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Mums boost our economy

THE burgeoning army of stay-at-home Mumtrepreneurs is vital to the economy, according to entrepreneur Krista Waddell.

She says stay-at-home mums, including many in Renfrewshire, are restoring their financial independence by creating businesses at home.

“Over 60 per cent of new businesses are started from home and most of them are being created by mothers who want to stay with their children,” said Mrs Waddell, founder and CEO of gold party organisers Ounces2Pounds, who was speaking during the launch of Global Entrepreneurship Week.

“Many middle-class women are worried that they will lose their personal income when Child Benefit is removed from homes where one earner is in the high tax bracket,” said Mrs Waddell.

“Modern IT capabilities and internet speeds mean that they can restore their income by setting up a business at home.”

According to a report by the government adviser Enterprise Nation more than 1,400 new home businesses are created every week – far more than any other type of start-up.

“There has always been pressure on women to stay at home with their children and they can be left with feelings of guilt when they leave their child in a nursery – home-working is the ideal solution which allows a woman to bring up her children and run a business,” said Mrs Waddell, who said she created Ounces2Pounds on her laptop at home following the birth of her daughter.