



**We tackle poverty, unemployment and financial exclusion
by encouraging entrepreneurship and independence**



Karen Davies
karen@purpleshoots.co.uk
07726 599267



Owain Williams
owain@purpleshoots.co.uk
07905 732663



Mari Hughes



Ruth Hancock
Y Bwthyn



Idegbe Eberonwu
Id's Place - Nigerian food



Ex-offender to Company
Director



Some of the issues

Barriers to entrepreneurship

- Poor credit score
- No assets
- No savings
- Stigma
- Low confidence
- Wrong skills
- Discouragement

None of these are open to them:

- Bank
- Other lenders
- Government start-up loans
- Covid -related assistance
- Credit Unions
- Credit card
- Friends and family

What do they think their options are?

- Illegal lenders
- High cost credit (unlikely for business)



Our impact to date

795

Loans

10x

Economic impact

- 10x the amount we lend
- Net gain to HMT:
- £3-£4 for every £1 we lend

615

New businesses created

950

People out of unemployment

- Increased confidence
- self-esteem
- financial resilience

180

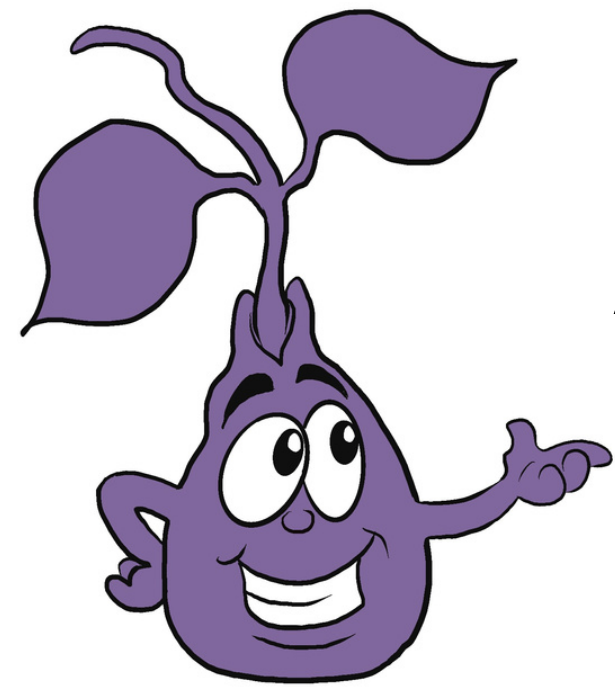
Existing business supported

80%

Approval rate once full application in



Promoting a green, place-based local economy



Any Questions?