



**Campaigning
for access
to affordable
finance**

**for families, businesses
& communities**



Community
Investment
Coalition

The Community Investment Coalition (CIC) is a partnership of national organisations, which campaigns for a radical re-shaping of the provision of affordable financial services in deprived communities.

This will help to reduce reliance on high cost credit, support innovation and competition in the financial services market and support local sustainable economic growth.

Achieving this radical change requires:

- Increased transparency and public accountability of financial service providers to support consumer choice and effective intervention in under-served markets.
- Increased diversity of providers and choice for consumers in the financial services sector, with more providers offering a wider range of fair and affordable products.
- More innovation in the financial services sector so that affordable financial products are accessible to all communities.
- Sustainable local economic growth with a greater share of locally generated income remaining within communities.
- Improvements in financial literacy.

About the Community Investment Coalition

CIC campaigns for access to affordable finance by:

- Building and sharing the evidence base through research, conferences and dialogue.
- Campaigning for legislative and regulatory change.
- Helping community finance institutions work together and with traditional finance providers to increase impact.

One third
of Britain's cash machines
are pay-to-use

16%
of people are
unable to identify
the balance on a
bank statement

56%

of the UK's

poorest households
do not have home
contents insurance

7 million

people use
sources of high
cost credit

50%

of British high
street bank
branches have
closed since
1990

60%

of people
surveyed said
they would use
credit union
services if
available

Financial illiteracy
costs the UK Government
£3.4 billion a year

59%
of households
have savings of
less than £5,000

927
UK towns rely
on just one bank
branch

1.4 million
people in the UK
do not have a
bank account


**CDFIs financed
10,000 small and
social businesses
to launch and grow,
creating and saving
more than 17,000
jobs in the UK**

**The number of
people using payday
lenders rose from
1.2 million in 2009 to
2.1 million in 2012**

**In 2013, the UK
alternative finance
market, which includes
crowdfunding, peer-to-peer
lending and invoice trading,
lent £332m (a rise of 254%
on the previous year)
to 3,706 SMEs (a rise of 137%
on the previous year)**



Find out more:

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communityinvestment.org.uk