

SOCIAL FINANCE FAIR 2014

POST CONFERENCE REPORT



Introduction from Melanie Mills CEO, SEWM CIC

It's all about the Money!

The social sector is growing! All the national and local data supports this statement and with Lord Young's review of the Social Value Act the momentum for more social enterprises to deliver public services is with us. But..... yes, you knew there would be one.

But with public finances still being squeezed the terms and conditions under which we need to do business are getting tougher and we need to change with the business climate. 'Payment by Results' contracts need cash flowing, new service delivery needs

investment in people and wages, and securing new assets will always be one of the most attractive investment propositions for funders.

Government has created Big Society Capital as a wholesale Social Investment vehicle to lead the market, new social investors are appearing and the products available to us are expanding and responding to market need. Fundamentally this is why SEWM focuses time and part of your membership payment into ensuring social sector organisations in the West Midlands are always party to the conversation.

SEWM's Commitment

- We are committed to holding an annual Social Finance Fair to bring the market to you – this year 15 social investors from across the UK attended our event.
- We are committed to playing an active role in helping shape new social investment products – we have been working with Big Society Capital and The Big Lottery around the 'missing middle' and creating investment products which plug this gap, using your feedback and data from earlier Social Finance Fairs.
- We are committed to keeping our members up to date with strategic investment changes - this year highlighting the introduction of Social Investment Tax Relief and explaining how this might work for your business.
- We are knocking on doors and making sure our West Midlands strategic bodies understand how social finance can bring a new dimension to their delivery plans – our LEP Round Table which saw representatives from every LEP attend was a key example.
- We are committed to removing barriers and helping our members to access social investment to support growth and deliver social impact – we launched our Skills Pledge campaign to recruit financial skills and expertise to your Boards – you talk, we listen, we act.

We were delighted to welcome the new Minister for Civil Society, Rob Wilson MP, on one of his first speaking engagements and to share his reflections of the day with you. The Social Finance Survey we conducted as part of the event always makes interesting and informative reading but most importantly your views via social media, the press coverage and the fabulous Social Food Fair made it everything we wanted the event to be and more.

Giving great content to our delegates, value to our sponsors and, most of all, getting deals done. I did say it was all about the money didn't I

Melanie Mills, CEO, SEWM CIC

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SEWM would like to thank the following organisations for sponsoring this year's conference:



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Supporting the Growth of the Third Sector

Rob Wilson MP, Minister for Civil Society

"The Social Finance Fair was a fantastic introduction to the world of social investment. It provided me with an invaluable opportunity to meet some of the inspiring social enterprises of the West Midlands as well as to hear from many of the key organisations in the social investment market."

Social investment has huge potential to enable ambitious social enterprises to increase their impact, whether that is by winning more public sector contracts, developing innovative new products for consumer markets, or purchasing assets to expand services.

The Social Finance Fair plays an essential role in ensuring that social enterprises in the West Midlands have access to the information they need to understand and access finance through the social investment market. This includes access to the support that Government is providing to grow the social investment market such as the Social Investment Tax Relief and the additional funding up to £60m over 10 years for investment and impact readiness."

Rob Wilson MP, Minister for Civil Society



Developing the Social Investment Market Place

Nick O'Donohoe, Big Society Capital



enquiries@bigsocietycapital.com

A lot has happened since Big Society Capital was created back in 2011.

Created by Government as a wholesale social investor using funds from dormant accounts, Big Society Capital has received over £250m, making commitments of over £165m to the sector with over 100 frontline organisations having received investment which at source came from Big Society Capital funds.

Chief Executive, Nick O'Donohoe briefed the audience on some examples of how Big Society Investments were making a difference in the West Midlands:

- **Developing and Empowering Resources in Communities** has cornerstone funding from BSC which helps deliver support to vulnerable people in Sandwell.
- Bridges SIB Fund investment in **Birmingham City Council** support children close to care through a Social Impact Bond.
- **Worcestershire County Council** has announced they will be tendering for a social isolation Social Impact Bond for the elderly.
- Since BSC made its investment in the equity of **Charity Bank** earlier in the year they have been able to make a number of investments including **Unit3Sixty** – a social enterprise skatepark in Stourbridge (providing state-of-the-art indoor facility for skaters and BMX cyclists).
- **Midlands Together's** project raised £3 million of social investment through Triodos, who worked with the Shaftsbury partnership, to buy, refurbish and sell empty properties and provide training and support to people who have been in prison to help them lay the foundations for their own lives.
- BSC has invested in the **Community Investment Fund and the Community Shares Underwriting Facility**, both of which are supporting community assets. There is much interest in the West Midlands including recent successful community shares offerings for solar energy schemes at a hospital in **Leamington Spa** and at a community centre in **Malvern**.

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However, Big Society Capital has a more strategic role to play growing and shaping the social investment marketplace:

- **Growing the pool of investors**

Warwickshire County Council is investing £30m in the **Threadneedle UK Social Bond Fund** cornerstoned by BSC (with a further £10m committed over the next few months). BSC worked closely on advising the Treasury on the development of the **Social Investment Tax Relief** to encourage more social investment from individuals by creating tax incentives similar to those available to start-up businesses in the private sector. This has been further extended in the Autumn budget.

- **Investment Readiness and Blended Finance**

BSC have been chairing the **Investment and Contract Readiness Fund**, delivered by the Social Investment Business, and have worked closely with the investment arm of the Big Lottery Fund and the Cabinet Office to address investment readiness needs and funding for smaller-sized investments where there is clear unfilled demand.

- **Government Procurement**

BSC have lobbied hard, pointing out when procurement processes create barriers that only the largest contractors are in a position to fulfil, preventing a diverse range of suppliers for Government contracts. They have been particularly engaged on the Transforming Rehabilitation project – trying to enable social sector engagement to compete as Prime Contractors for providing probation services.

- **Awareness Raising**

BSC have been supporting events across the country to raise awareness of social investment. This is their fourth in the West Midlands with SEWM and BSC were delighted to see the Key Fund now operating to support the sector in the region too.

Social Food Fair

Put Your Money Where Your Mouth Is!



Put Your Money Where Your Mouth Is aims to promote the procurement of third sector and social enterprise conferencing and hospitality services.

Social Enterprise West Midlands have seen continuous increased positive feedback from those attending our conferences about our Food Fair providers. This year we had culinary delights from a variety of social enterprises each serving up a tasty treat for delegates:



ChangeKitchen CIC: Provides catering with a difference whilst supporting people with multiple labour market barriers back to work in a supportive environment.



Devenishgirl Bakery: Makes a selection of sweet treats including individual cakes and biscuits with a social mission to offer marginalised young people skills and training opportunities.



Miss Macaroon CIC: Supports young NEET care leavers and ex-offenders into training through work experience programmes in baking fine French Macaroons.



Ubuntu Bakery: A community bread baking service, seeking to change communities' reliance on shop bought bread and teach those living with mental health disabilities to bake bread.



Vines: A well-established catering social enterprise delivering training and employment opportunities for young people aged 16-25.



Belu Water: Belu is the UK's most ethical bottled water brand, and an award-winning social enterprise.

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Attracting Personal Investment: How Social Investment Tax Relief can work for your Enterprise

Simon Rowell, Big Society Capital
Whitni Thomas, Triodos Bank

The plenary session outlined the potential for the use of the recently announced Social Investment Tax Relief (SITR) to improve access to finance for social entrepreneurs. A very useful and important session on a part of the investment market that has significant potential to grow.



The intention is to release some £480m of capital over a 5 year period, through the initiative. The provision of this funding is designed to introduce simpler unsecured finance for use by the sector. However, it may also be possible to blend investment from SITR with other secured debt - for example mortgages to meet the needs of the enterprise. No deals have yet been finalised and it will be vital to see the take up and how the market works in practice. Tax relief is currently at 30% for the investor: there was some discussion about this and the terms of the finance (e.g. lead investor can hold no more than 30% of equity) which may evolve according to the market take up and need over time.

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Whitni Thomas from **Triodos Bank** went on to describe a case study involving a capital acquisition currently being financed which was using a blend of investment secured and unsecured to deliver the project. The needs of the community organisation required a different solution due to their low reserves - hence the intention to use SITR as part of the solution.

The Missing Middle: Developing Investment Options to meet the Market Need

Matt Smith, Fund Manager, Big Lottery Fund

Matt Smith gave a great insight to the **Big Lottery Fund** and the support it provides to the social enterprise sector through its c.£600m funding activities and interventions such as social investment for School for Social Entrepreneurs, UnLtd, Big Venture Challenge, Social Stock Exchange and the Social Incubator Fund.

Matt continued by explaining and evidencing the 'missing middle' in terms of the real social investment gap of between £100,000-150,000 for enterprises looking to move away from grant dependency and become more self-sustaining, often through trading routes-to-market.

Accepting that social investment is not for everyone, Big Lottery Fund sees a real market need for a local perspective on investment and has a clear objective of getting 'the right money into organisations at the right time'. This is being achieved through their 'Support Staircase' that enables enterprises to grow through accessing capacity building funding, help to look at ideas and advice on how to take them forwards to market.

In addition, the 'Money Staircase' supports participating organisations through the transition from grant to debt, by positively managed debt through social investment and structured repayment. Enterprises who have found it difficult to secure loans and investment through traditional routes are often able to access funding through the initiative where BLF money is used more strategically and assets considered as part of the investment solution.



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Supporting the Social Sector and the Transformation of Services Vinay Nair, Social Investment Business

Vinay's presentation built on the previous speakers' messages in highlighting the rapid changes within social finance. **Social Investment Business (SIB)** is now 12 years old and has lent £120 million in its time and is connected to many Government financial programmes.

SIB work with 1300 organisations, highlighting the links between the objective of building a stronger society and not just a stronger economy. Since the 2008 crash, lending has become more targeted, particularly through the Cabinet Office with funds such as My Community Rights, the Investment and Contract Readiness Fund and Big Potential. Funding streams through the European Parliament are available with SIB focusing on Local Impact Funds for organisations looking to borrow under £250k. This has provided more opportunities to smaller and developing social enterprises.

SIB provides support for all stages of investment from £5k-10k through the Big Lottery to £1 million through the Social and Sustainable Capital (SASC). Vinay provided a case study with the Vine Trust (VT) who originally came to SIB in 2007 to develop a new community hub, 'The Gold Mine in Walsall. Over 6 years the VT has received £1.9 million (£1.26m in loans and £630k in grant) to purchase land and buildings. For more information Vinay's presentation is linked in the Resources section on page 13.

The key messages that SIB wanted the delegates to take away were:

- SIB raise investment from different avenues.
- They turn that into social investment funds.

The Key Fund - Open for business in the West Midlands

Sam Tarff, The Key Fund

Sam Tarff, Chief Executive of **The Key Fund** began by providing a background to the organisation, which is a social enterprise in itself. The Key Fund was set up in direct response to a need identified by the 3rd sector in accessing and distributing European money. The aim was to remove the administrative barriers faced and help money get through to grass roots organisations in communities.

The Key Fund predominantly offers loan finance as its prime services through flexible, unsecured, secured and tailored loans from £3,500 to £300,000. They also provide business support through incubator programmes and recently launched support specifically for digital enterprises. Their average investment is between £20-£40k to support a diverse range of organisations including community owned wind farms, creative and digital organisations, social care home franchises and more.

Operating on a 'staircase to provision' model, The Key Fund seek to support enterprises starting up and growing by offering flexible finance and fast decisions (average turnaround for application decisions is 3 weeks!) and by working as a referral agent for organisations wanting to go through Investment and Contract Readiness, and Big Potential programmes.

The main news of the day was the announcement that The Key Fund will bring a £1m Social Impact Fund to the West Midlands to extend that provision of support specifically to start-up enterprises in the region. They will work closely with local Community Development Finance Institutions and agencies to deliver this. Read more about the Social Incubator Fund coming to the West Midlands [here](#).



info@thekeyfund.co.uk

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Charity Bank - The Next Steps

Peter Hughes, Charity Bank

Charity Bank is a bank that has a social mission to transform the future of charities and social businesses and only invests in those with a social purpose. Charity Bank supports a variety of work ranging from social/supported housing to counselling and advice to community centres.

They provide support and loan finance for charities and social enterprises. For Charity Bank the social purpose of the organisation they are lending to is equally as important as gaining return on their loan. Peter highlighted that Big Society Capital's biggest single investment to date is with Charity Bank. Up to £14.5m is to be invested with the organisation who are aiming to increase its lending from around £55m today to around £250m by 2018.

enquiries@charitybank.org

In terms of impact, Charity Bank's lending has touched 3.5 million lives! They pride themselves on being the number one solution in social finance. Touching lightly on Social Investment Tax Relief, Peter explained that there is a maximum of 30% investment allowed from multiple investors. For more information take a look at Big Society Capital's presentation on Sitr linked in the Resources section on page 13.

Moving on to showcase what Charity Bank's loans and support go to help, Peter discussed Unit3Sixty CIC in the West Midlands who recently took out a loan of £50,000 over 5 years for an Indoor Skatepark in Stourbridge. An example of a larger collaboration is The Foundry – Social Justice and Human Rights Centre Limited. Charity Bank would also like to fund something similar in the West Midlands.

Peter emphasised that Charity Bank aim to make it simple for charities and social enterprises to approach the organisation to discuss support and encouraged them to get in touch.

Social Media - visit our Storify page [here](#) for all the tweets from the day

Social media is instrumental in enabling both delegates and non-attendees to follow all of the action on the day. A small selection of tweets captured via the event hashtag **#SFF14** are shown below but the tweets were overwhelmingly positive. Thanks from SEWM for tweet contributions throughout the event.

Wow, what a great day @_SEWM Social Finance Fair! Well organised, great speakers & inspiring delegates! Thanks @_SEWM #sff14 #socent

Ignite @IgniteSocEnt

At @_SEWM's social finance fair. Last event led to @wittonlodge securing £1.7m from @unitytrustbank to support development #SFF14

Afzal Hussain @Afzal_H

@_SEWM @Melanie_SEWM #sff14 great event excellent to talk to so many social finance providers in one place

Mary Matthews @memrica

@KeyFund announce £1m Social Impact Fund for West Midlands @_SEWM #SSF14 great news for #socent

Martin Hogg @MartinHogg

Thanks 2 @_SEWM @Melanie_SEWM for #sff14 Proud to be a headline sponsor-great event + thanks 2 other headline sponsors @KeyFund @BigSocietyCap

Social Investment Business @TheSocialInvest

"I am personally committed to developing the sector" from Mr Rob Wilson MP. #SFF14 that's good to hear!

Daniella Genas @Aspire4uCIC

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Master Classes

Getting Ready for Social Finance - Big Potential: Charity Bank

Introducing 'Big Potential', a new £10m grant fund from Big Lottery Fund managed by Social Investment Business (SIB), Peter Hughes explained the core purpose as being to 'help organisations become more sustainable, build capacity as well as consider repayable investment for the first time'.

Targeted towards VCSE's who are looking for up to £500,000 investment, 'Big Potential' enables organisations to become investment or 'loan ready' through capacity building grants of between £25,000 and £75,000 for specialist business support. This grant, on approval, funds an independent Business Advisor to work with your organisation to develop the internal capacity and skills to be investment ready.

The application process is fully supported and includes a diagnostic tool that is aligned to 'Power to Change' to ensure a lack of duplication for those enterprises looking to apply to both funds. Eligibility criteria applies such as operating within the UK, being a VCSE organisation and a financial health check.



enquiries@sibgroup.org.uk

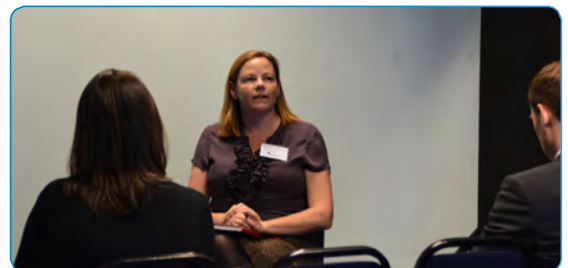
A Quick Guide to Crowdfunding - BuzzBnk

Buzzbnk is an online crowdfunding platform to bring social ventures looking for start-up or growth capital together with like-minded people keen to fund with small amounts of money. The basic idea behind crowdfunding is that the crowd of people, who support an idea or project, take an active role in funding that project by donating or loaning money to it.

There are a variety of crowdfunding platforms including BuzzBnk, Kickstarter and Indigogo to name just a few, but BuzzBnk is the only crowdfund platform for social value companies and social enterprises.

Theresa Burton, CEO and Co-Founder of BuzzBnk provided her top tips for anyone embarking on crowdfunding campaigns;

- 1. Set yourself a funding time limit and be prepared before embarking on your fundraising drive.**
- 2. Set a realistic floor for your costs; don't add in costs that aren't absolutely necessary.**
- 3. Make sure you're raising money for a specific goal; is crowdfunding the best option for you?**
- 4. During your set time period, keep a sustained fundraising effort; at least fifteen minutes every day, and events whenever possible. Gain as much investment as you can within that time frame.**
- 5. Set a reasonable threshold for your fundraising target; don't try to reach unrealistically high figures when you could potentially lose all the investment you have gained through not reaching your targets.**



hello@buzzbnk.org

The biggest misunderstanding in crowdfunding is in the fact that **you** actually have to market the loan yourself and drive the traffic to the page! Only 43% of projects on Kickstarter are successful: "Raising the crowd is just as important as raising the money".

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Master Classes

Making CICs More Attractive to Investors - CIC Regulator

The CIC Regulator works with the Department of Business Innovation and Skills to regulate Community Interest Companies, deciding on whether an organisation is eligible to register this social enterprise model.

Sara Burgess' Master class was not just geared towards providing an overview of CICs and what the Regulator does but also the recent changes to dividend and share caps to make investors more attracted to supporting CICs.

The growth in CICs is high – by 2015 Sara estimated that there will 10,000 registered CICs and they regulate about 250 per month. 90% of NHS spinouts are new CICs.

In 2009 Sara stated the Regulator made changes but recent consultations identified that the caps placed on CICs were discouraging investment and therefore development and growth were needed. The Regulator worked with the Treasury on a joint consultation which confirmed the above challenges and following a debate in the House of Commons there was unanimous support for changes.



cicregulator@companieshouse.gov.uk

As of September 2014 there is no 20% share dividend cap (no restriction on paid up value) but there still remains a 35% cap on profit distribution (65% still needs to go back into the company). Read about the growth of CICs in their Annual Report [here](#).

Supporting Enterprising Communities - Power To Change: Locality

Locality, in conjunction with BLF, UnLtd and the Plunkett Foundation, is launching a new funding pot of £150m, 'Power to Change', for those enterprises who are looking to be investment ready and are looking for capacity building to enable the next stage of business growth.

The self-assessment online tool, '**Community Enterprise Checker**', focuses on 5 pillars of investment readiness:

- Governance and leadership
- Market potential
- Financial performance
- Financial control
- Quality and impact

Providing valuable business analysis and reporting, those organisations that engage with the online 'Community Enterprise Checker' will have the opportunity to be selected for additional diagnostic support, and potentially one-to-one business development support through partners such as Anthony Collins Solicitors.



info@locality.org.uk

'Power to Change' is ideally placed for those enterprises looking for £30,000 to £1m investment within their localities and to de-risk development of innovation as a 'first brick in the wall', or those keen to take a step towards additional funding or investment to take that innovation to market as a 'last brick in the wall'.

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West Midlands LEP Round Table: Social Inclusion, Social Finance and European Money



The main focus of the Round Table was to highlight the Local Impact Fund Pilot in the Liverpool City Region and to present this financial engineering instrument as an option for ESIF investment across all West Midland LEPs. The content was presented by Social Investment Business and Social Enterprise North West and the session was facilitated by Melanie Mills, SEWM CEO.

It was particularly encouraging that all WM LEPs were represented and that attendees had specialisms across invited LEP working groups: Access to Finance, European Funding for the lead authorities or Social Inclusion.

The session had three clear objectives:

1. Determine how many LEPs had awareness of the Local Impact Fund mechanism to date
2. Brief and present the opportunity of Local Impact Funds for LEP consideration
3. Determine which WM LEPs would like to take this option back and explore it in detail

It is clear that the mechanisms for communication are still challenging with each LEP structured differently and many experiencing their second round of post holders who are just recently recruited. There was a clear challenge around timescales with funds potentially not being ready for distribution until mid 2015 and gaining match funding particularly for GBSLEP who opted out of the Big Lottery Fund.

It was a great opportunity to bring the LEPs together around this shared agenda.

Attracting Angel Investment to your Business - iSE, ClearlySo

iSE and ClearlySo have come together to develop an Angel Investor Network, part of a Big Lottery Funded project, for Birmingham looking to match high net worth individuals with enterprises looking for financial support or support through Board appointment.

iSE and ClearlySo aim to facilitate the support for local enterprises by assisting the relationships between angel investors and social enterprises through their networking sessions. The network supports those running enterprises to feel comfortable talking to investors, getting ready to pitch and making it clear about what the money is going to be used for.

Top tips provided by both iSE and ClearlySo for anyone seeking angel investment included:

- Know how much money you need
- Ensure you do your homework on your potential investors
- Be prepared to explain concisely what your enterprise does
- Be able to articulate clearly what the investment is needed for

To find out more about iSE click **here** and to find out more about ClearlySo Social Angels click **here**.



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For all of the speaker case study presentations and masterclass presentations see the Resources page at the end of this report.

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SOCIAL FINANCE FAIR SURVEY 2014

Social Enterprise West Midlands surveyed over half of attendees at the Social Finance Fair to gain perspectives on business holders expectations of social investment.

Q1 What Is Your Reason For Attending the Social Finance Fair Today?



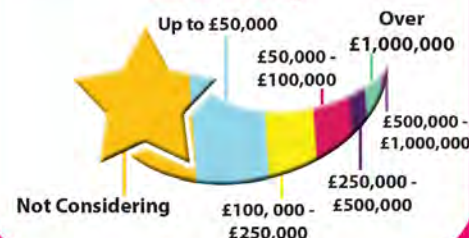
Q2 What sector do you represent in your capacity here today?



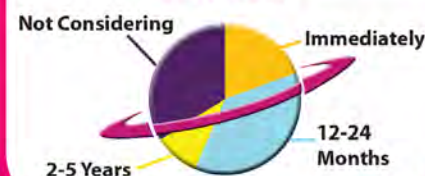
Q6 Do you know what type of investment you are interested in?



Q5 If You Are Considering Social Finance Approximately How Much Investment Will You Be Seeking?



Q4 If You Are Considering Social Finance Investment For the Future, What Is Your Expected Timescale For Seeking This Investment?



Q3 Considering Your Reasons For Attending Today, Are You Or Your Organisation Considering Social Investment Finance?



Q7 How Investment Ready do you think your organisation is?



Q8 What do you consider the main barriers to Social Enterprises, Charities and other Civil Society Organisations in accessing Social Finance?



Q9 And finally..... What else would encourage more organisations to seek Social Finance Investment?

Case studies featuring success stories as examples of what can be done.

Better support for investment readiness and sales.

Breaking down language barriers between different parties.

More awareness of social enterprise opportunities through similar events.

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Key Stats

Over 55% organisations who attended the Social Finance Fair represented Social Enterprise, Charity or the wider Voluntary and Community Sector

Over 70% attending organisations were likely, very likely or definitely considering social investment or finance

Over 55% were seeking social finance or investment now or within the next two years

Over 35% of organisations stated that they are in preparation or ready to take on investment

Over 35% of organisations stated that lack of access to appropriate finance was main barrier

Over 28% thought lack of investment knowledge was a main barrier in accessing social finance

33% of those who answered the survey are seeking less than £100k investment

Social Finance Fair Exhibitors

Aston Reinvestment Trust

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W: www.reinvest.co.uk



Charity Bank

E: phughes@charitybank.org
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Big Issue Invest

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Cogent Ventures

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Big Lottery Fund

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Ignite

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Unity Trust Bank

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Media Page

SEWM were delighted that coverage of the conference was featured across the national and regional press. Click the press logos below to read the coverage



PR support was provided by Danks Cockburn PR. www.dc-comms.co.uk

Speaker videos and highlights

Watch all of the speaker videos and highlights from the Social Finance Fair on our YouTube channel. Simply click the image below.



Photographs

Visit SEWM's SmugMug gallery at sewm.smugmug.com/Galleries to see all the photos from the Social Finance Fair.



SEWM would like to thank Aidem Digital for their video and photography services. Check out their services at www.aidemdigital.co.uk

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Beyond the Social Finance Fair

The Social Finance Data Survey we carried out shows how the sector's appetite for investment, knowledge and learning is growing. We want to ensure that the West Midlands and our members are best equipped to expand and develop. To fuel the growth of the social sector we need social investment so over the next 12 months SEWM will:

- Produce the case studies you have asked for to show how your peers have harnessed different types of finance
- Make some new business support videos to help demystify and encourage common language and understanding
- Work with Big Society Capital and all the SIFIs to help shape new products which you can access
- Dedicate a 'Social Finance' section in our Round Up newsletter to members to clearly bring the market place to your attention
- Champion and support recruitment of the 'finance and numbers' experts you need to strengthen your Boards
- Broker and introduce you to the right SIFI once you are ready for investment

And lastly, start planning for Social Finance Fair 2015!

Watch our website for details and make sure you book your place.

Can you afford not to be there....?

Melanie Mills, CEO, SEWM CIC

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Resources

Presentations

- **Attracting Personal Investment: How Social Investment Tax Relief Can Work For You:** Big Society Capital and Triodos
- **The Missing Middle: Developing Investment Options To Meet The Market Need:** Big Lottery Fund
- **Supporting The Transformation Of Services:** Social Investment Business
- **Open For Business In The West Midlands:** The Key Fund
- **The Next Steps:** Charity Bank
- **WM LEP Round Table: Social Inclusion: Social Finance:** Social Enterprise North West and Social Investment Business
- **Masterclass - Getting Ready For Social Finance** Big Potential
- **Masterclass - Power To Change** Locality
- **Social Finance Fair Videos 2014, including highlights and speaker videos**

Big Society Capital have recently published social investment in action case studies.

Contact SEWM for copies by emailing info@socialenterprisewm.org.uk

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A socially responsible and community focused bank.



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- ✓ A named relationship manager
- ✓ Ideal petty cash solution with our ALTO MasterCard® prepaid card
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- ✓ A great range of products and services designed specifically for social organisations
- ✓ We've lent continuously throughout the economic and financial uncertainty

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t: 0345 155 3355 e: us@unity.co.uk [@unitytrustbank](https://twitter.com/unitytrustbank) www.unity.co.uk

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BASIC **get informed**
£49 + vat

Ideal if you're new to social enterprise and looking for information, resources and knowledge to develop your understanding and get up to speed.

PLUS **get connected**
£149 + vat

Pays for itself with exclusive offers on business services, training, seminars and networking opportunities to help make valuable connections.

PREMIER **get noticed**
£299 + vat

Exclusive marketing benefits, significant savings on membership services, Premier events, professional and business development opportunities.

SOCIAL VALUE SUPPORTER **get solutions**
£499 +vat

Generated for those SMEs within supply chains or delivering on public sector contracts who want help to demonstrate the social value they can deliver.

SOCIAL INNOVATION PARTNER **get leading**
£1,299 +vat

Developed to support those market or sector leaders and leading businesses who see the value that social enterprise can add to their organisation.

Our business is social enterprise

Social Enterprise West Midlands provides information, resources, networking events and a range of other services for anyone interested in starting, developing, or doing business with social enterprises.

Choose your level

There are five levels of membership to choose from each designed to offer a range of benefits depending on your level of involvement in social enterprise, social value or social responsibility.

