



SWIG

FINANCE

We take a personal approach to
business lending



Foreword

Christine Allison, Chairperson



We are looking back on another year that witnessed various external shocks, which presented small businesses throughout the South West with new challenges and headwinds: rising energy and other input prices, staff shortages, and higher interest rates, to name just some. Business confidence declined as the year progressed. Yet against this backdrop, SWIG was able to help a record number of small businesses with their finance needs. We provided more than 400 start-ups with funding, and a further 64 businesses with growth finance. It is particularly satisfying to note that a good number of these businesses

are led by women. We still have a significant presence in Cornwall, our historic heartland, but as we respond to the region's growth hotspots, our lending in the two LEPs, Heart of the South West and West of England tops the chart.

With the growing emphasis on carbon reduction/net zero and the natural resource economy, we are giving these aspects of applicants' business plans greater focus. Where we can encourage a borrower to make some adjustments to their business model, we do so. Using the SDGs as the metrics by which we assess our impact brings this approach to the fore.

Let me conclude my remarks by thanking our various partner organisations, my board colleagues – but most of all the staff of SWIG who work with such enthusiasm and dedication.

John Peters, Managing Director



Being part of a team that believes in its mission is rewarding and humbling. By believing in our mission to support as many of our region's underserved small businesses as we can, SWIG has again achieved record results - during a year in which we have faced our own challenges as a small business. Not only that, but we arrived at the end of the year with significant new lines of capital and a growing region-wide delivery team. As well as this, we also secured the South West regional contract for the Government's Start Up Loans programme.

These achievements are down to team endeavour. It has been very pleasing over the

last year to see team members develop and take on new responsibilities as they progress their careers within our growing organisation, whilst contributing towards its development.

The need for responsible, non-bank lending amongst our region's small businesses and start-ups has never been clearer, and we continue to make our finance as accessible as possible in all corners of the South West. We can only do this with the cooperation and collaboration of our fantastic network of business support agencies, accountancy firms, banks, commercial brokers and intermediaries. Alongside this, we continue to build our online presence and functionality.

Above all, I'm proud that we have supported so many remarkable entrepreneurs and small business owners. These resilient, determined, and creative people are building enterprises that are not just surviving but often thriving – and making a positive difference to their local communities, even in these challenging times.

2022/2023 Lending Snapshot



Social Impact Created:
£44.6m

Amount Lent:

£14m

SWIG Business Loans £7.8m
Start Up Loans £6.2m



Amount lent to deprived areas

£3.2m

(Value of loans delivered in lower layer super output areas (LSOAs))



Lending to Women-Led Businesses:

40%



Lending to ethnic Minority-led businesses :

13%



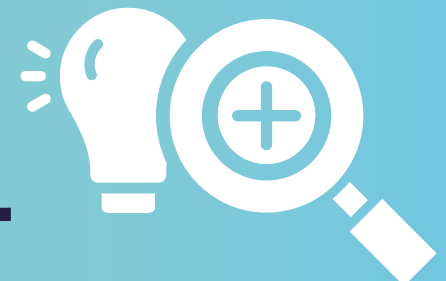
SME Jobs Safeguarded & Created

1,045



New Start Ups created

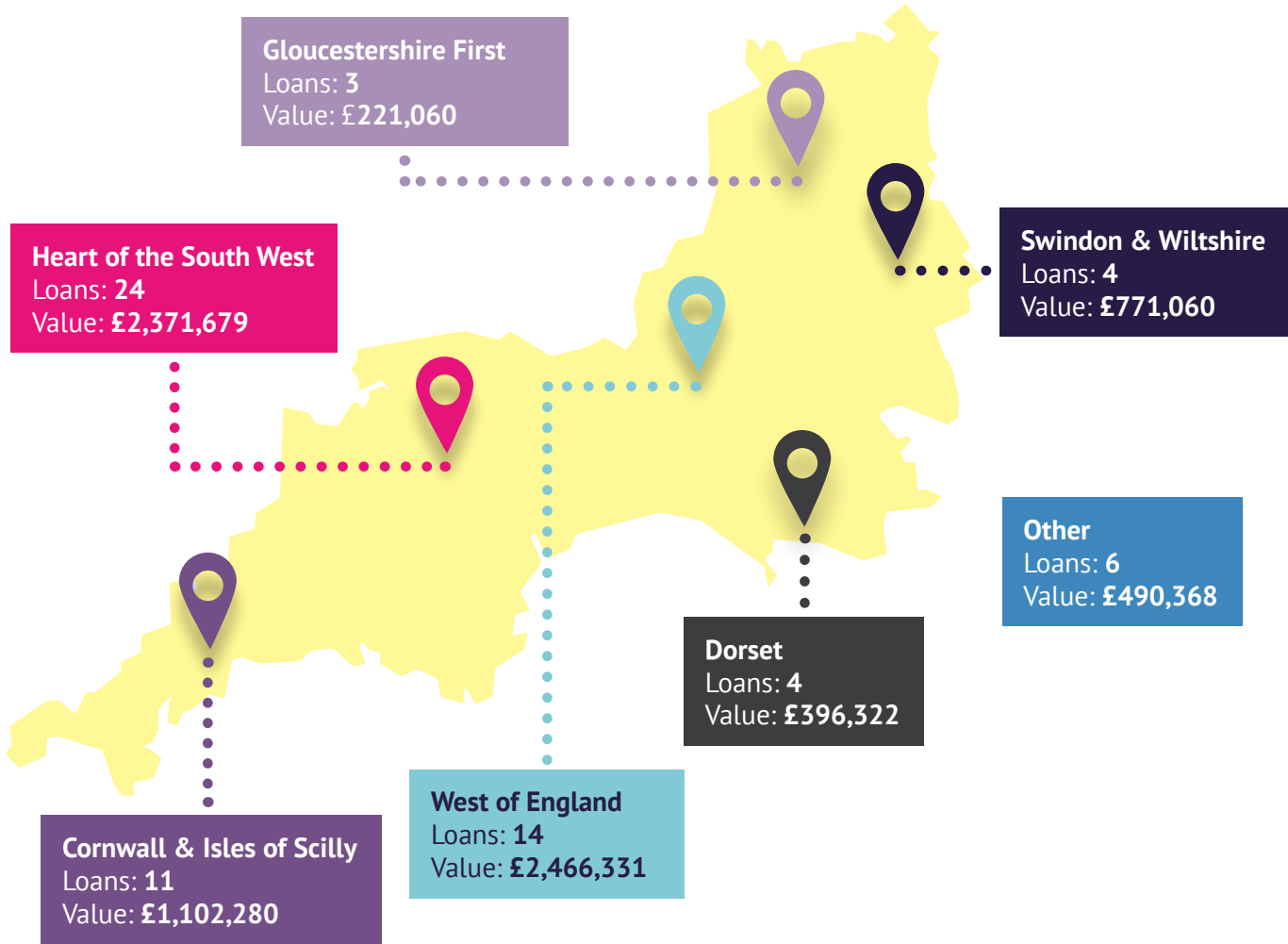
414



Lending by Fund: Business Loans

We provide business loans from £25,001 up to £250,000 for growing SMEs.

Lending by LEP area



| | | |
|--|---------------------------------------|-------|
| | Amount Lent | £7.8m |
| | Businesses Supported | 64 |
| | Loans Delivered | 66 |
| | Jobs Created and Safeguarded | 1,045 |
| | Lending to Women-Led businesses: | 45% |
| | Lending to Ethnic Minority businesses | 18% |

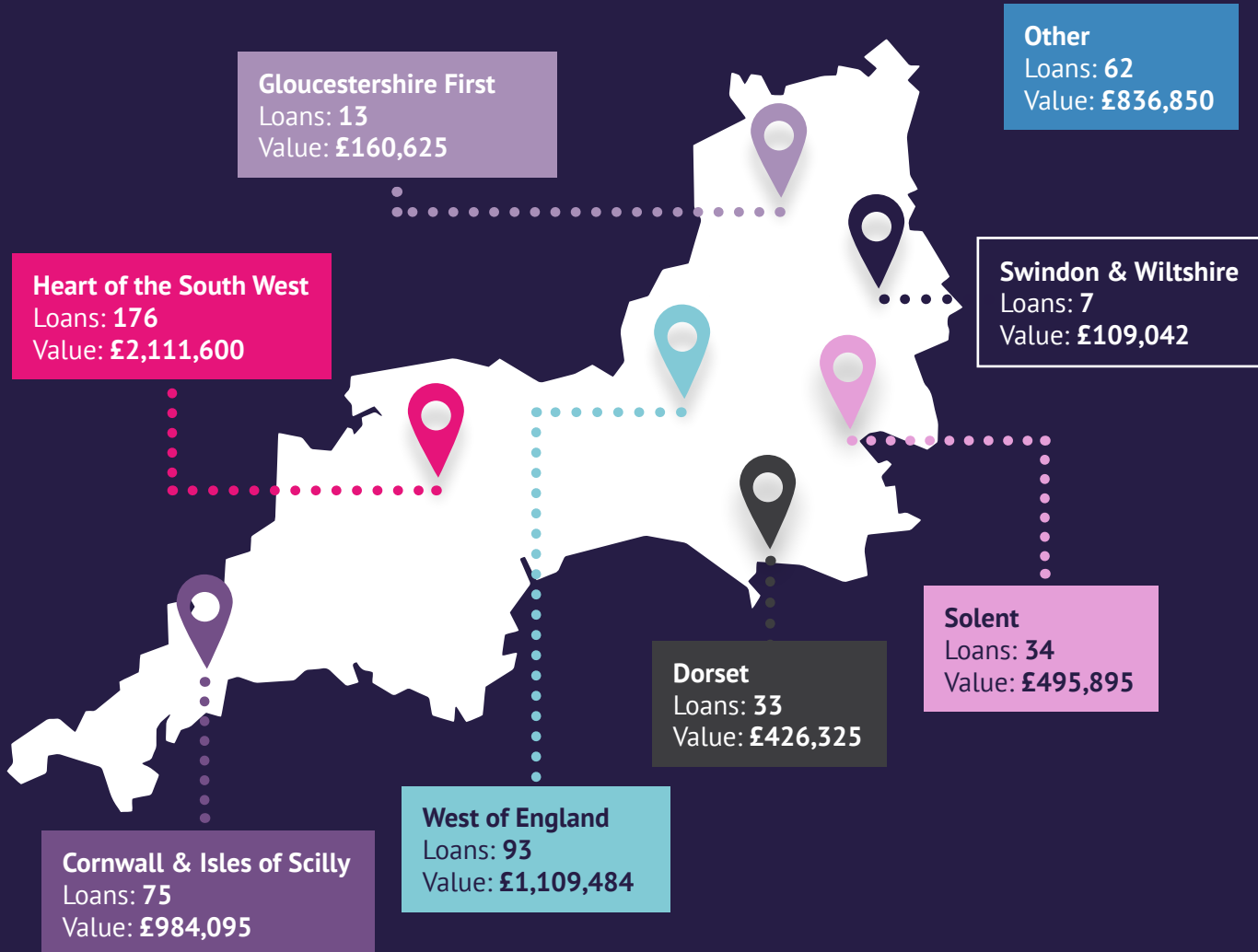
Lending by Fund: Start Up Loans



We are the South West's Business Support Partner for the Start Up Loans Scheme. Loans from £500 up to £25,000 are available for businesses trading under three years.

| | | |
|--|--|-------|
| | Amount Lent | £6.2m |
| | Businesses Supported | 414 |
| | Loans Delivered | 493 |
| | Jobs Created | 437 |
| | Lending to Women-Led businesses: | 39% |
| | Lending to Ethnic Minority businesses: | 13% |

Lending by LEP area



Success Story



Fast Growth for Ethical Food Business Yumello

Omar Elhajji and Esther Lopez, founders of Yumello, began their funding journey in 2016 when they approached SWIG Finance for a £20k Start Up Loan to shape their concept. By 2019 they returned for further funding and obtained a £30k business loan to help grow the business.

Since receiving the SWIG Finance funding in 2019, the business has gone on to raise an additional £700k and has been growing rapidly, with a 600% revenue growth.

Yumello produces an award-winning range of healthy nut butters. All Yumello products are vegan, gluten-free, dairy-free, and free from

refined sugar, with no artificial ingredients. Most importantly, Yumello does not use palm oil. These nut butters, which come in a range of exciting flavours, are made in the UK in Co2-neutral facilities and are packaged in eco-friendly glass jars.

Omar and Esther met while trekking in the Atlas Mountains, and it was this trip that inspired them to create a business producing healthy nut butters.

Yumello now has its products stocked in over 2,000 distribution points and some high-profile retailers, such as Ocado, Booths, Amazon and Wholefood Market.

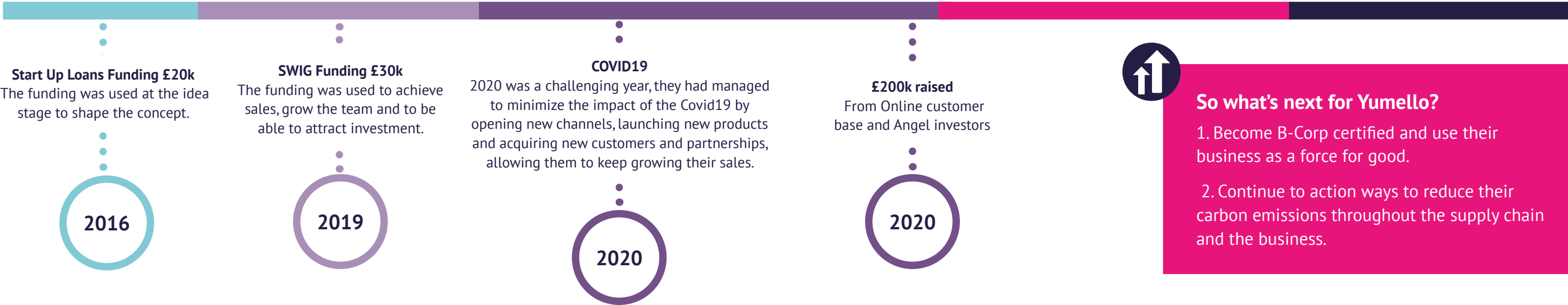
“

The funding from SWIG has played an important role in building our brand, we have been able to take the company from the concept face to national distribution with more than 1000 outlets and some great stockists.

I have to say, the process was straightforward and easy, I had a meeting with Nicola, our loan manager, she was always very supportive and keen to understand the business needs and to help us grow.”

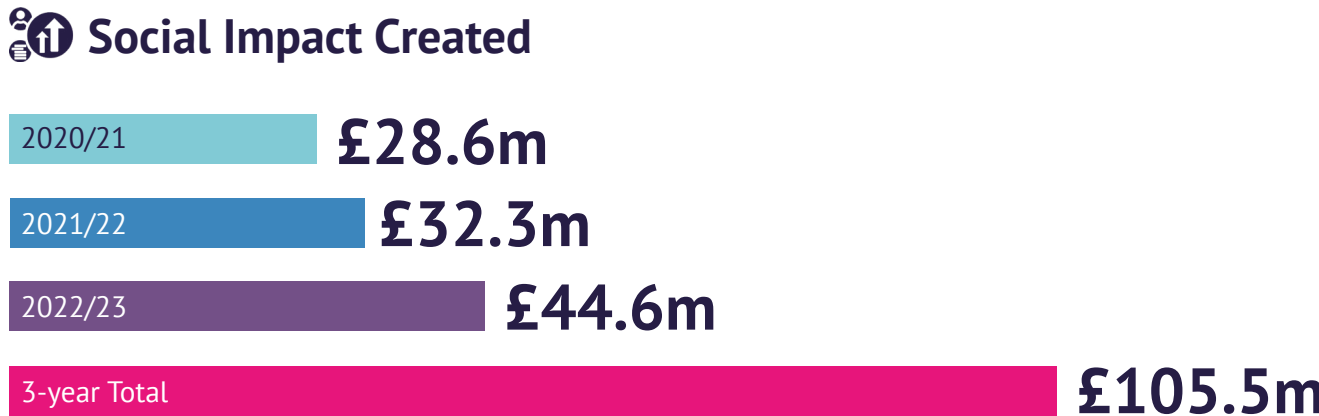
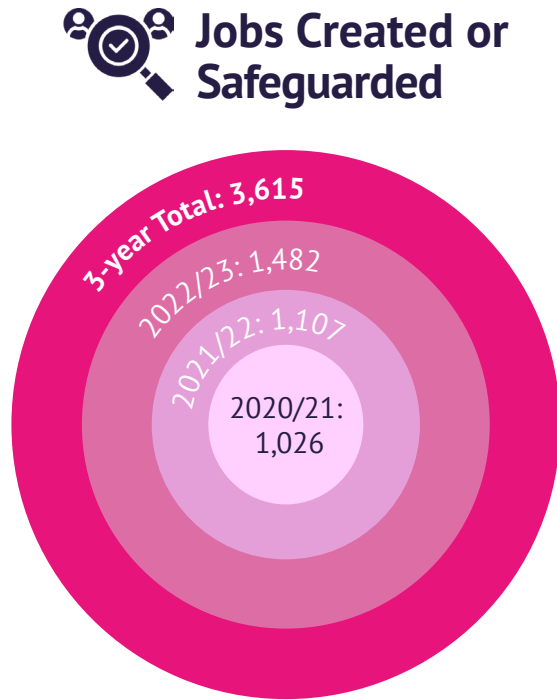
Co-Founder, Omar Elhajji

UNSDGs:



Lending over the Years

SWIG Finance continues to grow, and 2022/23 was our most successful year to date. Maintaining our growth trajectory is important to us, because it means that we can lend to more businesses, generating even more social impact across the South West.

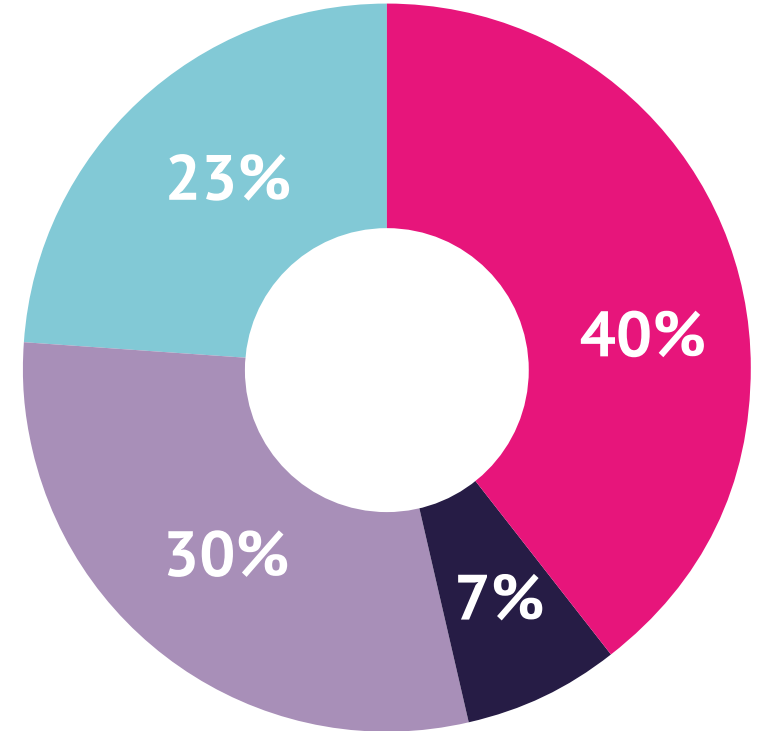


Loan Purpose and Industries Supported

Loan Purpose

We support businesses with a variety of requirements for new and growing businesses.

| Purpose | Total |
|------------------------------|------------|
| Starting New Business | £5,629,316 |
| Purchasing Existing Business | £943,025 |
| Financing Growth | £4,166,247 |
| Productivity | £3,314,428 |



Industries supported









We help businesses from a diverse range of industries.





UN Sustainable Development Goals

At a global level, the impact of our lending can be broken down into key areas identified by the United Nations as Sustainable Development Goals (UNSDGs)







| Goal | How we apply the goal | Measuring Metrics | £ of total lending 22/23 | Volume of Loans 22/23 | Volume as % |
|---|--|--|--------------------------|-----------------------|-------------|
| 1 NO POVERTY  | By supporting economically and socially disadvantaged communities in the South West, we are contributing to alleviate poverty in the communities we serve. | Volume of loans delivered in lower layer super output areas (LSOAs) and areas with the highest indices of multiple deprivation (IMDs). | £3,203,998 | 130 | 23 |
| 2 ZERO HUNGER  | Economically challenged families often have poor nutrition. In working to improve poverty we are contributing to Zero Hunger. | Volume of loans delivered in lower layer super output areas (LSOAs) and areas with the highest indices of multiple deprivation (IMDs). | £3,203,998 | 130 | 23 |
| 3 GOOD HEALTH AND WELL-BEING  | We support organisations who are actively working to promote and improve the wellbeing of the people in their communities. | Volume of loans delivered to businesses with relevant industry and/or activities | £5,559,046 | 222 | 40 |
| 4 QUALITY EDUCATION  | We support organisations that provide inclusive and high-quality educational opportunities for businesses and individuals. | Volume of loans delivered to businesses with relevant industry and/or activities | £1,848,854 | 65 | 12 |
| 5 GENDER EQUALITY  | We work with women-led businesses and seek to actively increase lending to this under-represented demographic. | Volume of loans delivered to businesses that are 50% or more female-led | £5,149,632 | 221 | 40 |
| 6 CLEAN WATER AND SANITATION  | We support businesses who promote and improve the availability and sustainability of water and sanitation. | Volume of loans delivered to businesses with relevant industry and/or activities | £547,735 | 8 | 1 |
| 7 AFFORDABLE AND CLEAN ENERGY  | We work with businesses who help businesses and individuals access affordable and clean energy. | Volume of loans delivered to businesses with relevant industry and/or activities | £275,000 | 3 | 1 |
| 8 DECENT WORK AND ECONOMIC GROWTH  | SWIG's overarching goal is to support economic growth and development of the South West. | Every business we support. | £14,053,016 | 559 | 100 |

| Goal | How we apply the goal | Measuring Metrics | £ of total lending 22/23 | Volume of Loans 22/23 | Volume as % |
|---|---|--|--------------------------|-----------------------|-------------|
| 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  | We seek to increase the access of financial services to small-scale industries and enterprises. | Every business we support. | £14,053,016 | 559 | 100 |
| 10 REDUCED INEQUALITIES  | We provide equal opportunities for accessing finance irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status. | Volume of loans delivered supporting reduced inequalities | £7,465,777 | 302 | 54 |
| 11 SUSTAINABLE CITIES AND COMMUNITIES  | We work with businesses who exist to help other businesses and individuals to reduce environmental impacts in cities. | Volume of loans delivered to businesses with relevant industry and/or activities | £1,299,161 | 16 | 3 |
| 12 RESPONSIBLE CONSUMPTION AND PRODUCTION  | We seek to work with businesses who have plans and policies to support sustainable consumption and production. | Volume of loans delivered to businesses with relevant industry and/or activities | £5,927,570 | 192 | 34 |
| 13 CLIMATE ACTION  | We encourage all of the businesses we work with to consider and improve their environment impact to support positive climate action. | Volume of loans delivered to businesses with relevant industry and/or activities | £5,298,835 | 150 | 27 |
| 14 LIFE BELOW WATER  | We support businesses who sustainably manage and protect the ocean, sea and marine resources. | Volume of loans delivered to businesses with relevant industry and/or activities | £1,614,182 | 35 | 6 |
| 15 LIFE ON LAND  | We work with businesses who help businesses and individuals access affordable and clean energy. | Volume of loans delivered to businesses with relevant industry and/or activities | £4,924,005 | 151 | 27 |

Social Impact Breakdown

As a CDFI, generating positive social impact is in our DNA.

Our lending helps to secure existing jobs as well as creating new ones. By generating positive economic impact across the South West, our funding supported businesses, families and local communities to be more resilient.

| Outcome Indicator | Value of benefits |
|--|-------------------|
|  Loans made to unemployed individuals who created a business | £921,614 |
|  Loans made to employed individuals who created a business | £4,831,645 |
|  Jobs created through loans to existing businesses | £10,798,460 |
|  Jobs saved through loans to existing businesses | £27,075,200 |
|  Individuals who received business/financial support/advice (including those who received a loan) | £1,016,160 |
|  Total value of benefits | £44,643,079 |



 Social Impact values are generated using the CDFI Economic Impact Tool developed by Responsible Finance and supported by Citi.

“Adam is a highly skilled cabinet maker and has been working for the business since 2005. It was clear from my conversations with Adam that he has an excellent understanding of the current business and what they need to do to ensure its long-term success.”

Rachel Thomson, Business Manager, SWIG Finance



13

Case Studies - Carpentry

Out of Wood - Truro

Out of Wood designs and manufactures bespoke kitchens and built-in furniture and has been trading for more than 20 years.

In 2022, business owners Adam and Sophie Simmons purchased the business and have been developing exciting plans to support its growth. The business has taken on additional staff and now has a team of 9 highly skilled employees.

“This support means I can continue working for a company that I genuinely love working for. Without it, buying this business would not have been an option for us. We are grateful to SWIG Finance for providing the funding, and the support we needed to help make it all happen”

Adam Simmons, Co-owner, Out of Wood



Amount Lent:

£81k

(£31k Business Loans, £50k Start Up Loans (£25k per business owner))

Jobs Safeguarded:

9

Loan Purpose:

Purchasing Existing Business

UNSDGs:



Working with
British
Business
Bank



Case Studies - Textiles manufacturing

The Boys Who Sew - Berkeley

The Boys Who Sew received funding to fit-out the new premises and invest in green technology, such as the installation of solar panels and an electric vehicle.

The business produces high-end curtains and blinds for interior designers and currently has five employees with plans to create two more jobs in the next year.

“This funding allows us to accelerate our growth by investing in an EV vehicle and solar panels to help power our irons. It also replenished our reserves after the setup of the new workroom we just moved into. Without this support it would have taken far longer – probably moving us at least 12 months forward.”

Peter Eastwood, Co-Owner, The Boys Who Sew

Amount Lent:

£37k

Jobs Safeguarded:

5

Jobs Created:

2

Loan Purpose:

**Premises Fit-Out &
Invest in Green Tech**

UNSDGs:



Case Studies - Sustainability Consultancy

Future Leap - Bristol

Future Leap provides the business community with sustainable physical workspaces, alongside a support network helping businesses to develop more sustainable processes and practices.

It is now one of the largest green networks in the UK and the funding was sought to develop a new collaborative workspace in Bath.

“This funding will help the business grow at a much quicker pace. Future Leap’s mission is to help other organisations to become more sustainable. By expanding our in-house team, and our operational capacity with new sites, we can support even a greater number of businesses with tackling the climate emergency and planning for net zero. This impact of this funding will have a far-reaching and hugely positive knock-on effect across the region.”

Fenna Leake, Managing Director, Future Leap

Amount Lent:

£250k

Jobs Safeguarded:

9

Jobs Created:

22

Loan Purpose:

**Open new
co-working spaces**

UNSDGs:



“Despite the past challenges that Pete and Ryan have faced, they have shown remarkable resilience and determination in growing this business. SWIG Finance exists to support businesses like The Boys Who Sew, so I was delighted to support their application.”

Nicola Parker, Senior Business Manager, SWIG Finance



“Future Leap is a well-respected and highly regarded organisation in the Bristol area and this funding will play a pivotal role in helping them scale up their operations. The business has an extremely strong management team and I was delighted to support them with their funding journey”

Jordan Berg, Business Manager, SWIG Finance

Case Studies - Hospitality

Wonder - A World of Imagination - Havant



Wonder - A World of Imagination is an interactive imaginary play space for children and families and is located in the Meridian Centre in Havant.

The business is led by entrepreneur Marnie Waller and her husband Gavin, both of whom have significant experience working within Commercial Asset Management and Retail Marketing.

A Start Up Loan was obtained to contribute towards bringing her children’s play centre business to life.

“Since Gavin and I became parents, we were disappointed with the leisure activities available for young children and we wanted to change that by creating something new. Equally, providing a family-friendly place where parents and caregivers can enjoy quality food and drink without compromise. Start-up costs for this business were high and without the help of external funding, starting this business may not have been possible”.

Marnie Waller, Co-Founder, Wonder – A World of Imagination



Amount Lent:

£250k

Jobs Safeguarded:

25

Jobs Created:

21

Loan Purpose:
Open Second Nursery Site

UNSDGs:



Amount Lent:

£25k

Businesses created:

1

Loan Purpose:
Fit Out of New Premises

UNSDGs:



“Marnie and Gavin are incredibly passionate about what they do and their dedication to seeing their business succeed has been clear from the outset. It’s great to see their hard work has paid off following their highly successful business launch.”

Charlie Martin, Start Up Loans Manager, SWIG Finance



Case Studies - Education

Twynham House Nursery School - Christchurch

Twynham House Nursery School is led by brother and sister team, Esha and Nikhil Kapila, both of whom are qualified teachers.

The business began trading in 2021 at the start of the COVID pandemic and, despite a challenging start, has gone from strength to strength. The latest cash injection will help establish a second new nursery site.

“The nursery has grown significantly since its opening during COVID and is now full of colour and the sounds of happy children! We recently achieved our first Ofsted grading and are excited to grow further with the opening of nursery number two later this year. All of this would have not been possible without the support from SWIG and their belief in our success.”

Esha Kapila, Co-Owner, Twynham House Nursery School



“Since day one, we have been impressed with the quality of the management team at Twynham House Nursery. It has been an honour to support them throughout their growth journey and watch as the business flourishes despite the adverse business conditions. As a lender, it was clear to us that the business had some enticing growth opportunities, and we are delighted to support them” Jordan Berg, Business Manager, SWIG Finance

“We were very excited by Sam’s business, and sustainability is so important in today’s world. Sam had a solid backup plan, and it was great to see that the business was already generating a decent turnover. With a strong pipeline of work, the need for a Start Up Loan was well-justified”

Charlie Martin, Start Up Loans Manager, SWIG Finance



Case Studies - Environmental services

Red Phoenix Rewilding - Bath

Red Phoenix Rewilding specialises in biodiversity projects that reconnect people and places through rewilding of natural landscapes.

As well as rewilding consultancy and experiences, the business offers garden landscaping and maintenance services.

Red Phoenix takes a sensitive approach to ecology, using battery-powered equipment and non-harmful chemicals to minimise disruption to natural habitats.

“I decided to start my own business because I wanted to live and work in full alignment with my values of environmental care and connecting people and the natural world. Without this funding, I would not have been able to offer a greater range of services and generate more revenue. It has enabled me to build the business of my dreams and bring me and my clients joy and satisfaction” Sam Adams, Founder, Red Phoenix Rewilding

Amount Lent:

£20k

Businesses Created:

1

Loan Purpose:

Invest in tools and a vehicle

UNSDGs:



Furthering our Impact



Youth Empowerment Programme



Babbasa inspires and supports under-represented young people in Bristol to pursue their ambitions through skills training, professional mentoring, events and recruitment support services.

SWIG is proud to be a sponsor and partner of this ground-breaking programme and has committed to signing up three team members as Equal Opportunity Ambassadors.

SWIG's Start Up Loans Team Leader, Mark Thayre, is thoroughly enjoying being a mentor to help kickstart a young person's career.

www.babbasa.com

“

Working with Babbasa's young people is a really rewarding experience. Through this mentoring, I help my mentee understand the workplace, as well as the financial sector in general.

During our sessions I act as a soundboard, I challenge my mentee's ideas to get her thinking – and she challenges me too. Looking at obstacles from a different perspective has been a learning exercise for me too, helping me to broaden my knowledge as well.”

Man Down Cornwall – Men's Mental Health Charity



In October, our Start Up Loans Officer, Charlie Martin, ran a marathon at The Eden Project to raise funds for Man Down Cornwall.

Man Down is non-profit Community Interest Company providing

peer-support talking groups to men in Cornwall who have mental health concerns.

SWIG Finance was delighted to support Charlie's mission and by promoting the work of Man Down and supporting his funding raising efforts which resulted in a grand total of **£1,605**.

www.mandown-cornwall.co.uk

£1,605
raised



Truro Office:

Lowena House
Glenthorne Court
Truro Business Park
Threemilestone, Truro
Cornwall TR4 9NY

Tel: 01872 227 930 /
01872 227 932

Exeter Office:

Broadwalk House
Southernhay West
Exeter
EX1 1TS

Tel: 01392 703 602

Bristol Office:

Generator Building
Counterslip
Redcliffe, Bristol
BS1 6BX

Tel: 0117 441 1808



 www.swigfinance.co.uk

 info@swigfinance.co.uk



Terms and conditions apply, Credit is subject to status, affordability assessments and credit checks. SWIG Finance is authorised and regulated by the Financial Conduct Authority as a broker and a Lender, licence number 730724. Where the firm acts as a Broker full disclosure will be provided to the client in advance.
Representative Example: For a Start Up Loan of £10,000 repayable over 5 years. 60 monthly payments of £193.33. Rate of interest 6% per annum fixed. Representative APR 6.18%. The total amount of credit is £10,000. Total interest payable £1,599.80. The total cost of credit £1,599.80. The total amount payable is £11,599.80.