

Let's Do Business Group

# Social Impact Report

2021-2022



**Graham Marley**  
Chief Executive



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## Launch, Grow, Thrive

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# Introduction

Welcome to the Let's Do Business Group's first report on Social Impact. We are very proud to deliver support to businesses across the South East and East of England. Support to business creates jobs and wealth that benefits the wider community and contributes to cohesion. We are proud to focus much of our work in ways that help in some of the region's poorest communities.



## OUR MISSION

Our Mission is to provide outstanding quality business advice, support, training and access to finance to aspiring, start up and established businesses across the South East and East of England.

# The Organisation

As a business support provider the organisation has been running for almost 30 years, although the Hastings Chamber of Commerce was established in the 1920's.

Originally established in 1993 as the Hastings Economic Development Company, as any good social enterprise will do, we extended our operations to improve sustainability – first by becoming 1066 Enterprise and then in 2010 establishing the Let's Do Business Group to acknowledge our far wider reach.

Running for almost  
**30 years**

We deliver a range of business support contracts for both public and private sector organisations, and in 2003 established Capitalise Business Support Ltd, now trading as Let's Do Business Finance, to lend to start up and established businesses who are generally unable to access conventional bank finance.

View our video for more on how we help our clients



# What we deliver

During the 2021-22 financial year we delivered a range of business support projects across the South East and East of England:

PROJECT	DESCRIPTION
	<p>The Inward Investment and business support service for East Sussex. A partnership with East Sussex County Council, Eastbourne, and Hastings Borough Councils, and Rother, Lewes, and Wealden District Councils. We provide businesses with a range of support with a focus on finance and property and work closely with potential investors, landlords, and local authorities to encourage new commercial development and investment in the County.</p> <p><a href="http://www.locateeastsussex.org.uk">www.locateeastsussex.org.uk</a></p>
	<p>A European Regional Development Fund project supporting budding entrepreneurs and established businesses from areas of Hastings and Bexhill in the worst 10% of areas nationally.</p> <p><a href="http://www.letsdobusinessgroup.co.uk/chart">www.letsdobusinessgroup.co.uk/chart</a></p>
	<p>An Essex County Council funded project to provide business support across the County. The project was augmented by further funding from North Essex authorities, to ensure that advice on business finance was available to all that need it. The project also includes the delivery of a range of workshops working with the University of Essex and FRP Advisory and a Peer to Peer Network, Group to Grow.</p> <p><a href="http://www.backingessexbusiness.co.uk/">www.backingessexbusiness.co.uk/</a></p>

PROJECT	DESCRIPTION
	<p>Supported by funding from NatWest, this is a start up programme for female entrepreneurs from East Sussex and Kent.</p> <p><a href="http://www.letsdobusinessgroup.co.uk/her-biz">www.letsdobusinessgroup.co.uk/her-biz</a></p>
	<p>Recovery Loan Scheme (and previous COVID related loan schemes) – we are authorised by the British Business Bank to provide loan finance under these loan schemes. In addition we have our own Growth Loan product for businesses that do not qualify for a BBB backed scheme.</p> <p><a href="http://www.letsdobusinessfinance.co.uk">www.letsdobusinessfinance.co.uk</a></p>
	<p>In partnership with the British Business Bank we provide Start Up Loans across the South East and East of England.</p> <p><a href="http://www.letsdobusinessfinance.co.uk">www.letsdobusinessfinance.co.uk</a></p>
	<p>Networking and representation for the Hastings business community.</p> <p><a href="http://www.hastingschamber.co.uk">www.hastingschamber.co.uk</a></p>
	<p>Under contract from Lewes District Council we manage the Centre, and provide business advice and events for tenants.</p> <p><a href="http://www.newhavenenterprisecentre.co.uk">www.newhavenenterprisecentre.co.uk</a></p>
	<p>Under contract from Essex County Council we manage the Centre and provide access to business advice for tenants.</p> <p><a href="http://www.ongarbusinesscentre.co.uk">www.ongarbusinesscentre.co.uk</a></p>
	<p>Under contract with Maidstone Borough Council we provide business support from The Business Terrace in Maidstone.</p> <p><a href="http://www.businessinmaidstone.co.uk">www.businessinmaidstone.co.uk</a></p>

# Group Performance

2021/22

**4287**  
PRE-START CLIENTS

**1077**  
ESTABLISHED BUSINESSES

**411**  
NEW BUSINESSES CREATED

**859**  
JOBS CREATED

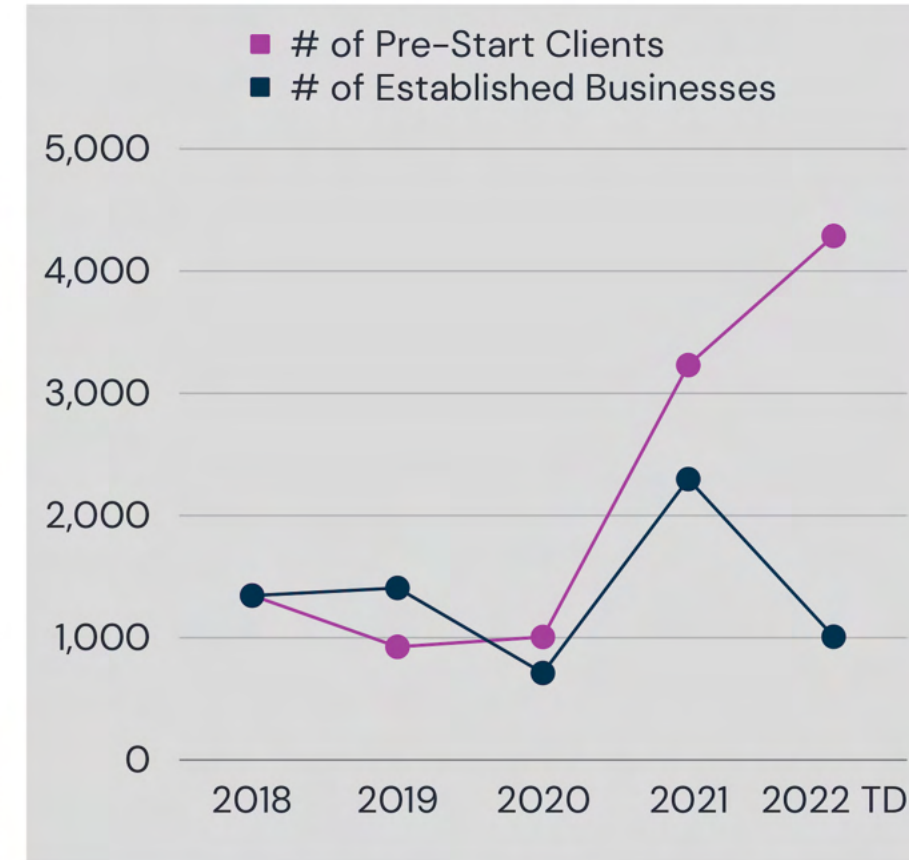
**75%**  
FIRST YEAR SURVIVAL RATE

**42.40%**  
FEMALE CLIENTS

**43.50%**  
CLIENTS FROM AN ETHNIC BACKGROUND

## 2018 - 2022

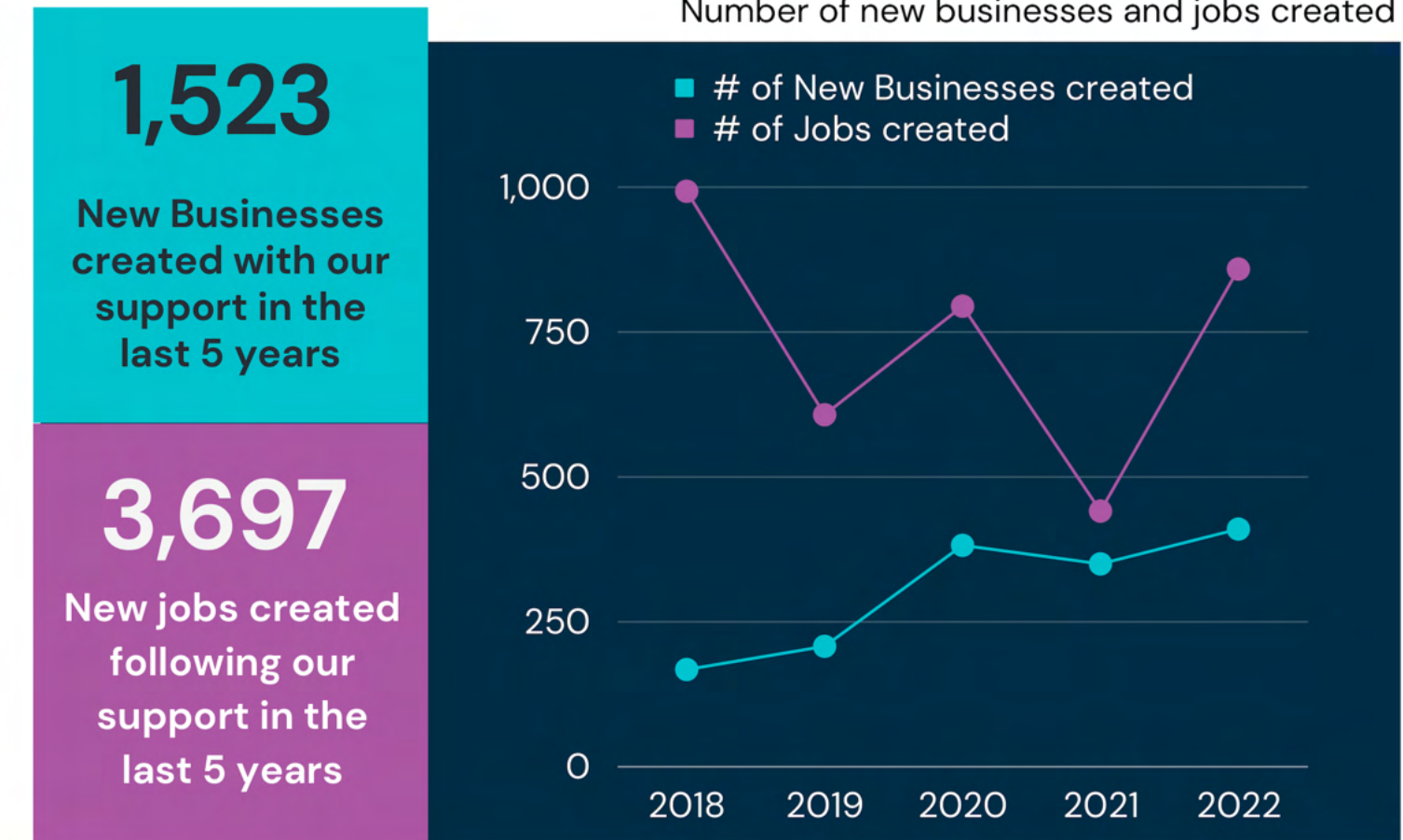
Number of Pre-Start and Established Businesses



**10,791**  
Pre-Start  
Businesses  
supported in the  
last 5 years

**6,833**  
Established  
Businesses  
supported in the  
last 5 years

Number of new businesses and jobs created



**1,523**  
New Businesses  
created with our  
support in the  
last 5 years

**3,697**  
New jobs created  
following our  
support in the  
last 5 years

# Case Study – HEIST

**Introducing HEIST Market, St Leonards on Sea. Opening their doors with the support of Let's Do Business Group**

This new spot in St. Leonards is cooking up a storm, bringing together a community of local businesses and produce all under one roof! With the help of Business Manager Emily Wright, via the CHART business support program, it has now opened its doors to visitors!

HEIST Market is a brand new permanent food market-based in central St. Leonards, offering a consortium of food, beer, and coffee, as well as a resident restaurant 'The Boatyard'.

Offering an open space layout with communal tables, HEIST brings the community together, allowing visitors to sample a variety of local produce for an affordable price. Inclusivity sits at the heart of this venture, meaning whether you are a worker looking for a lunch spot, a family looking for a quick bite to eat, or a couple wanting to grab a morning coffee, there truly is something for everyone.

The beauty of HEIST is its collaborative nature, pulling together a wealth of knowledge,



experience, and skills, and that starts with its founders Kate O'Norum, Ben O'Norum, and Gillie Turner. All based locally, they share decades of experience between them within the market, festival, events, and hospitality industries. From Japanese street food to an exclusive vermouth bar, locally baked goods to a fine dining experience, HEIST is a seven day a week destination that works for both tourists and locals alike.

Kate O'Norum who alongside Heist is also the Owner of Farmyard and Boatyard restaurants in St. Leonards, told us when discussing the location of HEIST:

*"We have been here (St. Leonards on Sea) for three years already and absolutely love it. It's such a vibrant area with a huge a mix of people, so we felt it would be the perfect place for something like this. We have visited many communal food spaces over the years, and it just felt like it would work well here, bringing people from all walks of life together"*

**Kate O'Norum, Co Owner, HEIST.**



## New Beginnings

The building where HEIST is located, in Norman Road, St. Leonards on Sea, had sat empty for nearly 5 years after its previous tenant HSBC had moved on. A building full of character, Kate, Ben and Gillie saw an opportunity to bring it back to life, including a sweet reference to its previous purpose, in the new name. HEIST.

*Kate told us "We loved the idea that a disused building was being taken over by lots of local businesses. We tried to keep as many of the original features of the bank as we could (the cladding on the Boatyard counter is reused from the walls of the bank manager's office!) and to work with the building's history."*



## Local Support

Having been empty for some time, the building needed some significant investment to make it habitable again, so Kate reached out to Let's Do Business Group to see what help might be available. She was put in touch with Business Manager Emily Wright who through the CHART\* local development programme was able to offer 12 hours of free business support, and through the Locate East Sussex programme access vital funding to refit the space.

Locate East Sussex were able to assist Heist to access £40,000 (£30,000 Loan and £10,000 grant) through the East Sussex Invest Fund provided by East Sussex County Council for businesses looking to grow and create jobs in the county.

## One big family

With 8 vendors now opening their spaces within HEIST, the trio's dream has now become a reality. Drinks vendors include Coldbrew Coffee Co and The Three Legs Brewery Co, and the food mix varies from Street food from Wild Dogz, and The Clam, Asian cuisine from Arigato and Homeground Kitchen and fish delicacies from Boatyard restaurant.



Set to employ a minimum of 10 staff, Heist is already having a fantastic impact on the local area. The atmosphere is buzzing, with a constant hive of activity which we are sure will only increase as they fulfill their remaining development plans.

*"Emily has been fantastic. From day one she has been invested in it and has understood the vision and how it would help the community"*

**Kate O'Norum, Co Owner, HEIST**

**Let's Do Business Group has been delighted to be able to support this project, and look forward to seeing what comes next!**

# Lending Statistics



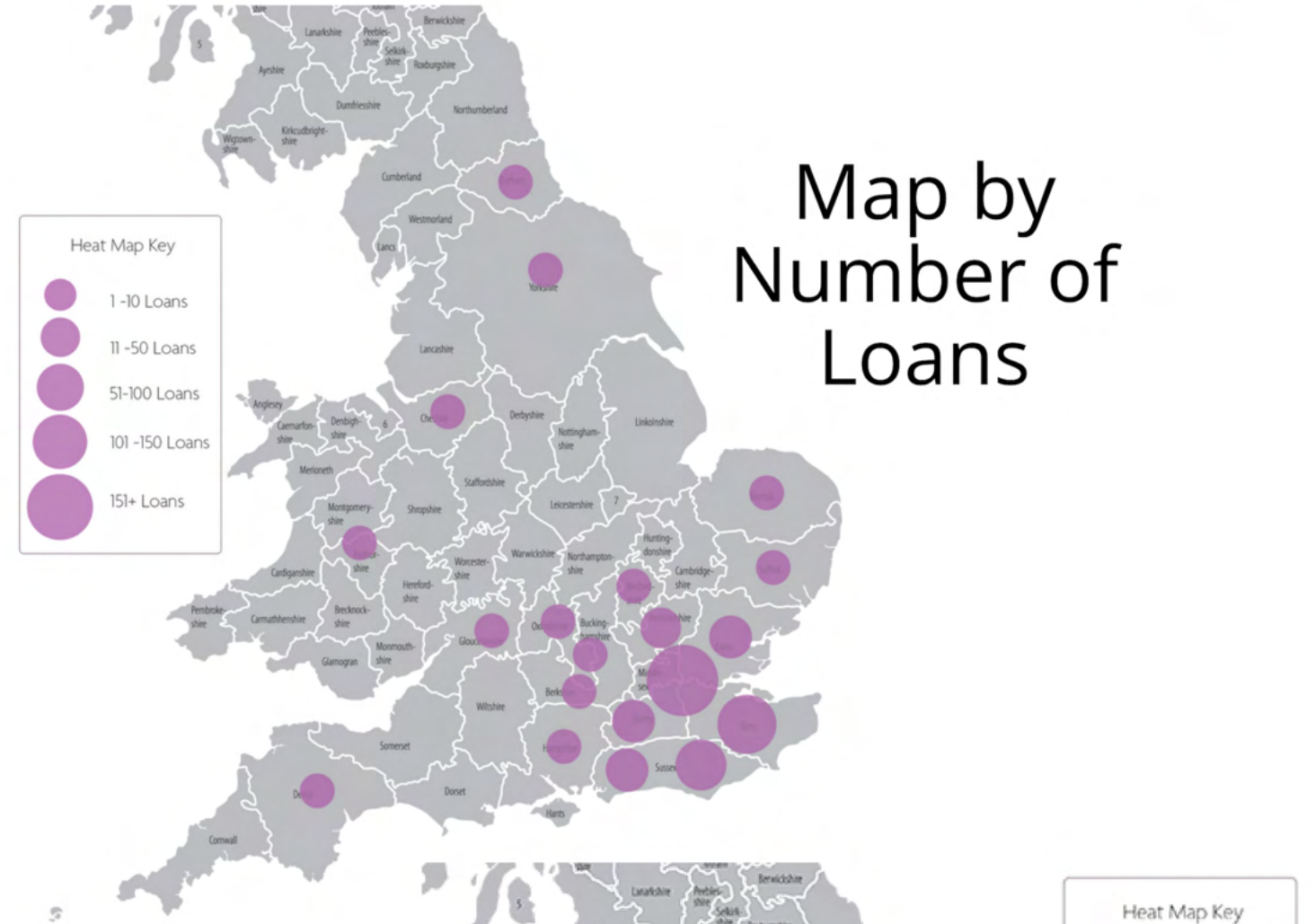
**£6,602,468**  
lent in 2022

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 Growth Loans ranging from £10,000 to £100,000 with up to a 7-year term.

We are also accredited lenders of the Recovery Loan Scheme (RLS) under the British Business Bank, and we offer loans from £25,001 - £150,000.

5 year trend of lending



Map by Number of Loans



Map by Loan Value



## AGE GROUPS

STATS BREAKDOWN

**26.60%**  
16-29 YEAR OLDS

**61.60%**  
30-49 YEAR OLDS

**11.80%**  
50+ YEAR OLDS

*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



## LENDING

STATS BREAKDOWN

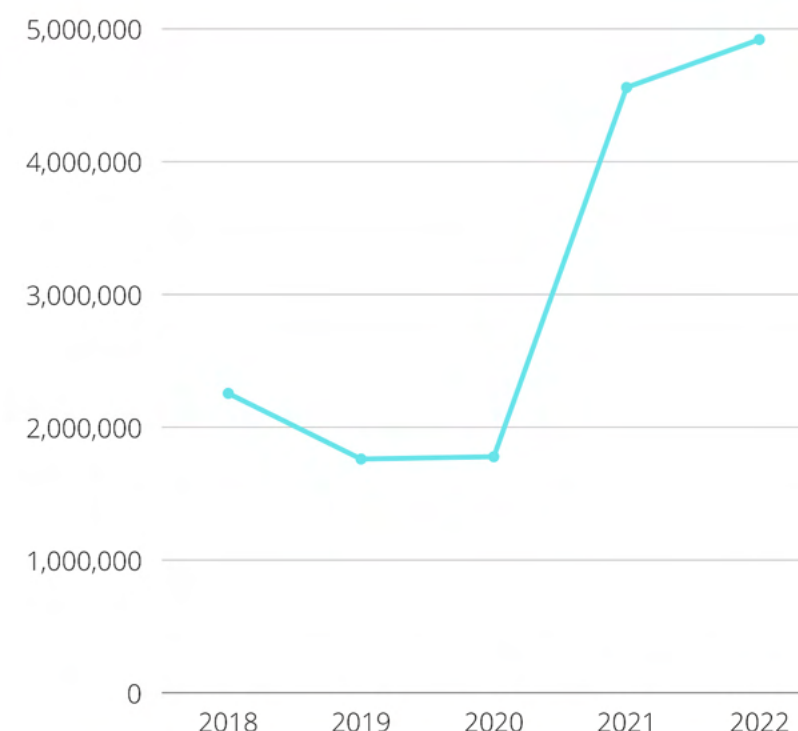
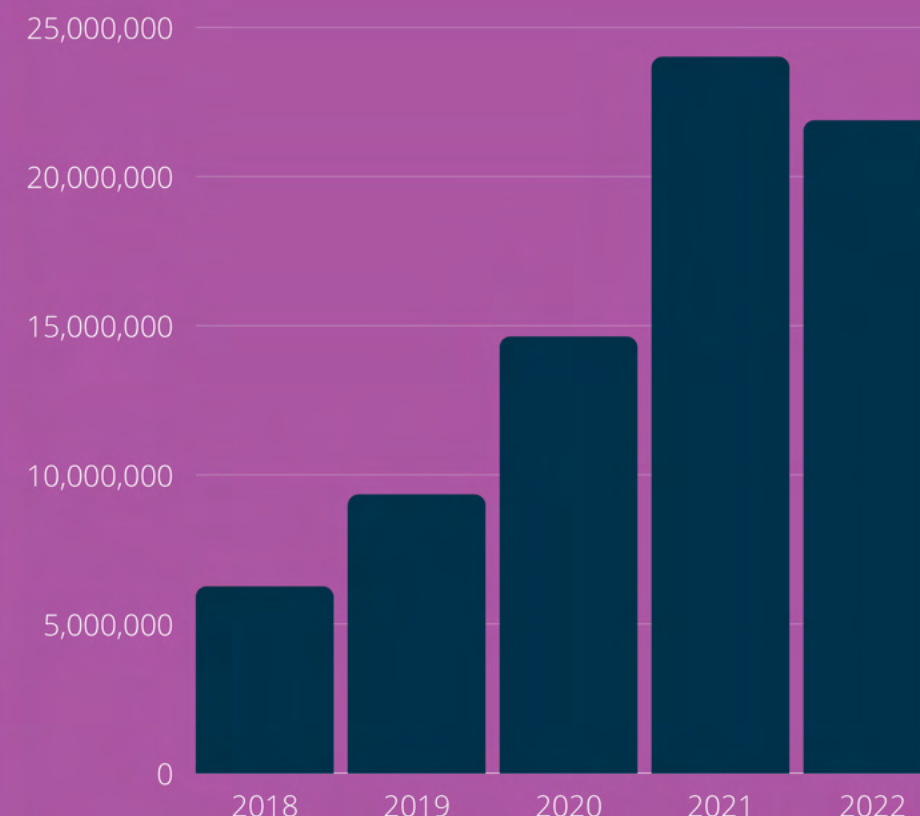
**46.57%**  
FEMALE CLIENTS

**35.14%**  
CLIENTS FROM AN ETHNIC BACKGROUND

## Economic Value Impact

Impact calculator source:  
[www.responsiblefinance.org.uk](http://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.



Funds under management (Loan Book Value)

**117%**

Funds under management growth has grown 117% in the last 5 years



# Case Study – Kirk & Kirk

## Luxe eyewear brand Kirk & Kirk sets their sights on a bigger and brighter future with the support of Let's Do Business Finance.

Kirk Eyewear (trading as Kirk & Kirk) hails from Brighton, and has secured a £150k loan through the Recovery Loan Scheme (RLS), to enable them to cement their place in the UK market with vibrant pop-up stores and to grow their team.

Offering unique and timeless eyewear that is suitable for every gender and every occasion, Kirk & Kirk have cornered their market. The only brand in the world to create handmade frames and sunglasses from lightweight and colourful acrylic, their eye-catching designs enable wearers of their frames to express their personality first, without compromising on quality.

The company is fronted by Jason and Karen Kirk, and their ethos for Kirk & Kirk eyewear has focused on traditional values and innovative materials from the get-go. To date, the popularity of Kirk & Kirk has amassed over 400 independent stockists of their frames worldwide, with operations spanning the UK, the USA and Europe.

Kirk & Kirk's edge is their ability to combine lightweight and comfortable design with a spectrum of colour and shape.

Their frames are produced from an acrylic that they developed themselves; this innovative move enabling them to create a lightweight feel and yet an incredible durable quality to their product, which isn't available anywhere else on the market.

This unique acrylic material also allows designer Karen Kirk to have complete design freedom when creating new styles, as well as an endless array of colours to choose from, with her designs coming to life when the frames are handmade in a factory in the north-west of France.

Since its launch, Kirk & Kirk was an immediate success; and now in 2022, has regular features on the red carpet being worn by celebrities such as Robert Downey Jr and Samuel L. Jackson, and is now sold in more than 40 countries and counting.

Despite the COVID19 pandemic, the brand saw an excess of 40% year-on-year growth – something which Owner Jason Kirk thought may have something to do with the increase in Zoom calls, and people picking colourful and stand-out glasses to add some personality to the new digital way of working. Their virtual try-on feature on their website saw a boom in popularity during the pandemic too, with up to 6,000 using the feature a week to take their frames for a spin.

Eyes on the possibilities, the world opening back up again provided the opportunity for pop-up shops to showcase their products in major cities and towns, as well as their new sunglasses range for 2022, the first opening in Redchurch St, Shoreditch in September 2022. Wanting to continue the snow-ball effect of their increasing popularity from the last few years and create a household name out of the brand, the team at Kirk & Kirk reached out to Let's Do Business Finance to seek support in expanding their operations, and in applying for business finance from the Recovery Loan Scheme.

The Recovery Loan Scheme, first launched in 2021, is a government-backed loan scheme that provides access to finance for UK businesses as they recover from the COVID19 pandemic, to enable them to grow.



*"Working with Let's Do Business was a pleasure. The process was thorough and professional throughout."*

Jason Kirk, on his experience with Let's Do Business Finance

Providing loans of up to £10 million over a maximum of 6 years, the loans can be used for anything from managing cash flow, and investment in operations to growth.

The scheme, now extended as of August 2022, allowed British Business Bank accredited provider and Community Financial Development Institution Let's Do Business Finance to provide a loan to Kirk & Kirk of £150k, which they plan to utilise across the business to invest in their working capital in anticipation of further growth, through employing a new Head of Digital and an additional admin employee to keep up with demand.

The funds are also planned to be used to continue to innovate their website to provide an even better experience for their customers, which will work in conjunction with increased interest for the brand following the opening of their two pop-up stores in 2022.



*"At its core, Kirk & Kirk is a business run by a family with optical passion coursing through their veins, and integrity and pride in every frame they produce."*

Jason Kirk, from the Kirk & Kirk website





# UN Sustainable Development Goals





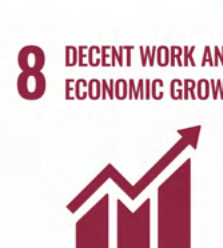
## What are they?






The UN Sustainable Development Goals are a framework of guidelines meant to be implemented, most commonly in governmental/corporate policy, to make sure development processes can be sustainable and not counterproductive to human growth. The goals were developed around basic human needs such as healthcare, education, tackling poverty, but also encompass socio-economic issues such as racial-inequality, and spurring economic sustainability.





## Why do we use them as a framework?

Being a non-profit organisation, the Groups core values and mission very much align to many of the goals. By adopting and measuring ourselves against this framework we can play our part developing our communities.

Goal	Goal definition	How we apply the goal	Interventions and outcomes
 <p><b>1 NO POVERTY</b></p>	End Poverty in all it's forms everywhere.	We work across some of the most socially and economically deprived communities in the country – with pockets of severe deprivation on a par with anywhere else in the country. The Coastal communities of the South East and East of England are acknowledged as having severe challenges, but many of our rural areas suffer similar challenges.	Let's Do Business Finance was established to support businesses who were unable to access finance to start and grow. Our lending alleviates poverty and supports economic growth within our communities. Total lent in the year: £6,264,507.
 <p><b>2 ZERO HUNGER</b></p>	End hunger, achieve food security and improved nutrition and promote sustainable agriculture.	It is recognised that the poorest families are also likely to have the poorest diets and nutrition – by seeking to alleviate poverty we contribute to this goal.	In addition to our lending, we also work and support local partners – at Christmas 2021 we coordinated a donation to Hastings Foodbank on behalf of the business and Hastings Area Chamber of Commerce.
 <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	Ensure healthy lives and promote well-being for all at all ages.	Ensuring that our own colleagues have good health and access to support when required.	In addition to our statutory requirements regarding Health and Safety and First Aid we have two staff trained in Mental Health Advocacy. During COVID we introduced a more flexible approach to work including optional home working. Early feedback is that this has been beneficial for the wellbeing of colleagues.

Goal	Goal definition	How we apply the goal	Interventions and outcomes
 <p><b>4 QUALITY EDUCATION</b></p>	<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p>	<p>We believe that young people are our future and that we need to encourage a rise in aspirations and engagement of young people.</p>	<p>We are a Cornerstone Employer for the East Sussex Careers Hub, an Industry Champion and undertake arrange of interventions in support of schools, colleges and Universities – in the year we provided an Enterprise Advisor for Cavendish School in Eastbourne, undertook 3 Mock Interview days and developed a video based work experience offer.</p>
 <p><b>5 GENDER EQUALITY</b></p>	<p>Achieve gender equality and empower all women and girls.</p>	<p>Women led businesses are a vital part of our economy and we actively support women to start and grow their businesses.</p>	<p>We actively promote self-employment to female clients with 200 budding entrepreneurs supported in the year. On average, over the past 5 years, 42% percent of our clients were females. We have signed the Women in Finance Charter.</p>
 <p><b>6 CLEAN WATER AND SANITATION</b></p>	<p>Ensure availability and sustainable management of water and sanitation for all.</p>	<p>Where possible we will support businesses that seek to promote sustainable management of water and sanitation.</p>	<p>Loan finance provided to KGK Genix to purchase new machinery to reduce their environmental impact.</p>
 <p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p>	<p>Ensure access to affordable, reliable, sustainable and modern energy for all.</p>	<p>We will review opportunities for our property portfolio to utilise sustainable fuels.</p>	<p>Ongar Business Centre has access to EV charging points. Newhaven Enterprise Centre already has solar panels and we are reviewing the possibility of equipping Ongar in the same way.</p>
 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<p>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.</p>	<p>All of the Company's activities support economic growth in the communities we serve.</p>	<p>All loans and support provided. In the year ending March 2022, LDBG approved 481 loans to start-ups and existing businesses for growth. The combined value of these loans for this year was £6,264,507. Additional to this value, by safeguarding and creating 859 jobs, it could be estimated that around £9,000,000 economic value was added to the UK economy.</p>

Goal	Goal definition	How we apply the goal	Interventions and outcomes
<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.</p>	<p>We provide support to businesses seeking to innovate – ensuring they get the most appropriate support by working in partnership with other business support providers.</p>	<p>We signposted 99 businesses to business support providers including Innovate UK, various Universities and other funded support to enable businesses to innovate. Support has been provided to Lightning Fibre, an Ultrafast Broadband provider operating in East Sussex to access start up funding and business development support.</p>
<p><b>10</b> REDUCED INEQUALITIES</p> 	<p>Reduce inequality within and among countries.</p>	<p>We will work to increase support levels of engagement with underrepresented groups and areas.</p>	<p>The delivery of our CHART project has enabled us to increase support to individuals and businesses in the worst 10% of areas nationally. During the project we have supported 72 individuals who were looking to start a business (in addition to another 80 from other parts of Hastings), 99 businesses and helped to create 46 jobs.</p>
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Make cities and human settlements inclusive, safe, resilient and sustainable.</p>	<p>Everything we do is aimed at supporting sustainable economic development in our communities – the majority of which suffer some form of disadvantage.</p>	<p>Our lending supports new business and existing business to grow and develop – supporting economic growth. The value of jobs created equates to £22.3m (based on Regeneris output unit costs and definitions).</p>
<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>Ensure sustainable consumption and production patterns.</p>	<p>We actively try to minimise consumption.</p>	<p>Our Purchasing Policy includes a policy of 'Buying Local', supporting the Circular Economy. Our Business Centres review suppliers annually, but are also looking at ways to reduce their carbon footprint. In year we have converted all communal lighting in Essex to LED, and our Newhaven Centre will follow in 2022.</p>
<p><b>13</b> CLIMATE ACTION</p> 	<p>Take urgent action to combat climate change and its impacts.</p>	<p>We will seek to minimise our own carbon footprint and support clients to reduce theirs.</p>	<p>We actively signpost clients to locally available grants, for instance the Locase programme in Essex and East Sussex – 14 in the year. Our own working practices have reduced travel time (both commuting to the office and clients). In 2022 we will go further and reduce our office footprint.</p>

Goal	Goal definition	How we apply the goal	Interventions and outcomes
 <p><b>14</b> LIFE BELOW WATER</p>	<p>Conserve and sustainably use the oceans, seas and marine resources for sustainable development.</p>	<p>We will work with clients in the maritime industry to support their sustainability.</p>	<p>We worked with two Hastings fishermen and a Maldon based Oyster Farmer to access grants worth over £50,000. <a href="http://locateeastsussex.org.uk">Keeping Hastings' fishermen afloat (locateeastsussex.org.uk)</a>. This has led to further engagement with Fishermen in Newhaven and Eastbourne to provide further support.</p>
 <p><b>15</b> LIFE ON LAND</p>	<p>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.</p>	<p>We work with rurally based businesses who are seeking to promote the sustainable use of land.</p>	<p>During the period we supported a range of rural businesses (16) including Ridgeview Wine Estate <a href="http://locateeastsussex.org.uk">Ridgeview – Wine's Next Chapter (locateeastsussex.org.uk)</a>.</p>
 <p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.</p>	<p>We will work with partners to promote peaceful and inclusive societies.</p>	<p>We continue to support our local communities, working in partnership with various bodies to improve sustainable economic development. In Hastings this is actioned through our role as the Chamber of Commerce, being an active partner of the Local Strategic Partnership.</p>
 <p><b>17</b> PARTNERSHIPS FOR THE GOALS</p>	<p>Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.</p>	<p>We are committed to partnering in the promotion of these goals.</p>	<p>We will work towards setting SMART goals for future reports and commit to reviewing our social value on an annual basis.</p>

# Corporate Social Responsibility

We believe that all employers should support their local community. Our primary focus is supporting young people – they are the next generation of employees and they will drive our economy.

Unfortunately employers and our own experience tells us that in more deprived areas young people can lack aspiration and role models so we invest our time in providing support to schools.

**CAREERS  
EAST SUSSEX**

Organisationally we are a Cornerstone Employer and Industry Champion for the East Sussex Careers Hub – working both strategically and operationally to improve Careers Learning.



Our Chief Executive is the Enterprise Adviser for Cavendish School in Eastbourne and colleagues support a range of Careers activities in schools, colleges and Universities – including work experience, mock interviews, talks and special events.

For each member of staff we commit to an intervention with an educational institution equating to over 35 each year. Our contribution to activities supporting schools is over £2000 per annum.

We are a sponsor of Eastbourne Youth Radio and undertake fundraising activities on behalf of local charities donating over £1000 in 2021-22.



It is our policy to do what we can to look after the planet. COVID enabled us to change our model of working which has given colleagues the opportunity to work from home for part of the week. This will reduce our space requirements and commuting movements which will reduce our carbon emissions from late 2022. We have also embarked on replacing light fittings across our Business Centres and are looking at the feasibility of installing Solar Panels to further reduce our Carbon Footprint.



We have a buy local policy to try to ensure that any money we spend is kept within the community that is providing the funding.

This Social Impact report has, in part, been developed by an Intern from Sussex University.



# Investing in People

All our colleagues have a Development Plan and we encourage them to look at both business and interpersonal skills. Much training is undertaken in house, however we also give opportunities for outside learning and Apprenticeships.

## Employee Case study EMILY WRIGHT

Emily Wright has been with Let's Do Business Group since 2013. Now aged 28, she has had to overcome a series of challenges through her life, but through her determination and enthusiasm, she has managed to forge herself a fulfilling career doing something she loves, whilst continually improving herself through a series of qualifications and learning from her peers.

Emily's career didn't get off to the best start. Diagnosed with Arnold-Chiari Malformation from a young age, Emily spent a great deal of her school years in and out of hospital. This severe disruption to her education alongside a dyslexia diagnosis, resulted in Emily leaving secondary school without any GCSEs.

Something inspiring about Emily, is that she won't be discouraged by what others think of her. She has a strong belief in herself, and strives to overcome any barriers that get in her way.

After completing a level 2 and level 3 NVQ in plumbing at Hastings College, She was introduced to Let's Do Business Group as a training provider, joining the team to make a move into business administration and a level 3 NVQ in enterprise in Business, which then went on to become a level 3 in Management NVQ.

*“Going from construction to an office was a real learning curve, but it felt like the right move for me. I like to challenge myself and always be learning, and that is something I continue to do everyday”*

Always pushing herself to the next level, Emily took the initiative, and approached management to see what training opportunities there might be to move up to be a Business Manager. She then undertook a level 5 NVQ in operational and department management which she completed recently.



Emily is truly invested in every business she works with. She is often described by her clients as an extended member of their team, and whilst the service she provides is free to each user, the value she provides is immeasurable.

Emily has now been a Business Manager for 4 years and provides a valuable contribution to the team. She has supported over 100 businesses across East Sussex, driving their potential growth and helping to create vital jobs for the county.

In 2022 Emily was a finalist for 'Young Professional of the Year' at the Dynamic Business Awards.

# Awards

In 2021-22 the Let's Do Business Group won two awards



## Enterprise Support Organisation of the Year 2021

Each year The National Enterprise Network (NEN) recognises high achievers in the enterprise support sector.

The 'Enterprise Support Organisation of the Year' was awarded to the organisation that could demonstrate maintained recognition and impact within their local communities, and with sustainable and resilient business models that enables the organisation to continue providing enterprise support into the future.

## 2021 Professional Services Award

Hosted by Platinum Media Group, The Professional Services Award, sponsored and presented by Mattioli Woods plc is reserved for the business that best demonstrates excellence in business management underpinned by a strong financial performance and adherence to a professional code of conduct.

*“Operating in one of the most deprived areas of the UK, this company has made a tangible difference to so many businesses and their employees in extraordinarily difficult times.”*

Peter Collier, Mattioli Woods – Award Presenter



# Case Study – Pasini Leisure



**CHARLIE ROGERS**  
OPERATIONS MANAGER

The expansion plans for artisan micro-brewery, Other Monkeys Brewing, planned next to the Colchester establishment, were able to steam ahead despite uncertainty in the hospitality industry in the height of the pandemic.

With support from Essex County Council, the Pasini Leisure team were also able to quickly secure permits for the expansion of the brewery project next door, so that the rest of the business could continue operating amidst the pandemic and the ongoing refurbishment.

*"Backing Essex Business provided us with some funding for our expansion with the brewery project next door, and that funding really stopped that project from taking the whole thing under. We're eternally grateful for that"*

*Charlie Rogers, Operations Manager, Pasini Leisure*

The team received support from Backing Essex Business and Let's Do Business Finance to secure funding through the Coronavirus Business Interruption Loan Scheme, which helped to **safeguard 408 jobs** and **create 34 new jobs**, providing a lifeline to the business which had struggled to access the financial support they needed from the banks.

Today, Other Monkeys Brewing is an award-winning microbrewery with eight uniquely tasting craft ale and beers, with plans to grow the range and distribute nationwide in the future, alongside the progression of the existing Pasini Leisure venues, and the possibility of adding more to the chain.



In the heart of Colchester, the Three Wise Monkeys is a trendy nightlife hotspot which spans 4 floors, packing a punch with a classic pub, speakeasy-style gin bar, smokehouse and live music venue all under one roof.

With the support of Backing Essex Business, Let's Do Business Finance and the local council, Pasini Leisure were able to expand their operations under the challenging circumstances of the pandemic, which enabled the owners to make the Three Wise Monkeys into the popular venue it is today.

Owners of the Three Wise Monkeys, Pasini Leisure, operates several independent hospitality venues across Essex and Suffolk, with two other venues in Colchester including Twisters Bar and V Bar, making the Three Wise Monkeys venue a successful third addition to their portfolio in the Colchester area, and another Three Wise Monkeys in Ipswich which opened in 2018.

*"Currently, we have a 500-capacity venue, and we've got our brewery project next door which we're going to be upscaling. We're going to have this big open and visible brewery with two bars, which will take our capacity to 720, which makes us one of the biggest in North East Essex."*

*Charlie Rogers, Operations Manager, Pasini Leisure*

A few years before the pandemic was even on the horizon in 2016, Pasini had set their sights on expanding the business and filling the gap in the market for in-house microbreweries in the local area. It was hoped that the launch of a microbrewery, 'Other Monkeys Brewing (OMB)', would enable the business to build two upstairs tasting rooms as well as a retail shop area, ultimately allowing Other Monkeys Brewing to grow their customer base and piggyback off the customers from the Three Wise Monkeys Colchester.



# Want to work with us?

We would love to hear from you.

[Get in Touch](#)



**Let's Do Business**  
Group

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