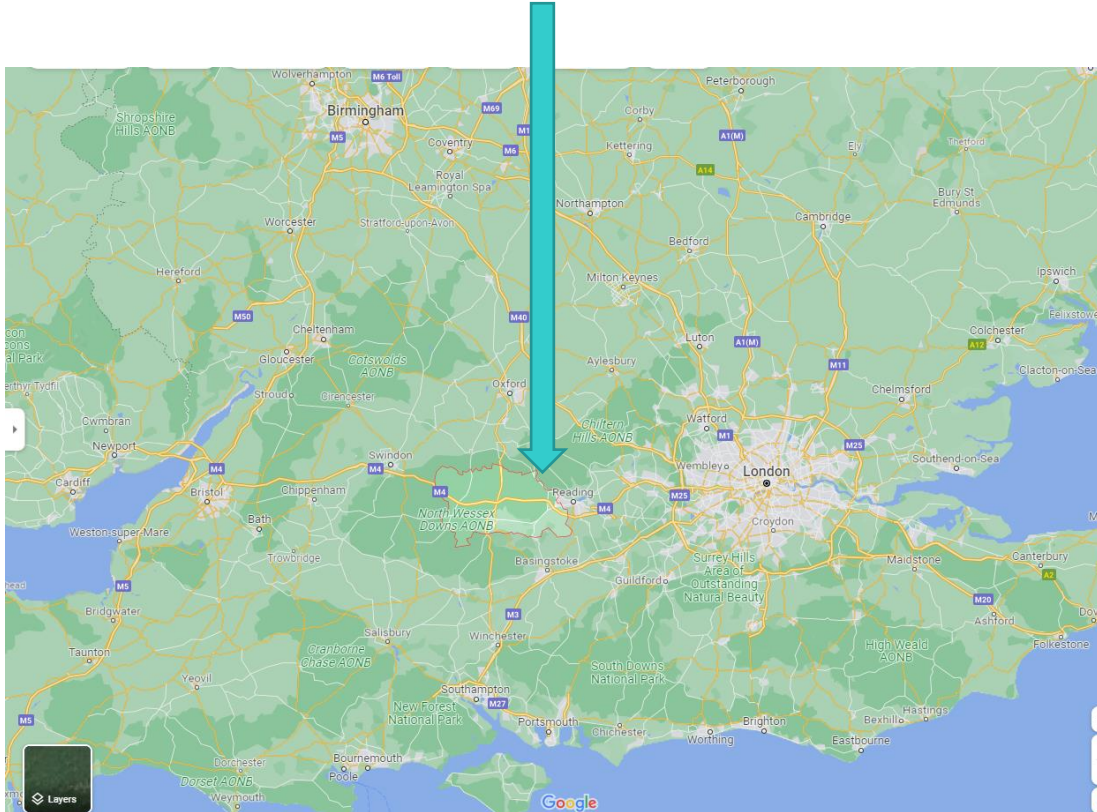




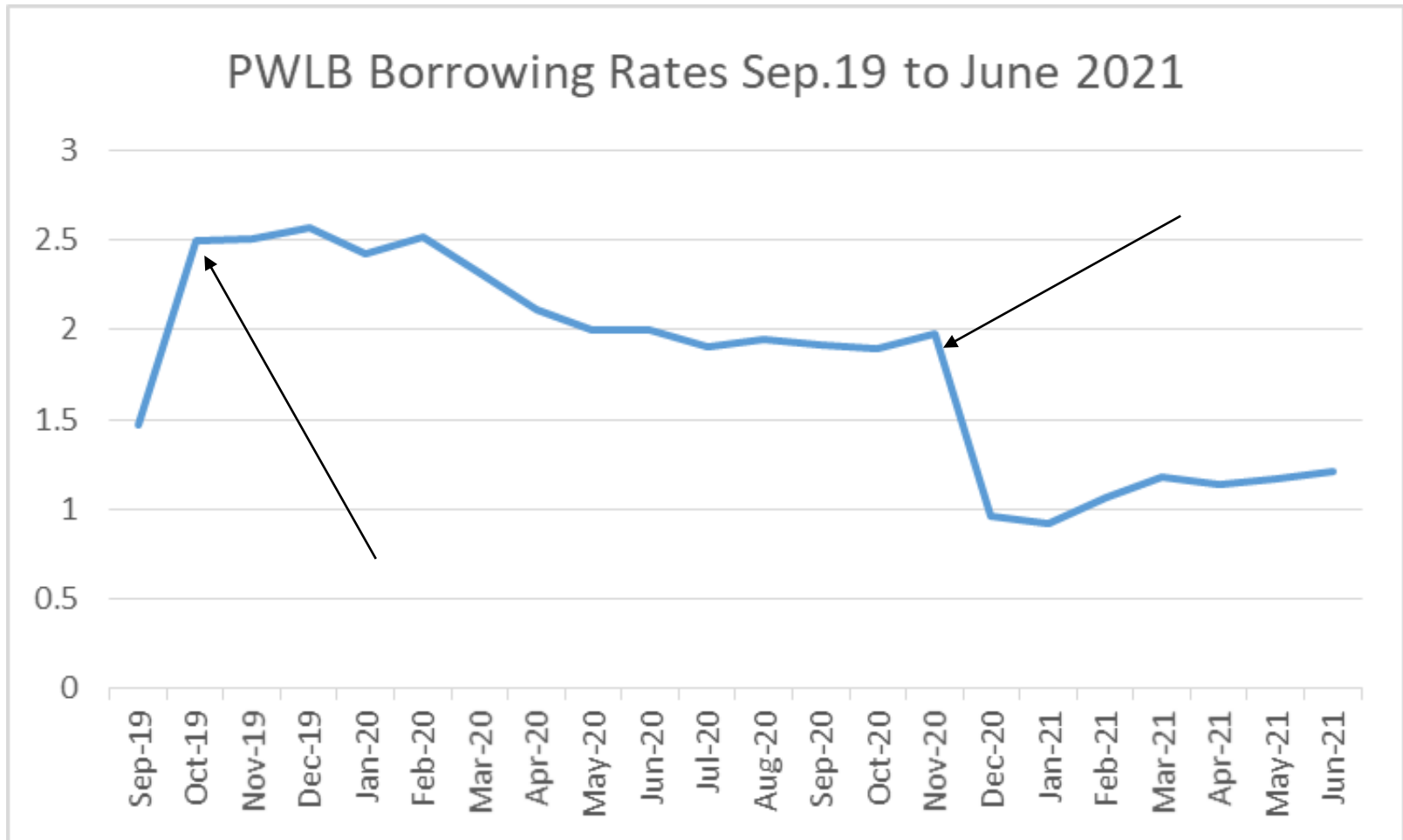
CIPFA conference – Responding to the Net Zero Challenge

Joseph Holmes - Executive Director (Resources)
West Berkshire Council

West Berkshire



PWLB Rates – 2019/20



What is this scheme?

- ❑ We have an underlying need to borrow @20m 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

Preparations and governance...



What did it involve?

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

What have we done with the funds

- ❑ Since the launch, we have successfully begun implementing schemes from our [Environment Strategy](#)
- ❑ This includes £520k for six Solar PV roof-based projects
- ❑ The remaining £0.5m has been used for a variety of schemes including:
 - Berkshire, Buckinghamshire, Oxfordshire Wildlife Trust (BBOWT) Capital Improvements
 - Urban Tree Planting
 - New footpaths and rural access schemes
 - Active travel infrastructure improvements
 - Tree planting and habitat creation as part of flood alleviation projects
 - Energy efficiency upgrades for traffic signals and street lighting

Investors

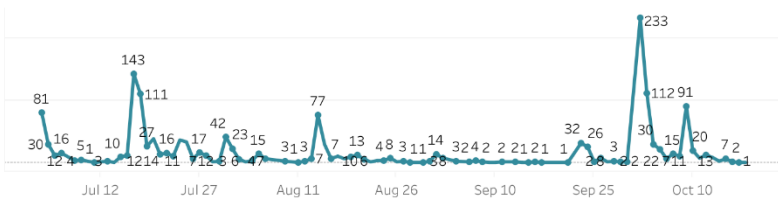
Number of investors Total investment Average investment

640 £1,000,000 £1,563

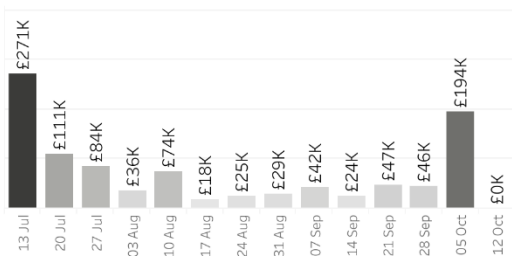
Local investors Local investment Average investment

65 £225,832 £3,474

Visits from WestBerks.gov.uk



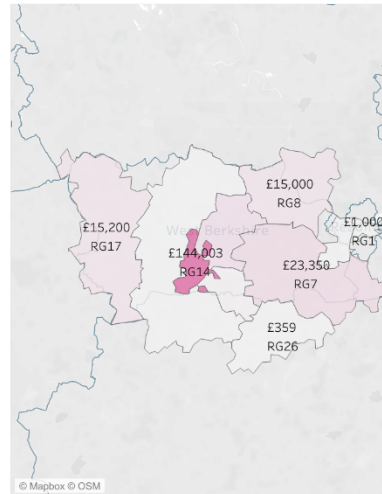
Investment by week



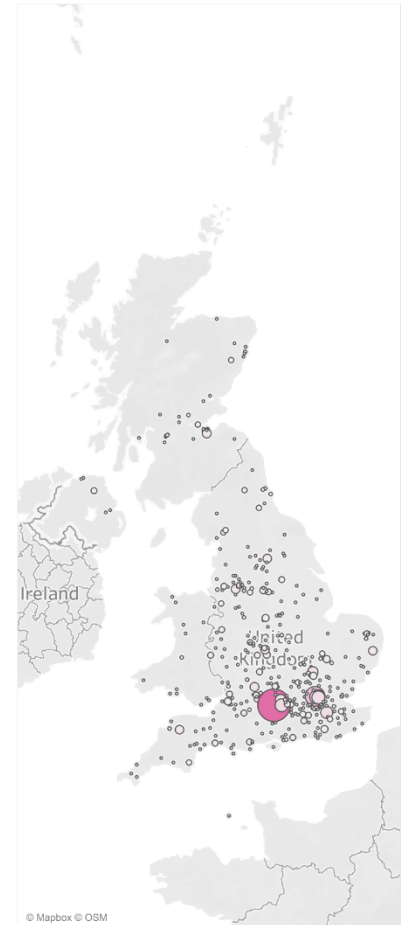
Investment by day



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

© Mapbox © OSM

So what?



...and people donated for additional benefit!



Legacy?

Ethical Money

Investing in a local council can help you do your bit towards the net zero goal

Municipal bonds increasingly pay for green measures says Bruce Davis, founder and joint managing director of Abundance Investment



How a London Neighborhood Is Getting Residents to Invest in Green Projects

Islington is asking residents to invest as little as 5 pounds in a bond to fund recycling, solar panels and electric vehicle charging stations.

Westminster Council green investment scheme launched

Share this page



Westminster Green Investment is run in partnership with the ethical crowdfunding platform Abundance Investment, in a bid to allow locals to invest in sustainability projects.

Any questions?
