

# SYIF tees up funding for golf pioneers



*Pictured: Nick Middleton and Shaun Womersley of Break 30 and SYIF's Jonathan Dixon.*

*A groundbreaking Sheffield company is successfully changing the course of golf with the help of a £95,000 investment from South Yorkshire Investment Fund.*

Break 30 Ltd, based at Darnall Works, off Worksop Road, Darnall, has developed the first truly scientific approach to putting to help golfers towards their dream par... and better.

The Break 30 putting studio provides a mix of several items which integrate cutting edge technology with neuroscience and biomechanics.

Already it has won PGA accreditation and is being used in the establishment of putting clinics by the main European Professional Golfing Associations and Training Federations.

Break 30 is already used as a training tool for measuring and improving putting technique by players of a range of abilities including high profile tour players Stuart Appleby and Jesper Parnevik.

Former Ryder Cup Vice Captain Peter Baker and Steve Webster have recently won European tours using the Zen Oracle putter. Webster, in particular, is known for his long driving ability but often shaky putting – until Zen.

Nick Middleton, Break 30's Chief Executive, said: "There are many factors that can affect a player's ability to putt,

whether it be technical, mental or neurological. Break 30 uses techniques derived from neuroscience or behavioural analysis to measure reflexes and the software identifies movements our eyes and videos can't see, giving golfers the tools to get to the root of their putting problems.

"The concept of Break 30 is to take errors out of putting. Championships are won with the putter and rarely in the history of golf has anybody ever won a major tournament without breaking 30.

"It is essentially a cure for dystonia, known in golfing circles as 'the yips'. This is a condition so common in golfers that it's believed up to 70% of players suffer from it but Break 30 can analyse these yips and build remedies around it to develop a consistent putting stroke."

Chris Fitzsimmons, SYIF's Investment Manager, said: "This is a wonderful enterprise that places Sheffield at the centre of innovation in a multi-million pound industry and one of the most popular sports in the world.

"It is an exciting time to be involved and we're absolutely thrilled to provide the support the company needs to get to the next level and take the golfing world by storm."

## SYIF invest £35 million in businesses

*South Yorkshire Investment Fund has invested more than £35 million in businesses (including Money with Management) across the region.*

More than £10 million has been loaned in the last 12 months and the funding has created and safeguarded more than 6,400 jobs and generated £283million of additional sales for the companies.

The figures have been calculated up to the end of September 2007 and South Yorkshire Investment Chief Executive Tony Goulbourn said: "Access to finance for small and medium businesses is still a crucial part of the region's recovery.

"To meet the needs of these businesses there is a continuing necessity to fill funding gaps in the market.

"The region has achieved great progress over the past five years, but it is critical to maintain and increase the momentum of change. Part of this success has been the ability of the South Yorkshire Investment Fund to provide finance to businesses unable to meet their needs elsewhere."

To maintain the impact of SYIF1, the Fund is now working closely with Yorkshire Forward, Government Office and City Region stakeholders in the design of a SYIF2

Tony added: "Creating a Successor Fund will provide a cost effective alternative to grant-aid and will continue to support economic goals in the region. This is better for investors, including government, and for businesses."

"I believe a permanent fund for South Yorkshire will ensure that the positive views and innovation of business will be reinforced and accelerated – as part of the region's transformation."

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# Welcome...



...to the 17th edition of Profile.

First of all I want to wish you all a very merry Christmas and a prosperous New Year.

We are coming to the end of another successful year for South Yorkshire Investment Fund and you can read more about some of the recent achievements in this newsletter.

On the front page we have highlighted the success of SYIFI with more than £35 million invested in businesses (including Money with Management). We have now reached a point when we can say with confidence the Fund will fully invest and achieve its target financial returns and exceed most of the economic outcomes set.

To maintain the impact of SYIF I, the Fund is now working hard to raise a Successor Fund (SYIF II) to meet the needs of private and public sector investors and, above all, fulfill the requirements of the business community. SYIF II can be used to reinforce, accelerate and focus investment into the areas most required to meet economic objectives.

I am also pleased to announce that SYIF has been nominated for the Regeneration category at the Sheffield Business Awards, which takes place in December.

SYIF has also supported the business awards in Rotherham and Doncaster by sponsoring the Business Growth and Most Innovative Business awards respectively.

Remember SYIF provide seedcorn, loan and equity linked investments, ranging from £15k to £2.5m, specifically to help small and medium businesses meet the gaps in funding they need for growth and development.

If your company is requiring financial assistance, please give us a ring on 01709 386377 or email us at [info@syif.com](mailto:info@syif.com) and we can explain how we can help you.

I hope you enjoy reading this latest issue

Tony Goulbourn  
Chief Executive  
South Yorkshire Investment Fund Ltd



*Pictured: John Philips, SEAMS Chairman, Dr Pete Skipworth, Managing Director and Co-founder of SEAMS and Nigel Owens, SYIF's Portfolio Director*

# Specialist software goes global, or so it SEAMS

*An asset management company from Sheffield is taking its market-leading software to an international stage following a £200,000 investment from South Yorkshire Investment Fund.*

SEAMS Ltd, based at Hallamshire Court on Ecclesall Road, has spent the last five years establishing itself as market leader in the UK water industry with its asset investment planning software.

Now SEAMS is taking its WiLCO software to markets in Europe and North America and also expanding into domestic utilities markets including electricity, gas and transport.

SEAMS Ltd was born out of post-doctorate research conducted at the Universities of Sheffield and Exeter into the delivery of decision support technology solutions to meet the requirements placed on the UK water industry for the 2004 price review.

The software technology helps large infrastructure-rich companies make complex investment decisions.

Peter Skipworth, Managing Director of SEAMS, said: "We are expanding to make our services available to a broader spectrum of the primary public utilities industries domestically as well as markets in Europe and the United States.

"Having achieved market leader status in the supply of decision support technology to the UK water industry we felt we were in a position to grow into different markets and really take our Sheffield-born technology to the world.

"The investment from South Yorkshire Investment Fund has allowed us to recruit 15 new highly qualified data analysts to help drive this expansion and develop our reputation for providing effective expenditure services to infrastructure-rich companies.

"We fully expect this growth to increase our revenue to in excess of £6m inside three years."

SYIF first invested in SEAMS in 2004 and has continued to support the business since then.

Nigel Owens, SYIF's Portfolio Director, said: "SEAMS is a fantastic example of a business with its origins in the University of Sheffield growing into a high technology success story in the city, and now beyond."

# Furniture company is top drawer

*A furniture design and manufacturing business in Sheffield has secured its long term future after it was bought with the assistance of a loan from South Yorkshire Investment Fund.*

Rationalise Ltd received a £75,000 loan from SYIF, as well as other funding from Yorkshire Bank, so that businessman Simon Nicholson could complete a management buy-in of "Floor TO Ceiling". The business, which designs and manufactures fitted bedroom furniture and home offices, is based at Fitzwilliam Street in Sheffield.

Employing 20 members of staff, Floor TO Ceiling is celebrating its 25th anniversary this year, and, as the new owner Simon explains, he saw this as the ideal time to take over the business.

Said Simon: "Manufacturing has been on the decline in recent years but bespoke furniture is becoming more and more desirable and the demand for it is increasing. I saw this as a great opportunity to get involved with a business that has really strong foundations and a skilled workforce, but also has the potential to move forward. I will be working to enhance what has already taken place at



*Pictured (Left To right) Steve Matthews from Yorkshire Bank, Accountant Alan Holloway, SYIF Business Director Andy Chaffer and Simon Nicholson from Rationalise/Floor TO Ceiling.*

Floor TO Ceiling and to help it grow in the market place.

"Without SYIF, I would not have been in the position to make this acquisition happen, so they have been a major part of the process. It has been great to work with them because it is a really slick operation and everything went extremely smoothly – they were helpful, knowledgeable and available which is essential."

The company was introduced to SYIF by Alan Holloway, Chartered Accountant - a member of the AIMS group of independent accountants.

Andrew Chaffer, Business Director for South Yorkshire Investment Fund, added: "We were delighted to work alongside Yorkshire Bank to provide a full financial package to enable Simon to acquire this excellent business. It is a new era for Floor TO Ceiling and Simon has some very exciting plans to help it expand and develop."

# Links strengthened with business forum

Relationships between the BME business community and financial organisations have been strengthened thanks to an event designed to bring the sectors together.

The BME Business Forum, which is backed by Sheffield Chamber of Commerce, organised the second annual Accessing Finance event to try and help the sectors learn more about each other.

Approximately 150 guests heard Bill Kimberling of Muntaz Ventures, which runs a number of restaurants in Bradford and sells Halal baby food, share his experiences of establishing a business. The other key note speaker was SYIF's Chief Executive Tony Goulbourn.

BME Forum coordinator Bernadette Grocock said: "Accessing finance is one of the areas the forum gets asked about most. There's sometimes a lack of knowledge on both sides as to how BME businesses and financial organisations can work together and it's something we hope to rectify over time."

In the last 12 months the forum has brokered a number of meetings with banks and finance organisations to outline the needs of BME businesses and identify areas where organisations can improve working relationships.

Tony Goulbourn and Alistair Watson of HSBC, who is also Chairman and Director of Pro Sheffield, helped to organise the meetings between the



Pictured: BME Forum coordinator Bernadette Grocock

forum and the financial community.

Tony said: "The language of finance can be complex and knowing who to turn to and what they are able to offer can be confusing. The key for most small businesses is to understand the expectation of those providing finance, take advice, if you can, and build relationships with your bank."

"Through organisations such as the BME Business Forum, SYIF and the banks working together, and events such as this, hopefully we can enable more entrepreneurs find the support necessary."

For further information about the BME Business Forum contact Bernadette Grocock on 0114 281 4748.

# Aviation company flying high with investment



Pictured: David Bonsall, Managing Director of Dukeries Aviation, Karl Hodson, Investment Director at South Yorkshire Investment Fund and Alan Scott from Business Link South Yorkshire.

An aircraft engineering company is flying high following backing from South Yorkshire Investment Fund.

Dukeries Aviation Limited, based in the Rotherham borough at Netherthorpe Airfield, has received a £30,000 loan from SYIF to help re-build an aircraft hanger and workshop which had been damaged by gale force winds in January.

The winds had completely lifted off the hanger's roof and damaged the structure of the building, forcing it to be replaced.

Dukeries Aviation is an aircraft engineering, repair and maintenance company, servicing aircraft for people all over the country. It also provides flying and aviation tuition through their Phoenix Flying school.

David Bonsall, Managing Director of Dukeries Aviation, said: "The winds on the airfield had reached approximately 105 knots and relocated the roof of the hanger."

"We were able to get money from the insurance and our own investment, but we needed an extra amount of funding to complete the project."

"We hope the hanger will be ready and open for use by the start of next year. It will house all our equipment, including a new workshop area and be able to accommodate up to three aircraft."

Karl Hodson, Investment Director at South Yorkshire Investment Fund, said: "We were pleased to come to the aid of Dukeries Aviation in their time of need."

"In rebuilding the hanger they have been able to grow the business further by housing a new workshop area and more aircraft than before the damage."

Dukeries Aviation was introduced to SYIF by Alan Scott at Business Link South Yorkshire, who helped Dukeries with the loan application, business plan and financial forecasts.

# Chinese venture for Yorkshire mining



Pictured: South Yorkshire Investment Fund Chief Executive Tony Goulbourn with John Warren, Managing Director of Hydra Mining.

A South Yorkshire manufacturer for the mining industry is close to completing a joint venture with a major Chinese organisation.

Hydra Mining Tools International Ltd. has joined forces with the Taiyuan Mining Machinery Group (TMMG) to further establish their operations in China.

The company, which has sites in Rotherham and Doncaster, design and manufacture mining equipment and proprietary cutting systems for use, primarily, in the deep coal mining and potash industries around the world.

South Yorkshire Investment Fund has assisted Hydra Mining Tools with the expansion through a £50,000 loan.

Gordon McShannon, Chief Executive of Hydra Mining Tools, said: "The joint venture will enable us to penetrate the Chinese coal market and secure jobs in South Yorkshire. In order for the company to expand further we needed to make a strategic move into China, which has the biggest coal mining market in the world."

"UK mining is dwindling with only six pits now in operation, so we needed to look overseas to sustain the workforce and maintain our viability. This investment from

SYIF will enable us to do this."

China mines more than two billion tonnes of coal every year, compared with 20 million tonnes in the UK.

Hydra Mining already exports to more than 20 countries, but previously had little operations in China. However, the joint venture will see Hydra Mining becoming one of the main exporters to the Far East country.

Gordon added: "The industry in China is 100 times bigger than in the UK, so we needed to obtain a foothold in that country. We believe our technology will be good for the Chinese market, increasing productivity and improving health and safety standards and helping Hydra to secure the future of the company in South Yorkshire."

South Yorkshire Investment Fund, Chief Executive Tony Goulbourn, said: "The success of the venture in China will have a positive affect on the company's workforce in South Yorkshire. It is another example of expertise coming from this region to benefit other areas of the world."

# Smith Craven Chartered Accountants: An intermediaries view



*Pictured: Kelvin Fitton, Howard Mee and Andy Cribb from Smith Craven's Sheffield office.*

*South Yorkshire Investment Fund works closely with a wide range of accountants and business advisers. One of them is Smith Craven Chartered Accountants.*

Smith Craven is a well established firm within South Yorkshire. Its base is in Doncaster with offices also in Sheffield and Rotherham. The firm and its partners have worked closely with SYIF since its inception, which has resulted in a number of the firm's clients receiving investment by the Fund.

Smith Craven's Sheffield office has recently been strengthened by the appointment of Howard Mee FCA, who has been brought on board to develop the city client base as well as to bring Corporate Finance expertise to the firm.

Howard has also been involved with SYIF on a regular basis. He said: "There are many instances where businesses need to consider their funding requirements. Such cases may include looking at an acquisition or restructuring the company ownership with an MBO or MBI.

"It may be to provide finance for a capital project or simply enable the business to develop its growth with additional working capital. In all cases I would recommend that the business consider the products being offered by SYIF with a view to them being part of a larger package of funding.

"When working with our clients on such projects it is essential to involve SYIF at an early stage so that we can ensure the eligibility of the company to receive

SYIF funding. Once the Investments Managers have confirmed the Fund's interest in the project it will then be necessary to build the complete business case. As a result of this early introduction, SYIF may be able to contribute towards the fees that are to be incurred in the business planning stage."

SYIF can offer a wide range of investment packages, from business loans to equity linked deals and Seedcorn finance. Business Loans are typically unsecured ranging from £15,000 to £150,000, with loans over £50k only being applicable to profitable established businesses. Joint equity linked investment packages are available as either straight equity investments or mezzanine loans which means that SYIF can invest up to £2.5 million.

There are also several other products that the Fund can offer, for example, as part of the Money with Management Scheme, the Fund can assist the company by reducing the cost of lending with an interest rebate or it can help with the cost of certain key external services from which the company will benefit.

Smith Craven has completed several deals where funds have been introduced by SYIF ranging from £15,000 to £75,000. The companies have received an interest rebate through the Money with Management scheme which has reduced the cost of lending considerably to an effective annual interest rate of 3.6%.

The level of interest rebate does vary according to the level of debt taken by the company.

Howard added: "Clearly SYIF is well placed to help both emerging and established businesses and it has always shown support to Smith Craven with our intent to help businesses grow in the region. It is certainly refreshing to know that when considering the investment needs of a client, SYIF is both willing and capable of making the difference."

If you would like to find out more about how Smith Craven can help you with your business, then please call or e-mail Howard Mee on 0114 2723838 or at [howard.mee@smithcraven.co.uk](mailto:howard.mee@smithcraven.co.uk)

# Coating specialists seal investment for expansion

*A unique South Yorkshire protective coating company has sealed a £40,000 loan from South Yorkshire Investment Fund.*



*Pictured: (left to right) SYIF's Grahame Lunt with Dr Lee Hitchens, SCH Services' Managing Director and BLSY's Geoff Watson.*

SCH Services Ltd will use the funding to help sustain its rapid growth and safeguard an expansion into Europe.

The Barnsley-based company is the UK's leading protective coating service provider and the only company in Great Britain to offer a complete conformal coating resource.

Specialists in high-reliability protection for electronics in hostile environments, SCH has secured important contracts with many military contractors.

SCH has enjoyed rapid growth in the seven years it has been operating. Since 2004 turnover has doubled

each year with the number of employees rising from four to 23.

The loan from South Yorkshire Investment Fund is being used to support the company's growth on the continent.

Dr Lee Hitchens, SCH Services' Managing Director, said: "We have enjoyed a period of intensive growth over the last few years and we are very aware that as a company we are at the forefront of developing, manufacturing and applying leading technologies in an industry that is increasingly difficult to navigate.

"The loan from South Yorkshire Investment Fund

guarantees our levels of working capital will be able to sufficiently facilitate our expansion into Europe and will keep us abreast of any enforced industry changes."

SCH Services was introduced to South Yorkshire Investment Fund by Geoff Watson at Business Link South Yorkshire, while Alliance and Leicester provided additional funding support.

Grahame Lunt, SYIF's Investment Manager, said: "SCH Services is a burgeoning organisation enjoying a period of fast and sustained growth. We are delighted to cater to the ambitions of such a forward-thinking company."

South Yorkshire Investment Fund Ltd is a company limited by guarantee (Registered No 3936065). South Yorkshire Investment Fund comprises three sub funds, the South Yorkshire Investment Capital Fund, the South Yorkshire Investment Development Fund, which are each managed by YFM Venture Finance Limited, and the South Yorkshire Investment Small Business Fund, which is managed by Finance South Yorkshire Ltd. YFM Venture Finance Limited (Tel 0113 294 5000) and Finance South Yorkshire Ltd (Tel 01709 386 377) are each authorised and regulated by the Financial Services Authority. South Yorkshire Investment Fund also provides a number of services, which are not regulated by The Financial Services Authority. These include the pilot Seedcorn Fund, Mentorbank and access to the Yorkshire Association of Business Angels.



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