



PRESS RELEASE

24 July 2024

For Immediate Use

SAVE THE IVY—Heddington villagers launch campaign to buy the Ivy Inn as Wiltshire's next community-run pub

STARTS

On 2 May 2024 Wadworth Brewery, the owners of the Ivy Inn in Heddington announced they were putting this celebrated pub up for sale. The Ivy is subject to an Asset of Community Value order which prevents Wadworth from agreeing a sale for six months, allowing time for Heddington villagers and the surrounding community the opportunity to explore the possibility of buying and running it as a community-owned pub.

A well-attended public meeting was followed by a survey of the village which demonstrated overwhelming support for the proposal which, in addition to keeping the pub open, will also develop other community benefits such as a daytime café and meeting space. With that mandate, an application has been made to the Financial Conduct Authority (FCA) to form "Friends of The Ivy" as a Community Benefit Scheme that will drive the initial campaign and, if successful in buying the pub, to oversee its long-term future.

With support from Plunkett UK and the valuable advice from other community-run pubs in the South-West, 'Friends of The Ivy' are currently progressing with the detailed business plan, raising awareness and fundraising. A Community Shares scheme for potential investors will be announced in the coming months—keep an eye on friendsoftheivy.org.uk for updates.

Paul Moyle-Harris commented, *"The Ivy Inn dates back to at least 1886 and, along with the village of Heddington, has significant historical interest. We are actively researching the fascinating story of this unique public house, which we hope will continue to be enjoyed by generations to come."*

ENDS

For more information please contact:

Paul Moyle-Harris: 07785 270599 moyleharris@sky.com

Rob Robinson: 07971 033913 rob@autoguide.co.uk

Photos of the Ivy Inn are available at: <https://friendsoftheivy.org.uk/press>

Friends of the Ivy logo can be downloaded from: <https://friendsoftheivy.org.uk/logos>

Results of the Heddington village survey: <https://friendsoftheivy.org.uk/press/village-survey-1>

Details of Plunkett UK (organisation supporting community-owned businesses): <https://plunkett.co.uk>

Details of Community Benefit Schemes: <https://www.fca.org.uk/firms/registered-societies-introduction/co-operative-community-benefit-societies-act-2014>

Friends of the Ivy, 8 Hillside Close, Heddington, Wiltshire, SN11 0PZ
friendsoftheivy.org.uk | friendsoftheivy@outlook.com

Registration with the Financial Conduct Authority as a Community Benefit Society in progress