

**DON'T VOTE FOR POLITICS  
VOTE FOR LONDON**



**VOTE FARAH  
LONDON**  
MAYOR OF LONDON  
2021

## London Mayoral Candidate Pledges To Advance Female Entrepreneurship

More flexibility and support must be provided to women in business, according to Mayoral candidate Farah London. As the capital's next Mayor, she has committed to making grants available to female entrepreneurs, believing the move will help to overcome some of the barriers faced by women when accessing finance. In a 2019 survey, HSBC found that 54% of female entrepreneurs reported a gender bias when trying to raise capital.

Ms London said – “I know first-hand that if you're a female entrepreneur trying to access finance and grow your business, it's likely you'll encounter questions around family circumstances and even have to listen to doubts about your credibility as a business leader. My grants will protect women from such biases and help support their aspirations.”

The grants are also intended to support female entrepreneurs from disadvantaged backgrounds, who Ms London believes are regularly put off by the guarantees or collateral needed to secure a commercial loan.

*“Women who don't have a wealthy family to fall back on are often unwilling to use their personal assets as security, as ultimately, they could be seized in the event of a default. This has the effect of dissuading many ambitious young women from starting or growing a business, something my grants will address.”*  
– Ms London

The amounts will range from £5,000 to £50,000, and support women with a credible proposal seeking to take their company's growth to the next level. The grants will be administered by an advisory board comprised of successful entrepreneurs, who will be tasked with establishing the program's terms of reference and the eligibility criteria used to assess applications. Ms London says one of the key benchmarks for evaluating proposals will be their potential to deliver sustained growth and jobs in the capital.

## BRING LONDON BACK

**W:** [votefarah.london](http://votefarah.london)    **E:** [info@votefarah.london](mailto:info@votefarah.london)    **T:** +44 20 3916 5008

Promoted by E. Panagia on behalf of Farah London International House 1 St Katharine's Way, St Katharine's Dock London E1W 1UN

**DON'T VOTE FOR POLITICS  
VOTE FOR LONDON**



**VOTE FARAH**  
**LONDON**  
MAYOR OF LONDON  
2021

## London Mayoral Candidate Pledges To Advance Female Entrepreneurship

The scheme's initial pilot phase will assist up to 100 start-ups over a 12-month period, and then a further 300 over the following two years, at which point, the program would be reviewed, with an expectation of greater private sector funding going forward. According to the independent candidate, the policy will help to reverse the economic damage inflicted by Covid-19, providing much needed support in the capital after 12 months of devastation.

As the next mayor, Ms London will also call for more flexible and empathetic workplaces. The Mayoral candidate is concerned about the longstanding challenges faced by women looking to advance their careers. Having experienced the corporate world herself, Ms London believes re-designing workplace policies could enhance the career development of more women. She argues that improved maternity arrangements, childcare and flexible working is needed to support women wanting to balance motherhood with a high-flying career. Ms London also believes the uptake in home working brought about by the pandemic is a step in the right direction.

*"The crisis has convinced many companies that home working doesn't necessarily mean reduced productivity. If we want to support women in the workplace through affording greater flexibility, the expectation of commuting five days a week should disappear permanently."* – Ms London

Ms London also wants to see the government play a larger role in financing childcare. On average, a nursery place for a child under two costs just over £13,100 a year in the UK, the second most expensive in the world according to the World Economic Forum. Ms London believes these costs are prohibitive for many women, and act as a disincentive to continue working. By comparison, Finland provides free universal day-care from eight months until the start of formal education at age seven. Similarly, in Sweden, parents have a universal entitlement to a guaranteed childcare space, and the fees for using it are capped.

As well as greater flexibility and support for mothers, Ms London also wants to see companies take responsibility by adjusting their workplace culture. Too many businesses focus on the amount of time sat at a desk, rather than results or productivity,

## BRING LONDON BACK

**W:** [votefarah.london](http://votefarah.london)    **E:** [info@votefarah.london](mailto:info@votefarah.london)    **T:** +44 20 3916 5008

Promoted by E. Panagia on behalf of Farah London International House 1 St Katharine's Way, St Katharine's Dock London E1W 1UN

**DON'T VOTE FOR POLITICS  
VOTE FOR LONDON**



**VOTE FARAH**  
**LONDON**  
MAYOR OF LONDON  
2021

## **London Mayoral Candidate Pledges To Advance Female Entrepreneurship**

According to the Mayoral candidate. And although being legally entitled to maternity leave, Ms London believes it can often be held against women, resulting in withheld promotions or reduced progression.

The former businesswoman is also urging companies to factor in the realities of the pandemic, especially the disproportionate impact school closures have had on women employees working from home. A study by University College London revealed that mothers of primary school children spent an average of five hours a day on homeschooling, while fathers spent just two.

Commenting on the trend, Ms London said – *"When evaluating performance this year, companies must consider the family responsibilities that have fallen on women during the pandemic. Rather than factor this into appraisals, I fear many firms will penalise women who have struggled to juggle work with educating their children."*

## **BRING LONDON BACK**

**W:** [votefarah.london](http://votefarah.london)    **E:** [info@votefarah.london](mailto:info@votefarah.london)    **T:** +44 20 3916 5008

Promoted by E. Panagia on behalf of Farah London International House 1 St Katharine's Way, St Katharine's Dock London E1W 1UN