

# Pinkspiration



Inspiring young people, transforming communities and leaving a lasting legacy



We welcome our new Managing Director Leon Brown. Our team has now grown to 10 members of staff and volunteers. There are a number of exciting construction projects planned in 2020. It is a challenge with COVID 19 but we remain positive and planning our projects to kick start from June onwards.



## OUR STORY

Pinkspiration was founded over 8 years ago and now ranks on the SE100 as one of the top social businesses across the UK. Our business works in the construction industry re-building empty spaces and empty shops whilst up skilling young people. Since launch up skilled more than 10,000 young people and community members delivering over 100 regeneration projects. Now working on the City Centre regeneration linked with the Future Generations Act. Working with Richard Branson, BBC, Welsh Government and the Prime Ministers Office.

In 2016 we worked with Maserati to launch the UK's First Pink Maserati which blew up the internet reaching more than 20 million worldwide. We are now looking for our next big project to launch the UK's First Pink Ferrari to support women and girls into construction, industry and business. Alongside working with the BBC 50/50 project encouraging more female voices in the media.

### Women into Construction & Industry Programme

Due to the success of fast tracking more than 1000 women and girls into industry in different roles such as painters, multi trade businesses, engineering, architects, project managers, designers and other roles. Our plan is to expand this service and recruit the next **1000 talented women and girls** for the construction industry. If you would like a career in industry, work placement or taster then get in contact with one of our expert team who can support your journey and fast track you into the sector get in contact with one of our team.

[bookings@pinkspiration.co.uk](mailto:bookings@pinkspiration.co.uk)



Launch of a pink truck to celebrate International Women's Day encouraging diversity in industry through innovation. Headlined on BBC Radio Wales reaching more 90,000 people across Wales.

- 100,000 followers online
- Last 4 projects headlined
- Rank top 10% social media users online
- Ranked most influential woman by Twitter
- Reach 20 million globally
- Multi Award Winning

**BBC**  
**RADIO**

## TRANSFORMING SPACES: DESIGN FACTOR

The YMCA in Newport had a room that was completely transformed in two weeks. Working with 50 young people, community members and local businesses. The space was turned into a community cafe using all re-claimed materials. 10 young people gained skills in project management, working as teams, basic carpentry, painting, designing and basic construction. All presented with certificates at the end of the project supported by the University of South Wales.

## HIGHLIGHTS

- Women into Construction, Industry and Business Programme as part of this work directly with more than 1000 female entrepreneurs and business owners each year due to the expansion now bidding to the Big Lottery for £300,000 over 3 years.
- Co- Founders of the Top 100 Business Women in Wales List – Sept 24th 2019 – ITV Wales News 2.9 million viewers at a Pink Carpet event.
- Money, Investment & Finance " Investing £500 to help Start Ups" the first organization to offer £500 to female entrepreneurs- Cardiff TV
- Working with BBC on the 50:50 Project
- Working with Prime Minister Office, Number 10, First Minister and Welsh Government on Industrial Strategy.
- Launching Transforming Spaces: UK's First Pink Beach Club 22nd of July- 28th of July over 100,000 reach featured on ITV and Cardiff TV
- Speak at over 50 high profile events each year direct reach 3,000 including Gwent Police ' Resilience'
- Business TV Show ' Super Cars and Super Stars" – Mid October 1 Million viewers each week - 2.5 Million
- Working with Sky Sports and Reach " Women's Leadership Summit" guest speaker



- Ambassador for Natwest Great British Entrepreneur Awards.
- Brand Ambassador Virgin Media Pioneer working with Sir Richard Branson.
- Ambassador for Women's Entrepreneurship Hub and I Am Woman
- Featured in Ferrari Owners Club Magazine
- Regular feature work for BBC, ITV and TV & Radio.
- TV Show "Business TV Show" 1-2 Million reach.
- Ambassador for Women in Construction
- Area Leader for Federation of Small Business
- Filming for the Prime Minister's Office and 10 Downing Street.
- Ambassador for Maserati with over 20 million reach across the UK and Globally.












## NOTABLES

**2011-2015** Aim to up skill 10,000 young people and community members won our first major contract £5,000

**2016** won our largest construction contract valued at £60,000 and nominated as Top 10 Business Woman in Wales worked with Maserati to launch the UK's First Pink Maserati reached 20 Million worldwide. Featured in Glamour Magazine, Sunday Telegraph.

Worked with Richard Branson and Virgin who re-branded their bus in Pink. Worked with Boris Johnson, Lord Sugar, Peter Jones from Dragons Den, Invitation to meet Former Prime Minister David Cameron.

**2017** signed contract with BBC to run feature work and started TV work and co-founded Top 100 Business Women in Wales List. Launched the Pink Truck with Inter-haul and Pallet Track.

**2018** Finalist for Natwest Great British Entrepreneur of the Year Award and reached 1 million with the Top 100 Business Women in Wales List

**2019** started a business TV show with Cardiff TV 1 Million viewers a week and working with BBC on 50:50 Project to encourage more female representation in the media and launching in Cardiff this year. Working on contracts to the value of £400,000. Applied for the Queens Award.

**2019** Launch the UK's First Pink Beach Club funded by Big Lottery and Cardiff Council

Moschino photo shoot Instagram @lisamariebrown123 Facebook @lisamariebrown Twitter @lisamariebrown1

**2019** Working on our first major contract of £290,000 over 3 years linked to supporting 'Women into Construction, Industry and Business'

**2019** Collaborate with Stratstone Ferrari to launch the UK's First Pink Ferrari to encourage more women into construction, industry and business.

**2020** Started working the Dyfed Powys Police to train and up skill young people who are at risk of offending. Transforming empty spaces whilst training young people from the local community.

## Launch of the UK's First Pink Ferrari to support women and girls into Construction, Industry and Business





## PROJECTS 2020

### Transforming Spaces: MIND ROCKS

Our construction projects transform empty and unused spaces through working with the community on the planning, design and build. Working with build experts and volunteers from the community it acts like DIY SOS/60 minute makeover. The aim is to up skill young people and members of the community to gain on site experience.

The project will take place over a 6 week period and the young people will gain skills in:

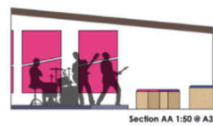
- Health & Safety
- Planning & Design
- Making and Creating
- CV writing
- Enterprise & business skills
- Work with industry experts
- Learn about careers in the construction industry

This project has been postponed due to COVID 19 and this will take place in September 2020 where we will plan, design and re-build an empty room turning the space into a Music room for the community. This project will train and up skill a team of 15 young people who are at risk of offending to re-build the space learning construction skills. The students from the University of South Wales Design Team pitched their designs and the overall winner was Beth Rees. A big congratulations Beth on your success.

### MIND ROCKS INSPIRATION



### Pinkspiration

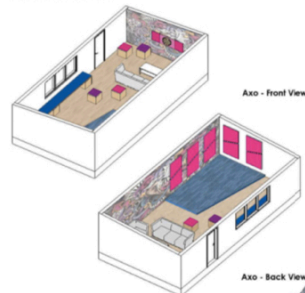


Existing Photos:

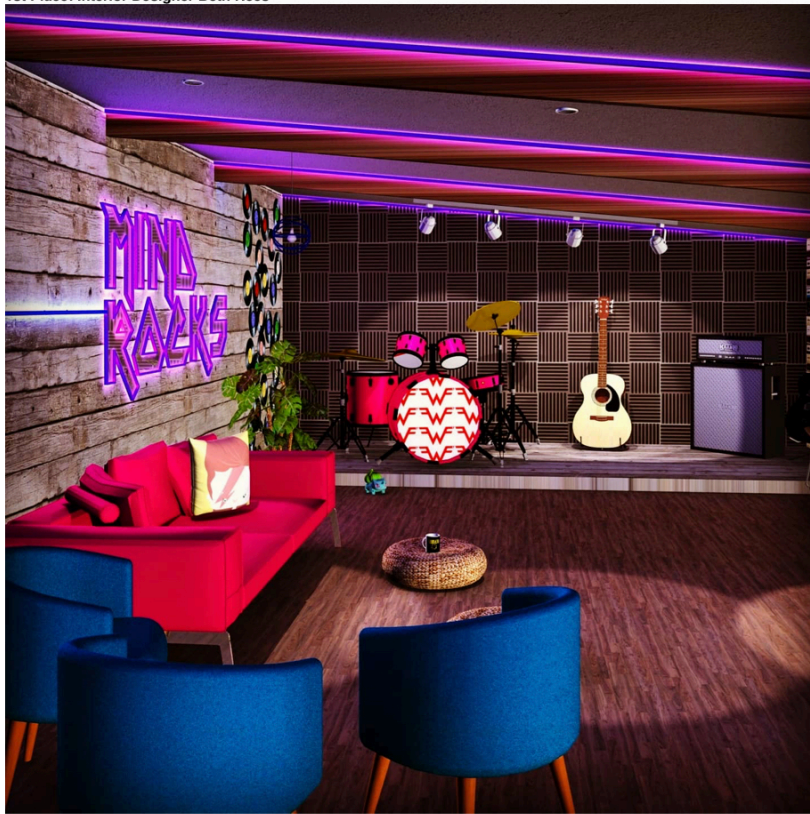


### Concept:

The aim for this scheme was to create a flexible space that can occupy up to 20-30 users at one time. It's a space that incorporates a bespoke seat element that create additional seating when required. Other features include hand-made acoustic panels and a dartboard for additional entertainment.



1st Place: Interior Designer Beth Rees







#### THRIVE PROGRAMME

Our team had the opportunity to take part in interviews to accelerate the growth of our business and work with a team of experts to boost our networks. It is an exciting opportunity to scale and have mentoring from industry experts. This is to support our business to attract inward investment. This will enable us to reach more people and up skill, train more young people, women and girls. Leaving a lasting legacy for our future generations.



Thank you to all of our partners, supporters and community members we have worked with. The start of 2020 has proved a huge challenge with COVID 19 but we are positive that we will continue our great efforts to deliver regeneration projects that make a difference to the communities where we live and work. We wish everyone is safe and well at this challenging time.

We have appointed a new Chief Executive Leon Brown who will continue to deliver our projects and the great work of our organisation. He is a key driver of our growth team and we are delighted to have him as part of our leadership team.

For further information please visit and follow our projects:  
[www.pinkspiration.co.uk](http://www.pinkspiration.co.uk)  
 @pinkspiration1 Twitter/Facebook/Instagram

#### FINANCIAL STATEMENT 2019

##### PINKSPIRATION C.I.C.

##### PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2019

	2019 £	2018 £
Turnover	18,382	18,767
Other income	10,000	-
Staff costs	(12,522)	(7,654)
Other charges	(18,001)	(16,117)
<b>Loss</b>	<b>(2,141)</b>	<b>(5,004)</b>

The notes on page 3 form part of these financial statements.