

What is this scheme?

- ❑ We have an underlying need to borrowing @15m p.a.
- ❑ Enables residents to invest in the Council and receive a return on their investment through a bond
- ❑ Minimum investment of £5
- ❑ WBC is working with an organisation called Abundance to administer the scheme
- ❑ Initial offering of a £1m bond
- ❑ Part of a pilot with external funding for local authorities

What happened?

- ❑ UK's first scheme like this
- ❑ Launched in mid July
- ❑ 3 months end date
- ❑ Aim for £1m
- ❑ Achieved this by early Oct
- ❑ Lot of engagement locally and nationally

Councils tap small investors to fund local green projects



The Phoenix Centre in Newbury is one of six sites where solar panels are being installed with the help of local investment
YOUTUBE

Investors

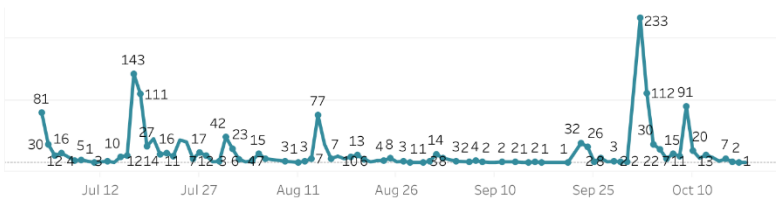
Number of investors Total investment Average investment

640 £1,000,000 £1,563

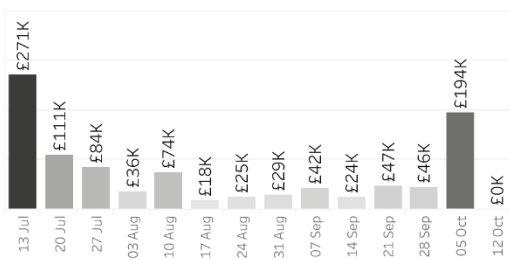
Local investors Local investment Average investment

65 £225,832 £3,474

Visits from WestBerks.gov.uk



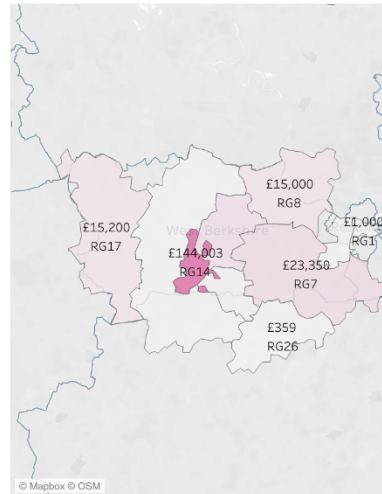
Investment by week



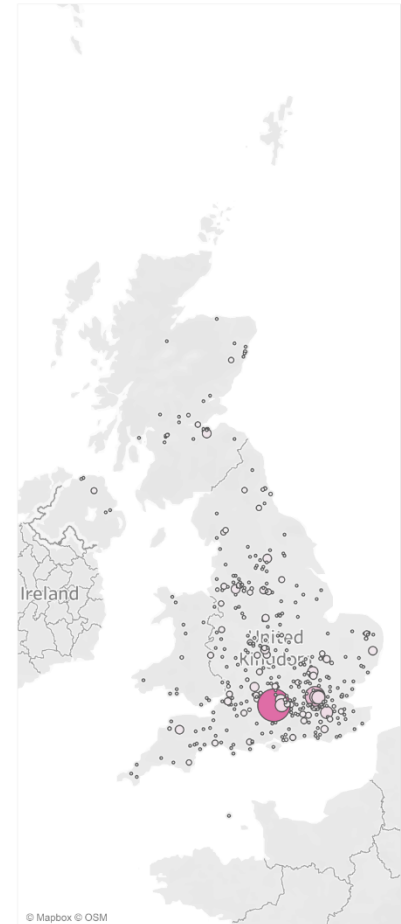
Investment by day



Where has the local investment come from?



Where has the national investment come from?



Investment amounts

	# of customers	Investment
Less than £100	163	£7,312
£100 - £499	199	£44,416
£500 - £999	93	£54,045
£1000 - £4999	192	£355,901
>£5000	55	£541,526
Grand Total	640	£1,000,000

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