



## COMMERCIAL FINANCE PROPOSAL

For MaxCap  
Prepared By Sarah Moseley (sarah.moseley@afsuk.com, 0333 015 3301)  
Date 27/06/2024  
Deal ID 312133

### APPLICANT

Name Support Connect Ltd  
Address Suite 5a Malvern Gate  
Bromwich Road  
Worcester WR2 4BN  
Phone 01905427815  
Email m.heathman@supportconnect.org.uk  
Website  
Legal Form Limited Company  
Sector (SIC Code) 82990 - Other business support service activities n.e.c.  
Year Established 2020  
Company Registration No. 12514780  
VAT No. Gb 349567452  
FCA Permission No.  
Applicant Contact(s)

### Directors, Partners and Proprietors

Mr Matthew James Heathman	Addresses
From	<b>Home - Owner</b> 2 Fownhope Court
Phone 07490770102	Present Hereford Herefordshire HR1 4PB England
Date of Birth 04/06/1977	
Nationality British	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

Caroline Jane Fillery	Addresses
From	Present Bromwich Road
Phone	Worcester WR2 4BN
Date of Birth 4/1978	
Nationality British	
Marital Status	
<input checked="" type="checkbox"/> Search Consent	
<input checked="" type="checkbox"/> Automated Processing	
<input checked="" type="checkbox"/> Privacy Notice	

### Stocking & Cropping

### STATEMENTS

- I have seen the Applicant (Borrower) face-to-face.
- The Applicant (Borrower) has consented for searches to be carried out.
- The Applicant (Borrower) does not anticipate any change in their circumstances.

### BANK DETAILS

Account Holder Support Connect LTD  
Bank Name Barclays  
Account Number 83495612  
Sort Code 20-98-68  
IBAN  
Years at Bank

**FINANCING DETAILS**

Finance Type      Loan - Non-Regulated  
Product Type      Commercial Loan  
Loan Period        12 Months  
Funding Profile    12 Months

Item	Value
Loan Amount	£15,000.00
(i) Advance Repayments	£0.00
(ii) Additional Repayment	£0.00
Total Initial Payment, (i) + (ii)	£0.00
Amount to Finance, Loan Amount - Total Initial Payment	£15,000.00
Repayments	12 x £1,549.00
Balloon Payment	£0.00

**COMMENTS**

**Background:**

Support Connect, established in March 2020, focuses on bridging the gap for learners with additional learning needs (SEND) by providing specialised support and advice. Support Connect's mission extends to collaborating with educational institutions and employers, ensuring they can independently deliver tailored support and accommodations.

Support Connect's approach draws on extensive experience in diverse learning environments, enabling it to offer personalised learning and mental health support services. These services are crucial for learners facing barriers due to learning differences or disabilities. It is estimated that approximately one in five individuals in the UK may have additional learning needs, though the actual number could be higher. Many individuals may be unaware of their condition or the available support.

For instance, each year around 160,000 apprentices may benefit from Support Connect's support. Educational and training providers often lack the resources, expertise, or systems to provide adequate assessment and support. They may also be unfamiliar with financial support options for learners. Reasons include staffing limitations, capacity constraints, and challenges in assessment administration and support tracking.

At Support Connect, they address these gaps by offering targeted screening, assessment, support, and guidance services. This ensures learners and providers alike have the confidence that all learners can excel and progress, irrespective of their learning challenges. Support Connect supports learners with a wide range of needs, including dyslexia, dyspraxia, AD(H)D, autism spectrum conditions, mobility issues, sensory impairments, mental health difficulties, and long-term medical conditions.

Some learners may already have formal documentation like Statements of Educational Needs (SENs), Learning Difficulty Assessments (LDAs), or Education Health and Care Plans (EHCPs). Others may have a formal diagnosis or evidence of their conditions. However, many learners may have undiagnosed learning needs, and Support Connect assists them in accessing appropriate assessments.

Support Connect is committed to ensuring that all learners with additional learning needs receive the support they require to thrive academically and professionally. Its comprehensive services encompass assessment, advocacy, and empowerment, facilitating a supportive environment for learners to achieve their full potential.

**Project:**

Support Connect Limited is seeking £30,000 in funding to facilitate its strategic growth initiatives. This investment is crucial for several key areas that will propel the company forward.

Firstly, a significant portion of the funding will be allocated to preparation for growth. This includes expanding infrastructure, upgrading technology systems, and enhancing operational capabilities to handle increased demand efficiently. By investing in these areas, Support Connect Limited aims to not only accommodate current growth but also position itself for sustainable expansion in the future.

Secondly, HR management is a critical focus area for the funding. The company plans to bolster its human resources capabilities by hiring skilled professionals who can drive the business forward. This includes recruiting key personnel in strategic roles such as project management, client relations, and technical support. Strengthening the HR department will enable Support Connect Limited to optimize its workforce and streamline internal processes, ultimately enhancing overall productivity and customer satisfaction.

Additionally, the funding will support the recruitment of additional staff across various departments. By expanding its team, the company aims to meet increasing client demands, improve service delivery, and maintain high standards of customer support. This strategic hiring initiative will not only enhance operational efficiency but also foster a culture of innovation and collaboration within the organisation.

Lastly, part of the funding will be allocated towards obtaining ISO standards necessary for tender bidding. Achieving these certifications is essential for enhancing credibility, demonstrating compliance with international standards, and qualifying for lucrative contracts and tenders. By investing in ISO standards, Support Connect Limited aims to strengthen its market position, attract larger contracts, and capitalize on new business opportunities.

In conclusion, the £30,000 funding sought by Support Connect Limited is intended to support its ambitious growth plans across multiple fronts. From preparing for expansion and enhancing HR management to recruiting additional staff and achieving ISO standards for tender bidding, these investments will lay a solid foundation for future success and sustainability.

**Financials:**

Turnover: Increased from £48,109 in 2022 to £337,913 in 2023.

Gross Profit: Increased from £48,109 in 2022 to £289,625 in 2023.

This indicates substantial growth in the company's business activities and profitability over the year 2023 compared to 2022

**Summary:**

Mr Matthew Heathman, CEO of Support Connect LTD is a home owner of the below properties and is happy to be a guarantor for this loan.

1 Fownhope court, Hereford HR1 4PB - Current Value £200,000.00 - Outstanding mortgage balance £104,000.00

2 Fownhoop court, Hereford HR1 4PB - Current Value £525,000.00 - Outstanding mortgage balance £160,000.00

**SOURCE**

By submitting this proposal I confirm that to the best of my abilities all the information provided on this form is true and accurate as provided by the customer. The customer has been informed that this information will be disclosed to lenders for the purpose of considering this credit application. The customer has given their permission for Asset Finance Solutions (UK) Ltd. to pass this information onto third party finance houses for the specific purpose of ascertaining their credit worthiness and are aware that lenders may use this information to carry out searches with credit reference agencies.

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