

# North West spotlight

## The North West is a growing, vibrant region

**Unity Trust Bank is proud to work with organisations across the North West. This is a growing, vibrant region: Liverpool shone as the European Capital of Culture in 2008; Manchester is the largest media hub outside London; and the beauty of the Lake District National Park is on the doorstep.**

It's no wonder that the North West is thriving. However, this remains a region of contrasts. Taking into account its size, the North West has 80,000 fewer people working than the UK average, 120,000 more people with no qualifications, and 38,000 fewer companies.

This is why a strong social economy sector is vital to the North West: charities and social enterprises help the socially excluded and those that economic growth has left behind. As a specialist bank for social enterprises, charities and trade unions, Unity

is uniquely placed to help the organisations working to address issues facing the region.

We continue to support a variety of charities and social enterprises in the North West, with services ranging from basic banking to providing loan finance for major projects. Unity has pioneered ways of lending to companies that wouldn't otherwise get access to the vital funding they need to succeed — working in partnership with organisations in the social economy. Such funding is vital to many businesses in the region.

#### Sources

[http://en.wikipedia.org/wiki/North\\_West\\_England](http://en.wikipedia.org/wiki/North_West_England)  
<http://www.nwda.co.uk/who-we-are/about-englands-northwest.aspx>  
[http://www.nwda.co.uk/pdf/res06\\_context.pdf](http://www.nwda.co.uk/pdf/res06_context.pdf)

#### Why do customers move to Unity?

- ✓ Personal service
- ✓ Understanding the needs of social economy organisations
- ✓ Tailored, flexible banking
- ✓ One-stop shop with everything from day-to-day banking to specialist financial services
- ✓ Social values and community spirit
- ✓ Convenient banking when and where you need it
- ✓ Value for money
- ✓ Respected within the sector
- ✓ Safe and secure
- ✓ Socially responsible



# Spotlight on the North West: Centec

**“Unity Trust bent over backwards to help us, when our high street bank refused,” says Pat Brand, Chief Executive of Croxteth Enterprise Training and Employment Centre (Centec) in Liverpool. “Without its support, we wouldn’t have been able to achieve site renovations and the major expansion of our managed workspace facility for the benefit of new start-up businesses, nor would we have been able to develop and diversify.”**

Centec has a contract with Liverpool City Council to deliver business start-up advice and generates income from letting business units to new start-up businesses. Any income above its operating costs is ploughed back into the community in the form of projects to improve local people’s skills and help them into jobs.

The social enterprise needed a bank that understood the sector and was willing to support it in its plan to refurbish a derelict site that would be let to local start-up businesses to help kick-start the local economy. “Our high street bank just wasn’t interested, even though we had a building worth over £1m as security,” says Pat.

The organisation obtained an initial £250,000 loan from the Local Enterprise Fund/Community Loan Fund North West to refurbish an almost-derelict site for new managed workspace units that give new businesses everything they need to get going. But Centec needed a bank to refinance this loan. Pat says: “We knew there would probably be months where, because of late payment of grants, we might not be able to make the monthly loan payment, so we needed a bank that understood how the sector worked.”

Unity was recommended to Centec and the bank agreed to take on the loan and provide a £20,000 overdraft that would enable it to ride out any temporary cash flow problems. “Without hesitation, we transferred all Centec’s banking to Unity Trust, as we were immediately impressed with their understanding of the sector and how it

operated,” says Pat. “From the outset Unity kept in constant contact to ensure we had everything we needed and treated us like a business while understanding our unique needs.”

The refurbished site now enjoys full occupancy – all the workspaces were snapped up by 32 start-up businesses without Centec needing to advertise. Between the workspaces and the business advice Centec provides, Pat estimates that the organisation has contributed £4.6 million to the local economy over the years. “It’s not an exaggeration to say that much of this wouldn’t have been possible without Unity,” says Pat.



The new Centec training rooms

## Open for Business

**Many UK banks have suffered as a result of the global financial crisis and many are choosing to retrench and shed jobs. The very opposite is true of Unity and we are “very much open for business”. Far from retrenching, we continue to grow our business, our customer base and our workforce.**

We have never traded in sub-prime investments because to have done so would have been against both our corporate and social responsibility policies.

So, whilst other banks have been focusing on the harmful consequences of their investment decisions, we have been focusing

on the day-to-day issues affecting our customers and improving the range of services we provide to the sector. Amongst the services we offer are:

### Day-to-day banking

As a customer you will be able to operate your bank account via the internet, over the phone, by post, at the Post Office, or by nominating a local high street bank convenient to you. The choice is yours.

### Internet banking

With our internet banking system, you have instant access to your accounts, you can manage your cash flow, amend and stop

standing orders and direct debits, make payments and stop cheques. With dual and triple authority, you and your colleagues can work in different parts of the country and work different hours.

### e-Payment

No forms to complete or postage to pay, the e-Payment service provides a range of time-saving, cost effective BACS options. The service allows you to make and receive regular payments and collect membership subscriptions. This simple to use product delivers services direct to your desktop without the need for complex software installations, and is available 24/7.



**Adam Ruffinato**  
Unity Trust Bank plc  
PO Box 234  
Waterloo, Liverpool L22 5WB  
Mobile: 07711 768131  
Email: adam.ruffinato@unity.co.uk

Registered office: Nine Brindleyplace,  
Birmingham B1 2HB.

**0845 140 1000**  
or visit [www.unity.co.uk](http://www.unity.co.uk)