

# Making an impact

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**Newable**

## LENDING

# We

all need a boost from time to time. It could be funding to ride a tricky patch, a cash injection for a new venture, or growth finance to scale your operations. The problem is, it's not always easy to get that support. Too often, conventional lenders won't help or simply aren't able to move quickly enough.

We're here to change that. We believe business finance should be fairer, easier and more accessible for companies of all shapes and sizes. That's why when we lend, we focus on the people as well as the numbers, we use clever product design to keep borrowing costs low and we mix hands-on mentoring with smart tech to make money management easier for everyone.

## INVESTMENT

# Believe

it, Britain is full of promise. We're lucky enough to work with some of the country's most innovative entrepreneurs and exciting early-stage businesses. Highly creative, knowledge intensive, data and tech focused; they're the driving force behind the Fourth Industrial Revolution and we're helping them unleash their potential. Thanks to our work at the heart of the innovation economy, we can also see amazing opportunities for investors to play a bigger part in this sector and share in the growing prosperity. That's why we're on a mission to create new investment approaches and products. We connect these businesses with seasoned, professional investors who are able to help them navigate their growth curve and generate value.

## ADVICE

# Confidence

grows with experience. When you've been there and seen it before, it's easier to know your next move. That's why it can be a challenge when you're starting or scaling a business, because you often find yourself doing things for the first time. What you need is back-up from an expert, someone who can give you the advice and support you need. At Newable, we're on a mission to make sure more business people can get hold of that critical professional advice, so that they're able to make the most of their potential. Our team of over 150 specialists works one-on-one with clients across the country, providing funded business development programmes on behalf of the Department for International Trade, Innovate UK and the Enterprise Europe Network.

## PROPERTY

# Transforms

is a big word but we all know that's exactly what the right workspace can do for a business. The place where you do your thing is always more than a roof over your head, more than a room with desks and phones. It's your basecamp, your foundation, your selling-point and a source of confidence for you and your people. Our real estate team specialises in developing accessible and affordable offices and commercial spaces for small and growing businesses, using imagination and ingenuity to unlock opportunities where other more traditional property developers can't. We're here to make it easier for companies to take root, so they can bring the spirit of enterprise, the energy and employment we need across communities and the wider economy.





# A champion of inclusive growth

Newable’s focus and expertise is the passionate business people at the heart of the UK economy. We are dedicated to helping them start, sustain and grow their companies.

We have an ambitious agenda to treble the size of our business in the next five years. The purpose of this agenda is to increase our capability and capacity to help more businesses in more ways.

The ultimate goal being to generate positive social impact through the promotion of inclusive economic activity.

This is achieved by developing and delivering high quality products and services making finance, investment, advice and business premises accessible and fair.

This report is a showcase of the work that the people and teams working at Newable undertake as an intrinsic part of their roles. It is inevitably highly selective, but the examples we feature stand to celebrate the professionalism of everyone in the Newable family as well as the achievements of the clients we serve.

Chris Manson CEO, Newable



The role and purpose of companies is currently the subject of much focus and debate. It is, arguably, one of the unintended consequences of the financial crisis which shocked the economic system to the core. The ethical behaviour of companies is still never far from the headlines.

Indeed, a recent report argued, that “the role that business plays in society, and the expectations about the role it should play, has shifted dramatically in recent years. Called to a higher purpose ... many businesses are increasingly open to the notion that they have a responsibility for creating more inclusive economic systems.”

The UN’s Sustainable Development goals adopted at the beginning of 2016 has created further momentum. These seventeen social, economic and environmental goals serve to underpin the proposition of “inclusive economic growth”.

Many businesses appear to be struggling to come to terms with these issues or have found their calling to a higher purpose only in recent times.

In contrast, we would suggest Newable has held true to a ‘balanced scorecard’ approach since our inception in 1982.

Established as a company limited by guarantee we need to make profits to prosper, but these profits are not distributed. Our profits are re-invested in the business to expand the products and services we offer. We do not have shareholders, rather our members are the London Boroughs and the City of London Corporation.

From our very beginnings, our core purpose has centred on generating a positive social impact through the promotion of value creating economic activity.

We recognise that SMEs account for 99% of all businesses in the UK, and that all big businesses were small once. We are passionate about supporting these SMEs across the entrepreneurial journey because they face particular and difficult challenges.

We also believe that the impact of these businesses goes beyond their notional bottom line. They make a

difference to the communities in which they operate. Providing local character, distinctiveness and a sense of place.

The best way to support clients is to understand their needs. In this respect, businesses have universal requirements. They need someone to back them. They need cash to help them across the peaks and troughs of trading, to hire new staff and operationalise growth plans. They need advice. No one can do everything on their own. Small businesses, particularly, sail frequently into uncharted territory. For example, selling products and services in overseas markets is a daunting prospect. And they need premises, a base to call home and from which to grow.

That is why Newable’s business is comprised of four pillars: lending, investment, advice and property. Four pillars working to support the same vision and goal, but comprising specific discipline experts.

Each of our pillars already works at scale. Our lending pillar provided £11,000,000 of

loans of between £26,000 and £150,000 to SMEs in our first 12 months. Each loan complied to the standards of the Responsible Finance movement. Meanwhile our investment pillar closed 35 deals in 2017, delivering £35m of funding into knowledge intensive businesses.

As one of the Department for International Trade’s leading delivery partners, our advisory pillar supports companies in London and the South East. In the year to April 2017, we helped over 900 businesses export for the first time and helped generate exports to the value of £1.3bn. Working as a delivery partner to Innovate UK, we have also supported 770 early stage businesses in the last year.

Our property pillar consists of 11 light industrial parks turning neglected brownfield sites into economically productive land. These are home to around 300 businesses.

Ultimately, behind the numbers are real people and it is these people this report celebrates.





# Growing confidence

SME managers often feel isolated, lacking colleagues to whom they can turn for support and encouragement. That’s where our mentors come in.

A business mentor can be best described as like having an ‘angel on your shoulder’.

Mentoring support can vary from managing finance, recruiting staff, scaling a business, to digital marketing, procurement, advertising or simply building self confidence. Clients are also provided with access to information such as sources of grant finance and introductions to additional support services such as international trade or innovation support.

A huge part of what mentors do is to build confidence of their clients. To help them develop the belief and resilience to keep going and succeed. It is all about giving mentees the knowledge and resources to help them make informed decisions to get their business on the right track.

Each of our Responsible Finance loans comes with 12 hours free mentoring. This programme is designed to meet the individual needs of the clients to help them extract the maximum value from the funding.

Mentoring is an extremely important service. Don’t take our word for it. Here’s what Dan had to say about the support he received from one of our mentors.

Sent: 03 January 2018 09:52  
To: Vivienne Scantlebury <[Vivienne.Scantlebury@newable.co.uk](mailto:Vivienne.Scantlebury@newable.co.uk)>  
Subject: Re: Feedback

Good morning Vivienne and happy new year!

I’d just like to say that starting my first serious business, I mean, I’ve been a photographer for a long time but only ever saved up and bought equipment. Taking out a business loan made it all feel more real! I ran into the business idea like a bull in a china shop, smashed every email and telephone number around me and then just sort of stood there panting, waiting for the devastation around me to fix itself.

There was always a plan but being naive I just expected things to happen. When they didn’t happen so quick, or when things were cancelled I started losing a bit of faith.. then started lowering my prices thinking I wasn’t good enough or the business idea was rubbish and nobody wanted what I was offering.

It took a while for Vivienne and I to connect because of that loss in faith. I just wanted to be stubborn about it and throw some toys out of the pram. When we did connect it was amazing!! I thought from the very first conversation “maybe I CAN do this”. I was given hope, a reason to think differently and learned quickly that business isn’t personal. I still made a few errors or created “learning opportunities” for myself and was open with Vivienne. I didn’t feel judged or belittled, I was made to feel like it was okay.. I just knew I didn’t have to do it again after a short conversation.

Starting a new business is tough! I asked friends to help me and slowly but surely, 1 by 1 they all gave their excuses and quit. They just found it too much of a rejection. I know 1 friend in particular found it distressing, he used to sell mobile phones too so I thought he’d be better at it. He simply struggled with the same thoughts as me but because it wasn’t his bread and butter, he could leave no problem. I spoke to him about my chrs with Vivienne and gave him some advice I had been given by her and he then decided to quit his normal job and go full time self employed as a Physiotherapist. He now has his own space to work from and is improving himself everyday. I fully believe that the words Vivienne gave me put me in a better place mentally when it came to business. What she said was REAL and unscripted.

I would like to say THANK YOU from the bottom of my heart, I think I may have struggled to pick myself up had it not been for looking forward to bragging to Vivienne about taking advice and being able to say “look at my new work!”. I have adjusted myself a lot and now have a solid, waffle free approach that I can stick with and be proud of. My biggest achievement from this is knowing that if I don’t win that job, it just doesn’t matter, there will be more. Move on and find it!

I wish you all the luck in the world and all the best for the new challenges ahead.

Daniel Spencer

Daniel Spencer,  
Supported by Lending





Newable Business Exchange  
Epsom, Surrey

## Your local business

There was a time when towns up and down the country were a hive of business activity. The people within local communities supported each in the expectation that everyone would prosper. That was the era of ‘friendly societies’, local co-ops and the high street bank manager.

The new era of globalism has it that none of that is needed, matters or works. Gradually, these institutions have either disappeared or withered on the vine. We believe that local businesses have suffered as a result. Newable wants to do something about it.



Introducing the Newable Business Exchange. Where the local business community comes together. To exchange ideas, best practice and connections.

The Business Exchange brings Newable’s proposition to the High Street. Making expertise readily accessible. Comprehensive support for locally based businesses who are the backbone of local economies.

Of course we expect to “sell things”. There’s no shame in that. However, Newable has always been about much more than selling things.



The Newable Business Exchange is a visible commitment to local business. So we hope the local business community gets behind us. It is also a platform, a model that we can scale and roll out up and down the country to simulate local growth.







# Social impact

Our Social Impact Programme is helping SMEs connect to the corporate supply chain. In the last two years, we have introduced 390 opportunities to over 106 inner-London SMEs, resulting in 26 contracts being won worth £4m.

## In their own words: SMEs

“It’s those skills...and these skills will really help me grow as a business; help me be more professional; know what I am doing; cost my products better...help me be more confident...A little bit of confidence and knowing that you are going in the right direction means a lot.”

“I definitely recommend this programme to any upcoming designer or anyone looking to gain more momentum.”

“I really think the reason why we got such good feedback from Ayala (buyer) was due to what we have learnt on the courses.”

“I have been to a few Meet the Buyer events with the help of Liam. Liam has been absolutely brilliant for me. He has given me a lot of confidence in coming across and trying to explain what I do as a business.”

## In their own words: Buyers

“We’ve met diamond drilling companies. We have met logistic companies. We have met site security companies. We have met earthworks and architectural services, catering companies, landscaping and paving. So a whole assortment of people who can supply us”.

“I would recommend this because you would meet with companies you would normally not meet with.”

“Skanska are keen on working with local communities and take their commitment to corporate social responsibility (CSR) seriously.”

“We want to outreach as a company...it’s really important we engage, we have a target of 25% local procurement. Using Meet the Buyer function is an important part of that.”

## Get Ready to Supply Building Confidence

Helping SMEs in construction and allied trades to realise their potential and grow their business.

Attend events and receive one-to-one business advice from experts.

Improve Skills:  
Tendering, Negotiating, Pitching,  
Pricing, Marketing

Access Opportunities:  
Engage with Buyers,  
Receive New Tender Alerts

Strengthen Credibility:  
Accreditation,  
Meet Compliance Standards

Find out how we can support your business  
T: 020 7940 1579 | E: [GetReadyToSupply@Newable.co.uk](mailto:GetReadyToSupply@Newable.co.uk)  
Twitter: @Newable | [www.newable.co.uk](http://www.newable.co.uk)

**Newable**

**J.P.Morgan**

Get Ready to Supply is delivered by Newable and supported by JP Morgan.





# Investing in the heart

“Newable’s investment and support gave us the confidence to take the next step.”

## Andrew Mearns Spragg on the entrepreneur journey.

Ever since I was a boy, I’ve been fascinated by anything to do with the ocean. I ended up in academia, in marine chemistry: that’s where I made the connection between jellyfish and collagen.

Most of the collagen used in the biotech industry comes from cows, pigs and rats – that’s both problematic and unsustainable. Jellyfish, on the other hand, are increasing across the oceans and they’re a brilliant source of highgrade collagen, suitable for all human medical applications. I set up Jellagen to turn this insight into a business.

We launched in 2014. By September 2015, we’d reached scale-up stage and were looking for some more serious investment. That’s when the Government’s Life Science hub connected us to Newable. We met with the team and explained what we do. They liked our story and invited us to pitch to their angel group. Right after our presentation, one of the investors came over and said, “I want to be your lead angel”. It was amazing really.

We met up, did the due diligence and then he reached out to his network to bring together a syndicate of other investors. With that backing in place, Jellagen was put forward and selected for the Fund.

Our £1.8m scale-up injection allowed us to move out of university premises, expand our team, develop our technology and secure vital patents. Now, looking forward, our revenue is growing, our product range is expanding and we’re starting to see exit opportunities on the horizon.

Andrew Mearns Spragg  
Supported by Investment



# Support for trade

**Stuart Facey is one of our International Trade Advisers (ITAs). He helps London based companies access export support. Here's his story.**

"I am in the London Food & Drink, Consumer Retail team. An ITA is a person whose role is to help companies become successful internationally. They help companies to export by saving them time, minimising costs and maximising export opportunities whilst remaining impartial. It can be an advantage to have prior export experience and be able to work collaboratively with a wide range of personalities and cultures.

I work with a number of diverse companies within the 33 London boroughs who can be manufacturers and or retailers of consumer products and services across my specialist sectors.

This entails working with household names such as Birds Eye and Unilever, through to new unknown start-up companies.

My role is to help London-based companies in this sector access export support, opportunities and expert advice through the Department for International Trade network and translate this into export wins for the client's business and the UK economy.

This could be helping to identify export readiness of a business, conducting market research, identifying which export markets to target, identifying contacts in their export markets via our commercial colleagues

overseas. In other cases, companies need helping to register their trademark or patent, raising finance to develop their capacity, an understanding of cultural aspects when entering a new market.

Importantly we advise companies on export documentation, highlighting overseas business opportunities, how to ensure they are paid and supporting companies when visiting an international market, either individually or through a trade mission.

The Department for International Trade work around the UK with delivery partners and Newable is the DP for London and the South East. The advisors employed by Newable are experienced business people and this is of great benefit to our clients as London cover seven different business sectors which is unique in the UK."



**Stuart tells about one of his clients, Nick Farnsworth from Little Sport Star.**

"It is almost 2 years since I met with Nick Farnsworth, the founder and director of Little Sport Star.

Nick had struck upon the idea of sports themed soft toys when his first child was born. With his wife a doctor and his job in danger of redundancy, they decided Nick should stay at home. Not wanting to stop working Nick decided to combine his love of sports and his new born child to invent a sports themed toy for his kid, a decision which spurred him to become a 'Dadpreneur', a stay at home Dad and entrepreneur!

His story and his export ambition impressed me greatly. However he was in need of funds to visit the New York Toy Fair in February 2016 and was looking for support to travel.

We provided 'matched funding' to enable Nick and Little Sport Star attend a prestigious Toy Fair in New York and put his products in front of very influential figures in the trade.

As a result of attending the Trade Show, Nick was able to land orders from Babies R US, Barnes & Noble and Walmart.

To help ensure that the exports became a sustainable sales channel, we have been able to provide support with referrals to US based Intellectual property lawyers.

Nick's next step has been to sign a licensing agreement with the Preferred Partners



company to distribute his products in the US, Canada, Germany and other territories.

We have also provided Nick with advice to enable him to consider China and India as follow up markets to the USA via our partners China British Business Council as well as UK India British Council.

As part of the growth plan for Little Sport Star brand development has become the next focus for Nick. We are helping him with further ideas about Distributors /Licensing agreements as routes to further markets.

Little Sport Star started out six years ago and getting the brand known is a continuing challenge. However, I am pleased to say that we have proved that it doesn't matter how little your business, we can help you with exporting to become bigger on the world stage."



# Breaking barriers

Female entrepreneurs have the potential to add £180bn in gross value to the UK economy by 2025. However, female entrepreneurs are held back by a number of barriers that, evidence suggests, their male counterparts do not encounter to such an extent.

Newable’s first hand experience of working with businesses at the heart of the economy reveals female entrepreneurs face challenges such as a lack of role models, access to finance, networking opportunities and, on occasions, experience in commercial risk taking.

Fuelling Ambition is an holistic programme helping female entrepreneurs navigate past or break through barriers on their journey from inspiration to investment.

Fuelling Ambition comprises of 121 support, tailored workshops, investment events and a conference.

The 121 support is fully funded and tailored to the needs of clients but typically includes mentoring, innovation advice building management capability and assistance to help source overseas partners.

We have also produced and delivered a free workshop series that deals in detail with strategies to deploy to overcome specific barriers. The workshops covered are Dynamic Business Modelling, Breaking through Roadblocks to Business Success, Kick-Start your Exports and How to Position yourself for Investment.

All of the workshops were significantly oversubscribed and were well received. We’re looking forward to repeating them.

The centrepiece of the programme is a large conference which will be followed by an investment pitching event for women owned and led businesses to which we will be inviting female investors.

Fuelling Ambition is a good example of how Newable can bring together expertise from around the business to help create inclusive economic growth.



# Fuelling Ambition

From inspiration to investment





# Building businesses

Our Property team likes to take on a challenge. They seek out and identify brownfield sites, often neglected, occasionally abandoned and then work with a range of stakeholders to bring it back into profitable economic use stimulating growth in local areas.

Waterfront Studios is an excellent example of our approach. Pioneering, innovative, and a key component of a physical regeneration of a district. It is situated under Silvertown Way, London's first fly over in Newham in East London. It is a business centre covering 115,000 square feet of office, light industrial and meeting room space. It provides cost effective business space in the Royal Docks.

The project involved bringing together complicated title and other interests to assemble a meaningful amount of land to enable the project. Here, the principal land owner is the London Borough of Newham, but it also involved what is now the GLA, and the Royal Docks Management Company. This site was subject to a number of other complications, such as building under a flyover, each serving to potentially make the scheme unviable.

The London Borough of Newham were active supporters of the scheme. Newable was prepared to take investment risks beyond the appetite of many pure play developers.

Waterfront Studios creates a high quality and flexible option for businesses already operating in the area and provides an opportunity for new businesses to move in. And, yes, there's room for them to grow

from 200 sq. ft. up to several thousand square feet within the business centre. The Studios are always in high demand and currently serves over 150 businesses.

This serves to support a diverse and mixed offer for businesses which helps to both enliven the borough and give people a range of employment opportunities. Newable's development in what is a great location has helped to transform the area. Along with the DLR, cable car and the ongoing upgrades to the Royal Docks.

Although Waterfront Studios is unique, it serves as a template for the work that Newable's property team excels at. Currently, the team has three sites in the development stage. That is to say sites which have been acquired, plans submitted or approved or where construction is currently underway. Combined, the three developments will bring on line a further c180,000 square feet of business accommodation and office space over the next couple of years.

At a time when smaller and emerging businesses are being squeezed out of central areas of London by a lack of availability and sky high prices, Newable's offer is much needed and helps ensure a vibrant small business community continues to thrive in and around London.



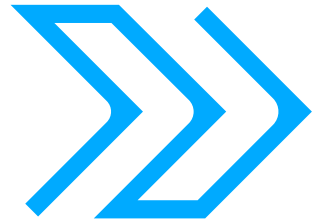
Waterfront Studios  
Newham



## Living our values



Dream big



Get going



Grow together



Always improve



Pass it on

We believe that doing good makes good business sense. Strong credentials are valued highly by commercial partners and living our values will help ensure we become the provider of choice for client companies.

This is in line with our heritage, true to our values and relevant in today's commercial environment and totally consistent with our goal of increasing profits.

However impact is not something that just happens outside of our company. In fact, it is entirely dependent of what we do and how we behave as and within Newable.

That is why we have an equally ambitious programme to be admired and respected for our citizenship activity, which we are developing as members of Business In the Community.

We also aim to be an industry leader when it comes to how we treat our people. We have programmes focused on diversity, tackling unconscious bias, inclusion, volunteering and apprenticeships.

Successfully delivering on our purpose will be essential to engaging the emerging 'millennial generation'. It is key to attracting, retaining and motivating high quality people. Such as Harriet who we feature next!

Monica Whitefield  
HR Director, Newable



## Building potential

**“Every day I continue to learn, develop and grow at Newable. If I did not complete the apprenticeship, I do not know where my career would be right now, things have definitely worked out for the best and this is something I continue to be grateful for.”**

Once I completed college, I was determined to obtain a career for myself. I experienced difficulty with this. Job searching is extremely difficult and the market is increasingly competitive, especially for those just starting out. The days passed by and I was not happy with my routine. I would wake up early in the morning, look outside and watch the early commuters, dressed smartly and feel a pang of envy. I always thought to myself, I wanted that to be me one day. I chose not to go to university, as I wanted to work full time. However, I continuously doubted whether I could start a career without much work experience, I always assumed I would be trapped working behind the bar in my local pub.

I decided to complete an apprenticeship because it enabled me to put my foot in the door of a company, where I could learn and grow whilst receiving an income. It was a great opportunity to complete a structured training programme, which gave me the chance to work towards another qualification I can add to my CV. It helped me gain the skills and knowledge I needed to start from the bottom, whilst working my way up the ladder and developing day by day.

An apprenticeship enabled me to put the skills I had learnt into practice. The support I received was fantastic. I had a mentor at Newable who was always on hand if I had any questions regarding the coursework.

I received guidance when required from the course assessor and most of all, my team at work and management were always supportive. They have all played a very important role in helping me grow, improve and build confidence within the sector.

Since working at Newable, I have supported in the delivery of a variety of local, regional and national programmes, working on the facilitation of loans.

In 2016, I received a promotion, and became employed by Newable and worked my way up to becoming the Lead Customer Service Representative. My experience has provided me with a great level of understanding about the challenges that customers face when submitting applications and how to provide support throughout the application process.

With the experience, knowledge and skills I have learnt across the few years here at Newable, the next stage of development for me is to complete the Prince 2 qualification to become a Project Manager. Ideally, I would like to be able to manage my own project and have my own team but this will come with support, time and dedication. I remain positive and look forward to the next stages in my career.

**Harriet Welch**  
Graduate Apprentice



We serve 15,000 small and emerging businesses each year. Whilst each of the challenges the business leaders face is unique, they share an energy, passion and ambition for their companies.

At Newable we wish to match this energy, this positivity and this ambition, helping businesses rise to the challenges they face through the skills, resources and ideas we have at our disposal.

This combination builds confidence in both the wider economy in general and in our own business in particular.

The activity featured in this brochure is not the output from a time-limited, never to be repeated campaign. Rather it is a snap shot of a typical cross section of work that goes on day in, day out.

To that end we look forward to presenting further evidence that the UK's entrepreneurial spirit is alive, well and thriving in the coming months.

8,600

companies supported  
with their exporting  
drives leading directly to  
£1.3bn of new exports

1,300

entrepreneurs and  
businesses supported with  
start-up, growth loans  
and enterprise support

300

companies operating  
from premises on  
our commercial  
property schemes

35

investments made by  
Newable Private Investing  
into knowledge intensive  
businesses in 2017

1,100

companies supported  
in delivering plans  
for innovation

£11m

of new loans  
issued to small  
businesses



**Newable**

[newable.co.uk](http://newable.co.uk)

