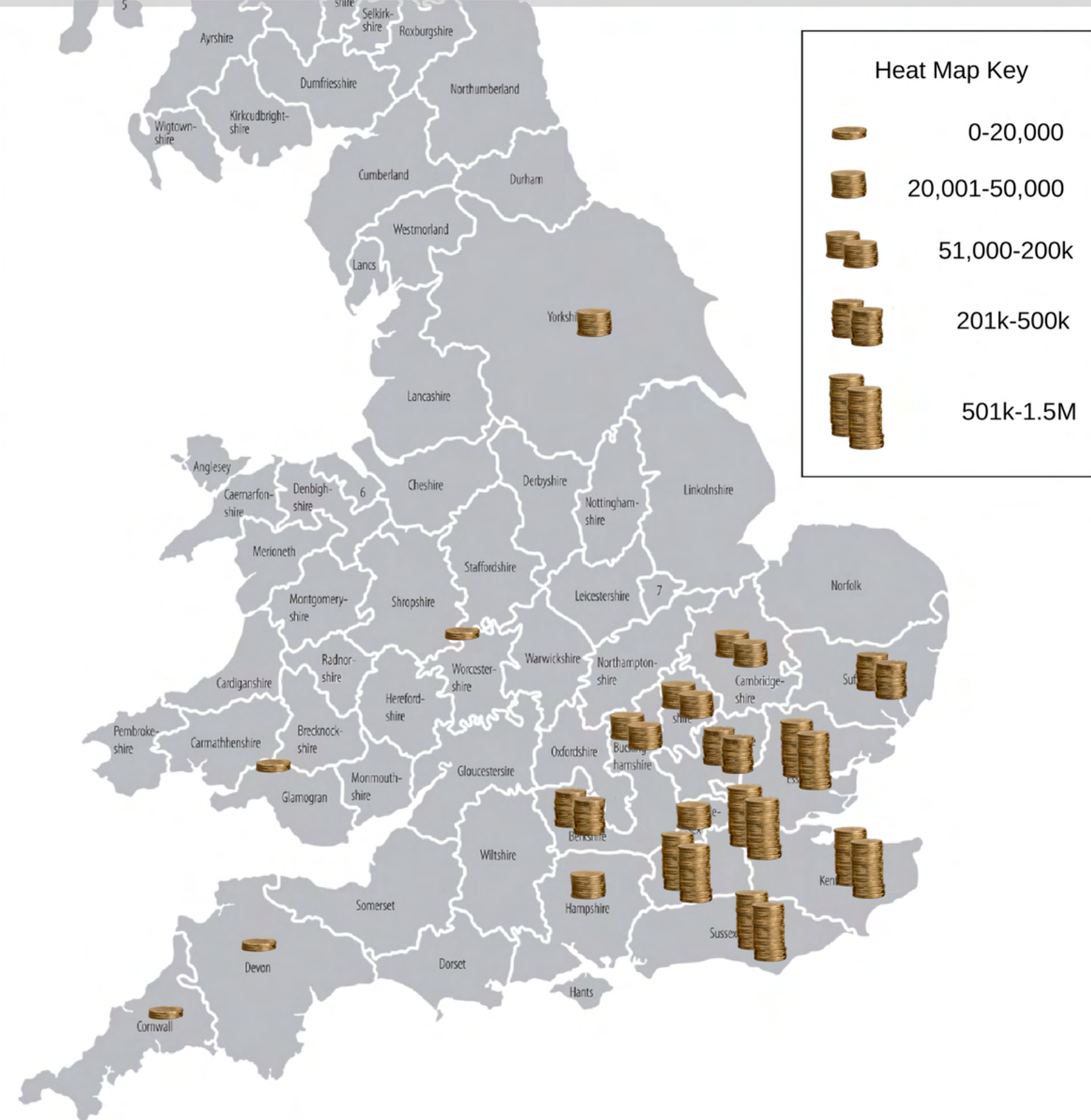
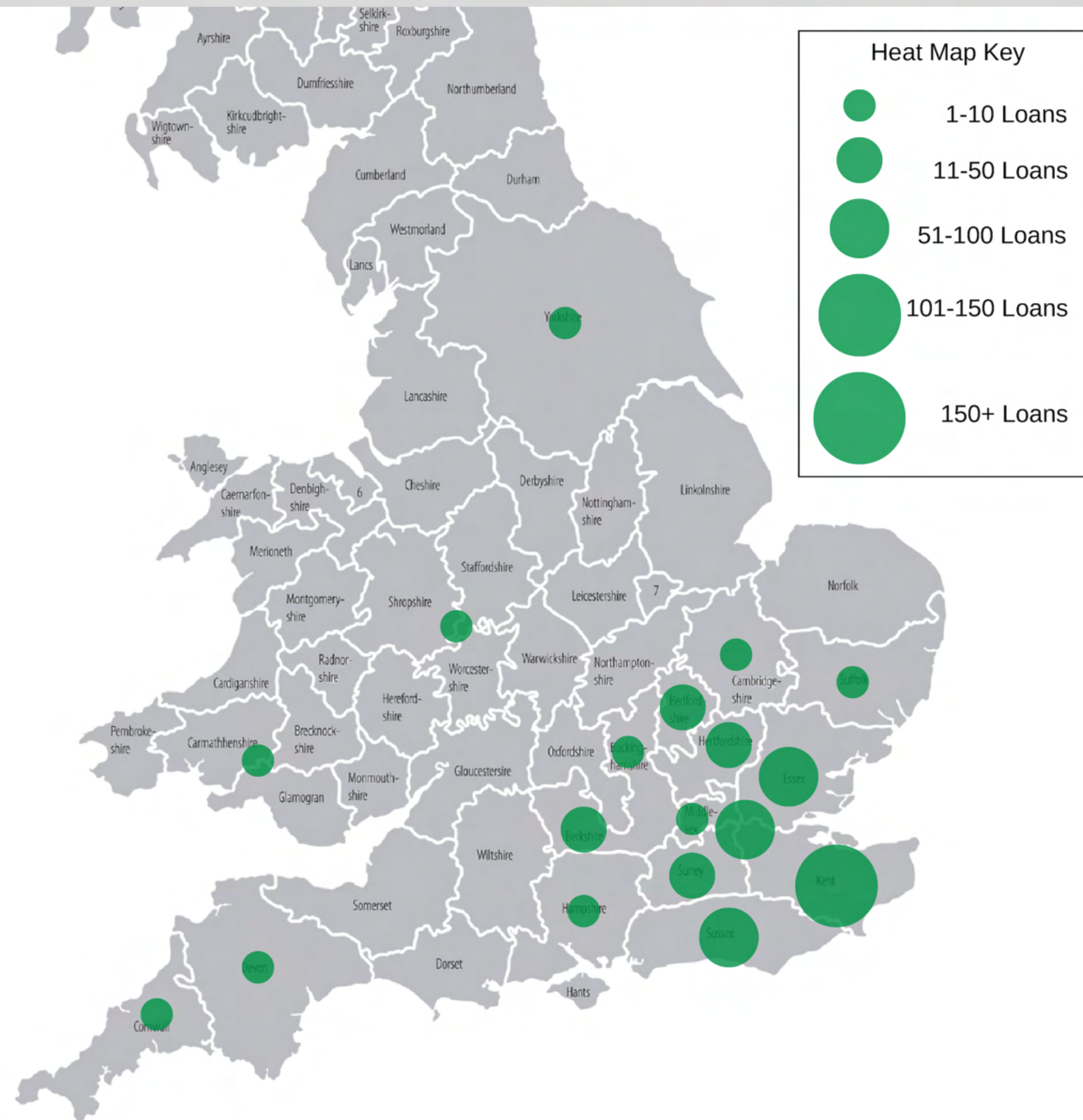
"Applying for a start up loan through Let's Do Business Finance was a straightforward process once you have completed your business plan and cash flow. It's a thorough process which you are guided through. Our business advisor was very knowledgeable and helped tweak our cash flow. It's also great that you are provided with a post-loan mentor from Let's Do Business Group, so you can continue to receive further advice and support after receiving the Loan."

— Penny Reidy, Owner, Ringle Rainbow Day Nursery

TO FIND OUT MORE ABOUT [START UP LOANS](#) AND OTHER BUSINESS FUNDING AVAILABLE FROM LET'S DO BUSINESS FINANCE - [GET IN TOUCH](#)

MAP BY NUMBER OF LOANS

MAP BY LOAN VALUE





SOUTHCROFT LODGE

RECOVERY LOAN

Expanding Southcroft Lodge with finance under the Recovery Loan Scheme. Health and Social Care Organisation 'Southcroft Lodge' explains how securing Business Finance under the Recovery Loan Scheme through Let's Do Business Finance has enabled them to expand and continue supporting the community.

Despite starting out working in a bank and having a degree in accounting, Joshua's passion for helping people and solving their problems led him to where he is today. Working in mental health care services for over 20 years, starting as a health care assistant and progressed to be a qualified nurse, he is a qualified Mental Health Nurse by profession, with experience in Management and Leadership in various NHS roles.

Having always been fascinated by the idea of 'flow', he came up with ways in which they could manage not only the flow of people coming into the hospitals but also how it could be managed afterwards. Further developing this idea, Joshua began to do a feasibility study, looking into the supported accommodation options in the area.

"The supported accommodation here has a very traditional kind of approach and that is what's causing a problem in the system because they're not flexible. So, then I thought, you know what? I can do this! Let's focus on a client first approach."

— Joshua Adeboye, Director, Southcroft Lodge

Established during the COVID-19 pandemic, Southcroft Lodge was created to support the Mental Health Trusts and Local Authorities. Over the last two and a half years, they have opened 16 homes across South-West London and offer four pathways to support the individuals who are referred there, ranging from low supported accommodation to long-term, high-supported living placements.

The beginning of this journey was one that came with some challenges. Whilst coronavirus was rife, banks were placing an embargo on business accounts and so Joshua found himself in a frustrating situation. After four months of chasing one of his personal banks about opening a business account, his accountant directed him to ANNA bank where he was finally able to open one up.

Historically, ethnic minority led businesses have struggled to obtain finance and that's when Lendoe – a funding company dedicated to today's underestimated entrepreneurs – introduced Joshua to Business Manager Lisa Young from Let's Do Business Finance. After discussing how he could access the finance he needed for Southcroft Lodge's growth, Joshua was informed that he was eligible for up to £150k under the Recovery Loan Scheme.

First launched in 2021, the Recovery Loan Scheme is a government backed loan scheme which provides access to finance for UK businesses as they recover from the COVID-19 pandemic. The scheme was extended in August 2022 and now focusses on growth, which allowed British Business Bank accredited provider and Community Financial Development Institution Let's Do Business Finance to provide a loan to Southcroft Lodge of £150k.

"At first, I thought: 'I didn't need a loan, I don't need support, I did it all on my own originally!' Before we had thirteen homes but since receiving funding, we have added three homes with another three to come. What is so important to us is those three additional homes will benefit around 32 clients – and that is huge not only for us but for the community too."

— Joshua Adeboye, Director, Southcroft Lodge

The loan has assisted Southcroft Lodge with the expansion of the business by enabling them to take on three new properties in three months compared to the previous rate of one property every four months. With more housing, they are able to employ more staff and continue to support more people, helping with the flow of the system.

"Joshua was introduced to me by Lendoe a commercial broker firm based in London, being a start-up business Southcroft Lodge was unable to access the funding they needed from traditional sources. I got to know Joshua over several weeks and understood how the Recovery Loan Scheme could support this business to grow and provide the accommodation that is much needed to support their clients. I was delighted that we were able to meet their needs and provide a suitable business loan."

— Lisa Young, Business Manager, Let's Do Business Finance

The future of Southcroft Lodge is one that is looking bright, with plans to getting its CQC registration which will allow them to carry out regulated activities such as administering medication. They are also investing in their technology by looking in to upgrading the electronic systems they use in documentation of client and service information – building a software that's not available on the market. Another goal they hope to achieve is within a few short years creating a social network targeted at people who have overcome their struggles and providing a network HUB, encouraging others to share their struggles and how they have coped. With the expansion of their properties, they are well on their way to raising awareness for mental health struggles.

Let's Do Business Finance are proud to have supported an inspiring organisation like Southcroft Lodge to access finance and continue growing.

TO FIND OUT MORE ABOUT START UP LOANS AND OTHER BUSINESS FUNDING AVAILABLE FROM LET'S DO BUSINESS FINANCE - GET IN TOUCH

LOOKING FOR BUSINESS FINANCE?

We provide fast, affordable finance to take your business to the next level!

We offer funding to start-ups, established businesses and those affected by the COVID-19 pandemic. We can help your business to launch, grow and thrive.



Business Loans

Business Loans from £10k-£150k to grow your business. Boost your cash flow, invest in marketing, staff or buy new assets and achieve your goals.



Start Up Loans

Start Up Loans from £500 - £25k. Government backed loans for businesses trading up to 3 years with 1-2-1 mentoring support included.



Recovery Loans

As accredited lenders of the Recovery Loan Scheme (RLS), we offer loans from £10,000 - £150,000 to aid recovery from the Pandemic.



LAUNCH. GROW. THRIVE.



WHAT OUR CLIENTS SAY

Very efficient friendly and professional service, couldn't recommend more!



Phil and Lisa have been a great help with the start up of my business. The whole process was quick and smooth and I was kept in the loop at each stage.



This was my first time applying for a start-up loan and I found the resources and everyone involved to be very helpful, and encouraging.



The application process was smooth, and the support provided by their team was exceptional. Overall, a reliable and efficient resource for start up funding. Highly recommended!



Fantastic and excellent service with two advisors. I would highly recommend this organisation to anyone who's looking for a business start up loan.



Great team of people. Very supportive and genuinely want you to succeed. I was fortunate to work with Martin and James who both were extremely patient and flexible with my personal commitments.



Excellent service from the team who guided me through what documents were needed. No pressure, and a very easy process. Would highly recommend for anyone looking to establish a new business.



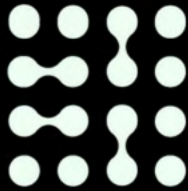
From start to finish, the process is fairly simple and the help from staff has been amazing!



Unsure what finance you need?

Our team are here to help!

[Get in Touch](#)



Let's Do Business
Finance

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