



Abundance Case Study

Swindon Borough Council (2 projects)

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 646435. The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither INEA nor the European Commission are responsible for any use that may be made of the information contained therein.

About Abundance

- Authorised and Regulated by the FCA (UK) since **2012**
- Over **4,000** investors
- **27 successful projects** (ranging from **£100,000-£10million**)
- **Solar PV** (roof and ground), **wind, biomass, tidal, geothermal, energy efficiency**
- Over **£53million** raised
- Over **£8million** already paid back to investors
- **Standard, pension** and **ISA** (tax free) accounts

Abundance: Objectives

- Turn a profit, not a blind eye
 - Win-win investments that aim to provide an attractive financial return, as well as provide social/environmental benefits
- Democratised finance
 - Give people control over their money by providing transparent investments, know exactly what your money is doing
- Make investing easy
 - Provide an online platform that's easily accessible and user-friendly for any user

Case Study – Swindon Borough Council

BACKGROUND

Swindon Council keen to:

- Diversify income streams to fund local services
- Meet sustainability targets
- Engage with local residents
- Generate long term returns for council, residents and local projects

In 2016 teamed up with Abundance to crowdfund 2 large Solar PV projects.



The screenshot shows the Solar Power Portal website. At the top, there is a blue banner for 'SOLAR & STORAGE LIVE' with a countdown timer showing '10d 17h 29m 19s' and a 'REGISTER FOR FREE' button. Below the banner is a navigation menu with links for News, Markets & Finance, Large-Scale, Commercial & Residential, Storage, Market Research, and Reso. The main article is titled 'Swindon Borough Council to launch second community solar bond offer'. It is published on 14 Oct 2016 at 09:20 by David Pratt. The article features an aerial photograph of a large solar farm in a rural landscape. Below the image, the text states: 'Following the successful completion of the it's first solar bond funded project at Common Farm (pictured), Swindon Borough Council is preparing to launch a second offer in November. Image: Swindon Borough Council.'

Key achievements

- Funded 2 Solar PV projects, total of 9.8MW installed capacity
- Raised more than £4.2 million from the public
- UK's first local authority solar bond
- UK's first ever ISA-eligible solar bond
- Nominated for several awards, won 'Solutions Partner of the Year' in the 2017 Public Finance Innovation Awards
- National recognition - then Secretary of State for Communities and Local Government, Sajid Javid, MP said:
 - *"This is an excellent example of a local council working with the private sector to provide local people with a means of investing in their local community and its infrastructure. I wish it every success."*

Marketing

Marketing campaign reaching local residents: Train and bus stops, as well as local print and online media



Investor Profile

	Swindon Common Farm	Swindon Chapel Farm
Date started	23/02/2016	11/11/2016
Days Open	98	43
Total Amount Raised	£1,783,000	£2,455,000
Number of investors	708	804
Mean Investment Amount	£2,518.36	£3,053.48
Smallest Investment	£5	£5
Largest Investment	£50,000	£100,000
Youngest investor (age)	20	21
Oldest investor (age)	95	90
Mean Age	50.2	49.3

Ongoing Services

- To Investors:
 - Asset Management
 - Secondary market services
 - Data & updates from the project
 - Cash handling services
- To Issuers
 - Investor relations
 - Debenture registrar services
 - Custodial services

Thank you

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Abundance Investment

www.abundanceinvestment.com