



the
East London
Bond
a catalyst for renewal

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Foreword

The East London Bond is a catalyst for social and economic renewal in some of the poorest, most deprived communities in England.

The capital invested in this Bond will release funding for two of the most exciting and effective community-based charities, both doing incredible work in East London to transform the lives of people in real need. Then in five years' time, the capital is returned to investors in full – leaving behind a legacy of lasting change.

The yield from the East London Bond will go to the Bromley by Bow Centre and Community Links. From youth clubs to start-up business support, these two nationally acclaimed organisations are changing lives and helping to lift their local communities out of poverty.

This Bond will allow them to step up their work, helping those hit hardest by the tough economic times and enabling local people to benefit from the significant investment coming to the area through major regeneration initiatives and the Olympics.

By investing in the East London Bond, you can help to make this happen – and get all your money back in five years' time. I hope you will join me in giving your support to the Bond.



Stephen O'Brien
Chair of the East London Bond



A catalyst for renewal

The Bromley by Bow Centre and Community Links are based in Tower Hamlets and Newham – two of the most deprived areas in the country, where both life chances and life expectancy are poor.

For over 25 years, these charities have led innovative and successful approaches to community regeneration. Today, the need for their work is as great as ever. This is why the East London Bond is being launched, to raise the money needed to maintain and expand their vital services.

Key facts about Newham and Tower Hamlets

- Tower Hamlets is the third most deprived local authority in England out of 354, while Newham is the sixth ¹
- Four out of five children in Tower Hamlets live in poverty ²
- One in five adults in Newham has no qualifications ³
- Unemployment in Tower Hamlets is over twice the national average ⁴
- A child born in Newham is twice as likely to die before the age of 1 than a child born in Richmond ⁵
- The number of under 15s 'not in good health' in Tower Hamlets is the worst in the country ⁶

1 Index of Multiple Deprivation 2007

2 The Campaign to End Child Poverty

3 Newham Information Management System Ward Profiles

4 National Statistics NOMIS

5 London's Poverty Profile, City Parochial Foundation/New Policy Institute

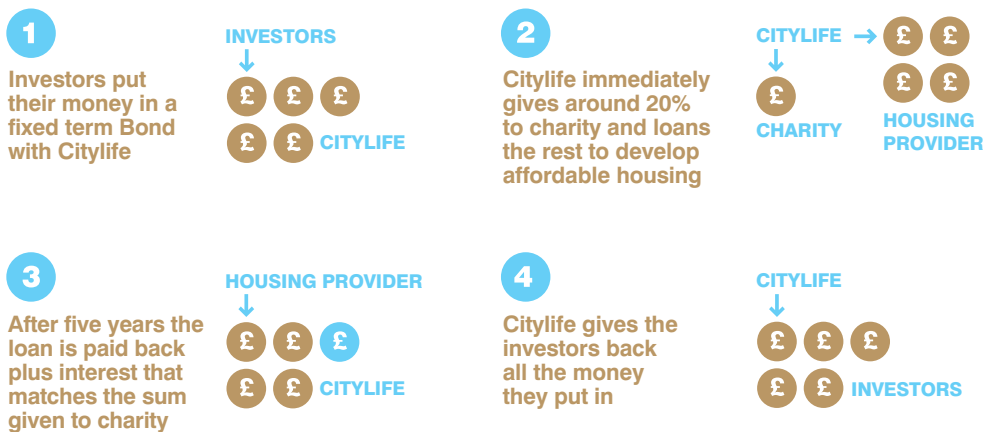
6 APHO and Department of Health. © Crown Copyright 2008

“When London businesses invest in this Bond they know they are getting value for their money, supporting East London charities more effectively than they could through an equivalent amount made up of smaller donations.”

Baroness Jo Valentine
Chief Executive,
London First

How the Bond works

The East London Bond will be offered by Citylife, a national charitable organisation that issues Social Investment Bonds as a unique way to raise funds for charities. Here's how it works.



Of the total invested in the East London Bond, around 80 per cent* will be loaned at a commercial rate to Registered Social Landlords (RSLs). These are not-for-profit housing providers regulated by the Tenant Services Authority, who will use the loans to create urgently needed affordable housing in East London for local people and key workers (such as teachers, social workers and nurses). To secure the Bond, the loans are assigned to an independent trustee and can be further protected with a bank guarantee at the request of investors.

The remaining 20 per cent or so after costs will be immediately given as a tax exempt grant, divided equally between the Bromley by Bow Centre and Community Links.

After five years, the RSLs repay their loans with interest – taking the fund to its original 100 per cent level – and investors are repaid in full.

So on an investment of £100,000, around £20,000 will immediately go to support local people in East London while the rest will work to create affordable places to live. In effect, what you give is the interest you might have received over five years had you put the money in a bank or invested it elsewhere.

For more see the East London Bond guide for investors at www.eastlondonbond.org

*Exact figure depends on commercial interest rates at time of issuing the loan



Bromley by Bow Centre

Each week the Bromley by Bow Centre supports over 2,000 families, young people and adults of all ages to learn new skills, improve their health and well-being, find employment and develop the confidence to achieve their goals and transform their lives.

The East London Bond will help the Bromley by Bow Centre to set up a number of vital new programmes:

- creating **training opportunities** with new employers coming into the area so that vulnerable adults and young people – many of whom have never worked – can learn vital skills and find a job
- incubating a further 20 **new social enterprises** to create a vibrant hub of 50 dynamic social businesses across East London, creating jobs and opportunities
- providing specialist **financial advice services** to help even more people break free from debt and take steps towards lifting themselves and their families out of poverty
- launching an **Olympics project** giving chances to local people to build their confidence and learn new skills through sports, volunteering and arts
- stepping up its **healthy living programme** to help more people quit smoking, change their diet and take up exercise, improving both their health and self-esteem.

For more visit www.bbbsc.org.uk

“The organisations working on this Bond bring together vast experience and the practical skills to make a lasting change. Working together, we can provide opportunities that transform the lives of people living in our diverse communities.”

Rob Trimble
Chief Executive,
Bromley by Bow Centre



Community Links

Community Links supports over 30,000 children, young people and families each year through a network of over 60 community projects, helping empower individuals and communities to build their own ladder out of poverty and towards a brighter future.

Its vision is of local communities where everyone is able to fulfil their potential and no-one is left behind. The East London Bond will help it to:

- create four new **Community Hubs**, where people can come for help and support, offering a complete range of services and activities to help combat poverty and transform lives. Together the hubs will help over 10,000 people each year
- develop an **advice and family support** programme to help struggling families cope with the pressures of low income, debt, poor housing, ill-health or disability
- expand its **education** and **into employment** programmes to turn more young lives around – helping more young people, previously without hope or opportunity, to secure qualifications, apprenticeships and permanent work
- fund **outreach workers** from its 'S Team' project to harness the power of the Olympics through sports and leadership activities for young people – promoting healthy lifestyles, stopping street violence and developing more young role models
- establish a new **BondLINKS Enterprise Fund** – a revolving loan fund to help its social projects and new initiatives develop sustainable business models and income streams for enduring impact.

For more visit www.community-links.org

“Your support for the Bond is an innovative solution to tackling poverty and social exclusion. This is a unique opportunity to partner two creative and committed charities to achieve the lasting, locally-rooted impact that East London needs.”

Geraldine Blake
Chief Executive,
Community Links

Why invest in the East London Bond?

The East London Bond is a new, powerful way of charitable giving:

- help to transform the lives of people who most need your help in some of the most deprived areas in England
- an investment with immediate benefits to charity and your money back in five years' time
- the option of a bank guarantee on the underlying loan for added security
- invest as a company without any cost to your profit and loss accounts
- a high-impact, high-profile way to deliver Corporate Social Responsibility
- hear how your money is making a difference and have the chance to get involved through volunteer programmes
- a signed certificate of participation as proof of your investment
- public recognition for the top investors.

If you have any questions, please talk to us:

info@eastlondonbond.org
0800 652 8776

“ELBA has the highest admiration for Community Links and the Bromley by Bow Centre. This Bond is an inspired way of securing the additional investment they need for the vital work they now undertake in East London.”

Liam Kane
Chief Executive,
East London
Business Alliance



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bromley by bow centre



The East London Bond will be issued by Citylife, a society registered with the Financial Services Authority (FSA).

Citylife is a national charitable organisation that issues Social Investment Bonds on behalf of charities as a unique and innovative way to raise new funds for social benefit.

For more visit www.citylifeltd.org

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