



British Business Bank

Marketing Toolkit Coronavirus Large Business Interruption Loan Scheme

Updated Monday 25 May 2020

www.british-business-bank.co.uk/CLBILS

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INTRODUCTION

The Coronavirus Large Business Interruption Loan Scheme – Raising Awareness

We are working collaboratively with our CLBILS Delivery Partners to raise awareness of the scheme in order to encourage and enable mid-sized and larger UK businesses to seek the finance most suited to their needs.

The Toolkit

We have designed this toolkit to communicate and illustrate the range of ways we can work together to raise awareness of CLBILS effectively, so that our partners and ultimately businesses, can benefit.

The information over the following pages provides you with the full range of tools you will need. If you need any support or have any questions please get in touch with **Jack.Goodwin@british-business-bank.co.uk**

We need your help to ensure that businesses know about CLBILS, understand how it works and how to apply

WE NEED YOU AS A PARTNER TO:

ADD



Add our BBB logo to your website, linking back to our website

INCLUDE



Help businesses find out more about the scheme and to understand if they are eligible to apply

FOLLOW



Follow us on Twitter and share weekly content about CLBILS using the hashtag **#CLBILS**

SEND



Send us at least one case study per week, using our new online case study form.

CONTACT



Contact us to let us know what CLBILS activities you have undertaken and social media activity.
Contact **Jack.Goodwin@British-Business-Bank.co.uk**

1. ADD: OUR LOGO TO YOUR WEBSITE

BBB Logo

For those who haven't already, we need you to add our core BBB logo to your website, linking to the following adapted webpage: <https://www.british-business-bank.co.uk/ourpartners/coronavirus-large-business-interruption-loan-scheme-clbils/>, to inform businesses that you are an accredited CLBILS lender.

Our logo can be used on your website, and in your marketing collaterals and social media. If you need a higher resolution logo for print, or for dark, red or blue backgrounds please let us know.

It is important that you contact us before publishing any CLBILS-related marketing materials for internal or external use, in order for us to review branding and messaging for compliance with our brand guidelines.



Download our logo



BBB Logo

This logo should not be resized, manipulated, discoloured, stretched, cropped or changed in any way.



X Do not stretch or distort the logo



X Do not place on distracting backgrounds



X Do not rotate the logo



X Do not colour the logo all in white

2. INCLUDE: CORE CLBILS MESSAGES

Coronavirus Large Business Interruption Loan Scheme (CLBILS)

ABOUT CLBILS

The Coronavirus Large Business Interruption Loan Scheme (CLBILS) provides finance to mid-sized and larger UK businesses with a group turnover of more than £45m (the upper limit for the existing smaller-business focused CBILS) that are suffering disruption to their cashflow due to lost or deferred revenues during the Covid-19 outbreak. Following HM Treasury's announcement on 19 May, several changes to the CLBILS scheme have taken effect from 26 May. The maximum amount available through CLBILS to a borrower and its group has now increased from £50m to £200m. Term loans and revolving credit facilities over £50m will be offered by CLBILS lenders which have secured additional accreditation. The maximum size for invoice finance and asset finance facilities remains at £50m¹.

Companies borrowing more than £50m through CLBILS will be subject to further restrictions on dividend payments, senior pay and share buy-backs during the period of the loan. Further information on changes introduced on 26 May, including new provisions on seniority of CLBILS facilities, can be found on the [CLBILS pages on the British Business Bank website](#).

¹Borrowers may be able to access additional facilities from separate accredited lenders provided they do not in aggregate exceed the maximum amount applicable to that borrower. Please note that the additional finance may mean the borrower must abide by the additional restrictions noted above.

2. INCLUDE: CORE CLBILS MESSAGES

NEW SCHEME FEATURES

The new CLBILS scheme supports:

- Term loans,
- Revolving credit facilities,
- Invoice finance, and
- Asset finance facilities.

It is designed to give lenders greater confidence to provide funding by providing a partial guarantee of 80% of the outstanding facility balance.

Note: The guarantee is to the lender, not the borrower.

The borrower always remains 100% liable for the debt.

- **Up to £200m facilities:** The maximum amount available through CLBILS to a borrower and its group has now increased from £50m to £200m. Term loans and revolving credit facilities over £50m will be offered by CLBILS lenders which have secured additional accreditation. The maximum size for invoice finance and asset finance facilities remains at £50m¹.
- **80% guarantee:** The scheme provides the lender with a government-backed, partial guarantee (80%) against the outstanding facility balance.
- **Finance terms:** Finance terms are from three months to three years.
- **Economic benefits go to the borrower:** Borrowers will benefit from a proportionate reduction in pricing as a result of lenders receiving capital and risk benefits.
- **Personal guarantees:** No personal guarantees are permitted for facilities under £250,000. For facilities of £250,000 and over, claims on personal guarantees cannot exceed 20% of losses after all other recoveries have been applied.
- **The borrower always remains 100% liable for the debt.**

¹Borrowers may be able to access additional facilities from separate accredited lenders provided they do not in aggregate exceed the maximum amount applicable to that borrower. Please note that the additional finance may mean the borrower must abide by the additional restrictions noted above.

2. INCLUDE: CORE CLBILS MESSAGES

ELIGIBILITY CRITERIA

Businesses from all sectors² can apply for a facility.

- Applicants must be UK based in their business activity, with a group turnover of **more than** £45m per year.
- They should have a borrowing proposal which, were it not for the current pandemic, would be considered viable by the lender, and for which the lender believes the provision of finance will enable the business to trade out of any short-to-medium term difficulty.
- The scheme is open to businesses who have not received a facility under the Bank of England's Covid Corporate Financing Facility (CCFF), or CBILS or BBLS.

Lender and Borrower are still free to enter into loan agreements outside of CLBILS e.g. where there is no economic benefit to the borrower of taking out a CLBILS loan over normal commercial lending.

²Please note: The following are not eligible to apply:

- Credit institutions (falling within the remit of the Bank Recovery and Resolution Directive),
- Building societies, insurers and reinsurers (but not insurance brokers),
- Public sector bodies,
- State-funded primary and secondary schools.

Additional note: Companies borrowing more than £50m through CLBILS will be subject to further restrictions on dividend payments, senior pay and share buy-backs during the period of the loan. Further information can be found on the [CLBILS pages](#) on the British Business Bank website.

HOW DOES A BUSINESS APPLY FOR A CLBILS-SUPPORTED FACILITY?

CLBILS is available through a range of British Business Bank accredited lenders and partners, which are listed on the British Business Bank website. www.british-business-bank.co.uk

Decision-making on whether a mid-sized or larger UK business is eligible for CLBILS is fully delegated to accredited CLBILS lenders.

Please note: The amount of finance offered varies per individual lender. Please see the lender websites for more information on the finance amounts and variants they are able to offer and lender-specific application requirements and terms & conditions.

2. INCLUDE: CORE CLBILS MESSAGES

IMPORTANT INFORMATION

Please note: As with any other commercial transaction, the **borrower is always responsible for repayment** of the full value of any facility supported by CLBILS.

Please note: The guarantee is to the **lender**, and not the small business.

LEGAL NOTICES: THESE MUST BE USED ON ALL PARTNER CLBILS WEBPAGES, COMMUNICATION, DIGITAL & PRINT MARKETING MATERIALS

The Coronavirus Large Business Interruption Loan Scheme (CLBILS) is managed by the British Business Bank on behalf of, and with the financial backing of the Secretary of State for Business, Energy and Industrial Strategy (BEIS). British Business Bank plc is wholly owned by HM Government and is not authorised or regulated by the Prudential Regulation Authority (PRA) or the Financial Conduct Authority (FCA). Full details on CLBILS and the list of participating CLBILS lenders can be found on the British Business Bank website: www.british-business-bank.co.uk

We have created a comprehensive CLBILS FAQs for business page on the British Business Bank website which you may link to from your website, and for use in supporting business enquiries about the scheme.

All information on the changes to CLBILS which took effect on 26 May, including new provisions on seniority of CLBILS facilities can be found here.

British Business Bank



FAQs

Coronavirus Large Business Interruption Loan Scheme

www.british-business-bank.co.uk/CLBILS

3. CHECK ELIGIBILITY: QUICK CHECKLIST FOR BUSINESSES

To help you understand if you may be eligible to apply for a CLBILS-backed facility, please ensure you can answer **YES** to the following points below, before contacting one of the accredited CLBILS lenders.

Businesses from all sectors¹ can apply for a facility.

- ✓ Applicants must be UK based in their business activity, with a group turnover of **more than** £45m per year.
- ✓ They should have a borrowing proposal which, were it not for the current pandemic, would be considered viable by the lender, and for which the lender believes the provision of finance will enable the business to trade out of any short-to-medium term difficulty.
- ✓ The scheme is open to businesses who have not received a facility under the Bank of England's Covid Corporate Financing Facility (CCFF), or CBILS or BBLS.

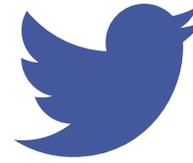
Lender and Borrower are still free to enter into loan agreements outside of CLBILS e.g. where there is no economic benefit to the borrower of taking out a CLBILS loan over normal commercial lending.

Companies borrowing more than £50m through CLBILS will be subject to further restrictions on dividend payments, senior pay and share buy-backs during the period of the loan. Full details can be found at **www.british-business-bank.co.uk/CLBILS**

Lenders will need further information to confirm eligibility, this is simply a quick reference guide and is not a confirmation of approval. All lending decisions remain fully delegated to the accredited lenders.

¹Please note: The following are not eligible under CLBILS: credit institutions (falling within the remit of the Bank Recovery and Resolution Directive); building societies, insurers and reinsurers (but not insurance brokers); public sector bodies; and state funded primary and secondary schools.

4. FOLLOW: SOCIAL MEDIA



Social Media

We look forward to keeping you informed of our regular social media campaigns. Make sure you join the conversation by using and following our hashtag #CLBILS and please follow us @BritishBBank, and like and share our content and we will engage with your content.

To keep us informed about any social media or marketing campaigns you have planned, please reach out to our CLBILS marketing manager,

Jack.Goodwin@british-business-bank.co.uk

Sample Tweets

We've written sample tweets that you can use straight away, to raise awareness of the scheme in addition to your own CLBILS social media activity. We'll look out for your Tweets, and like and share them!

#CLBILS



The Coronavirus Large Business Interruption Loan Scheme will provide finance to mid-sized and larger UK businesses with a turnover above **£45m**

#CLBILS



Coronavirus Large Business Interruption Loan Scheme extended from today:

- Maximum size of CLBILS loans and revolving credit facilities now £200m
- Companies borrowing more than £50m subject to further restrictions on dividend payments, senior pay and share buy-backs

5. SEND: CASE STUDIES

Case studies

Case studies are a very effective way to raise awareness of the scheme to SMEs. They help demonstrate that the scheme is available and open to them, signposting how to apply and reassuring them that financial support is in place to help them through the coronavirus pandemic. The most effective case studies showcase 'businesses like me' receiving funding, prompting SMEs to apply.

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Please help us deliver a regular pipeline of case studies by providing as many as possible, but at least one per week, via our new online form, available [here](#). The form can be completed by the borrower, or by yourselves on their behalf if you have their permission. Please do build in requests for case studies into your conversations with customers and marketing materials.



Recent CBILS examples:

1 The Toy Shop (Cockermouth) Limited **2** H.T.E.S. (Northern)

Contact **Jack.Goodwin@british-business-bank.co.uk** with any case study questions.

We ask you to send us at least one case study per week.

6. CONTACT: FEEDBACK TO US

Feedback to us

We're keen to maintain an ongoing conversation around Partner activity. Please feedback to us with any CLBILS case studies, via our new case study [online form](#), and with any CLBILS related activities you're undertaking. We are on hand to help with any marketing queries you may have.

If you have any questions about the information provided in this toolkit or about how we can better work together in future, don't hesitate to get in touch.

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7. SHARE: TOOLS FOR BUSINESSES. OUR FINANCE HUB & THE BUSINESS FINANCE GUIDE: ECONOMIC UNCERTAINTY GUIDE

FINANCE HUB

Finance Hub

The British Business Bank Finance Hub is a website designed to help UK businesses understand and explore their finance options. It features infographics and checklists to help businesses get 'investor ready' as well as articles and guides from finance providers on how smaller businesses may identify and access finance options to support their growth ambitions.

We encourage all of our partners to add a link to our Finance Hub (we can provide a tracking URL), or promote it via Twitter, to help businesses explore their finance options.

The Finance Hub can be accessed online at www.british-business-bank.co.uk/finance-hub



7. SHARE: TOOLS FOR BUSINESSES. OUR FINANCE HUB & THE BUSINESS FINANCE GUIDE: ECONOMIC UNCERTAINTY GUIDE



The Business Finance Guide

The British Business Bank and the ICAEW jointly publish The Business Finance Guide. Designed to be the starting point for businesses looking for finance options for their circumstances, the guide is available in print and online. Whether you are just starting out or are an established business owner, the guide could help you explore and identify a range of finance options.

We encourage all of our partners to add a link to our Business Finance Guide (we can provide a tracking URL), or promote it via Twitter, to help businesses during this time of economic uncertainty.

The Business Finance Guide can be accessed at:
www.thebusinessfinanceguide.co.uk

