



SAVE THE IVY

This is your chance to help establish a community-run pub in Heddington





**THE FUTURE OF
THE IVY INN**

House Rules

- Please turn your phones to silent
- Please don't chat during the presentation some people might struggle to hear
- Reserve questions for the end
- Please stay afterwards if you can and join us for a cup of tea/coffee

Progress to date

- ACV (Asset of Community Value) triggered
 - extended moratorium expires on 2 November 2024
- Members of Plunketts UK
- Discussions with other community pubs
- £10,000 bankroll agreed with Amenities Committee
- Community Benefit Scheme status applied for
- Bank account application in progress
- Valuation—done this afternoon
- Media involved
 - BBC Radio Wiltshire “Day Time”—series of interviews
 - Other media outlets have received our “press release”

Community Benefit Society (CBS) progress

- Forms completed and sent to Plunketts
- Taken longer as we inserted additional “rights of appeal” clauses
 - Additional cost of £96
 - Better than a three-month delay
- Financial Conduct Authority (FCA) approval required
 - when achieved we will be issued a “society seal”
 - then we can open the bank account
 - chosen bank is Co-Operative Bank
 - benefits to co-operatives, at least for the first three years

Learning from others

- **The Silk on The Downs Community Pub**—Ogbourne St Andrew
- **Drewe Arms Community Pub**—Devon
- **Bampton Valley Community Pub**—Cumbria
- **The Kings Arms**—All Cannings

- We also plan to talk to:
 - **The Bell Inn**—Walcott Street, Bath
 - **The Winterbourne**—Winterbourne Bassett

What have we learnt so far?

- Lots of different approaches
- All about the money!
- Average community share issue revenue is in excess of £250,000
 - Drewe Arms raised £560,000 in six weeks
- Business plan is crucial
- Community enthusiasm and momentum must be maintained
- Clear vision
- External fundraising needs to be professional and targeted
- Co-ordinated media campaign
- **We are ahead of the game in many ways!**

Where are we ahead?

- Branding



Where are we ahead?

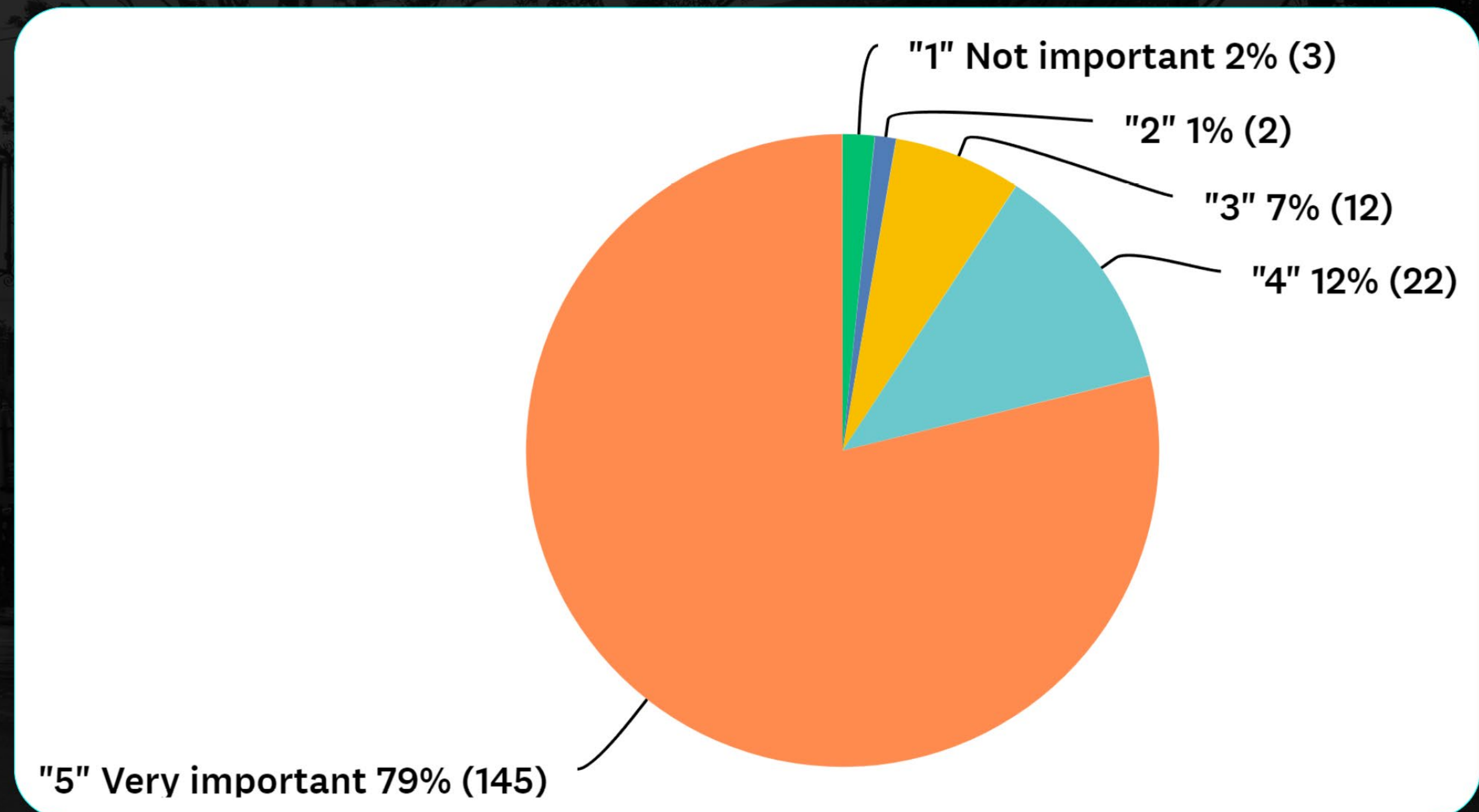
- Branding
- Professional banners



Where are we ahead?

- Branding
- Professional banners
- Online village survey
 - more than 85 percent returned

On a scale of 1 – 5, how important do you think it is to have a local pub in Heddington? *(where 1 is not important and 5 is very important)*



Where are we ahead?

- Branding
- Professional banners
- Online village survey
 - more than 85 percent returned
- Media interest

Media interest

- BBC Radio Wiltshire
 - series of six to eight interviews charting the progress of the project
 - first one aired today
- BBC Points West
 - may well pick up on radio presence
 - may link to “Diary of a Village” series filmed in 1975/6
- Press release issued Tuesday 24 July to local print media and broadcasters

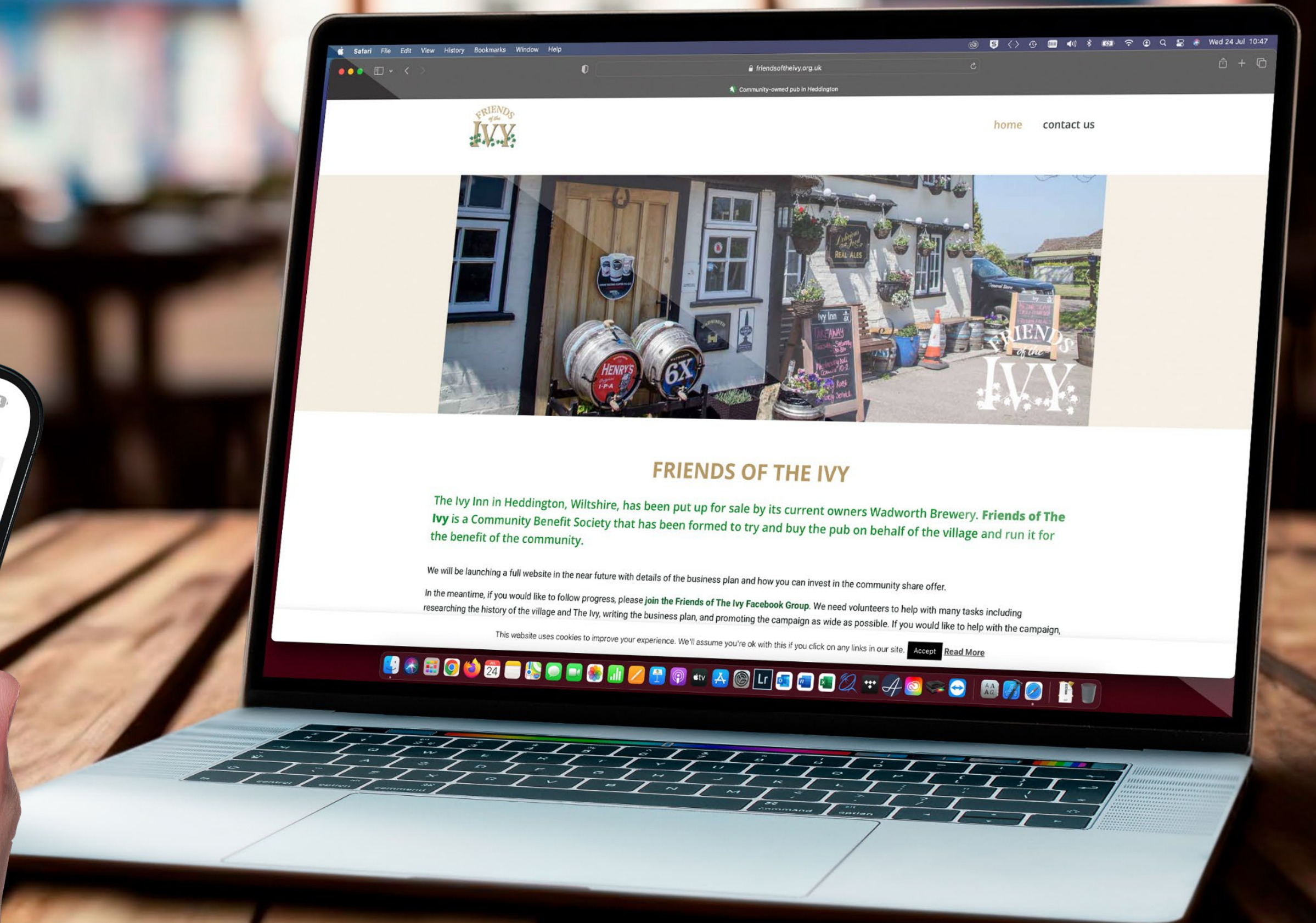
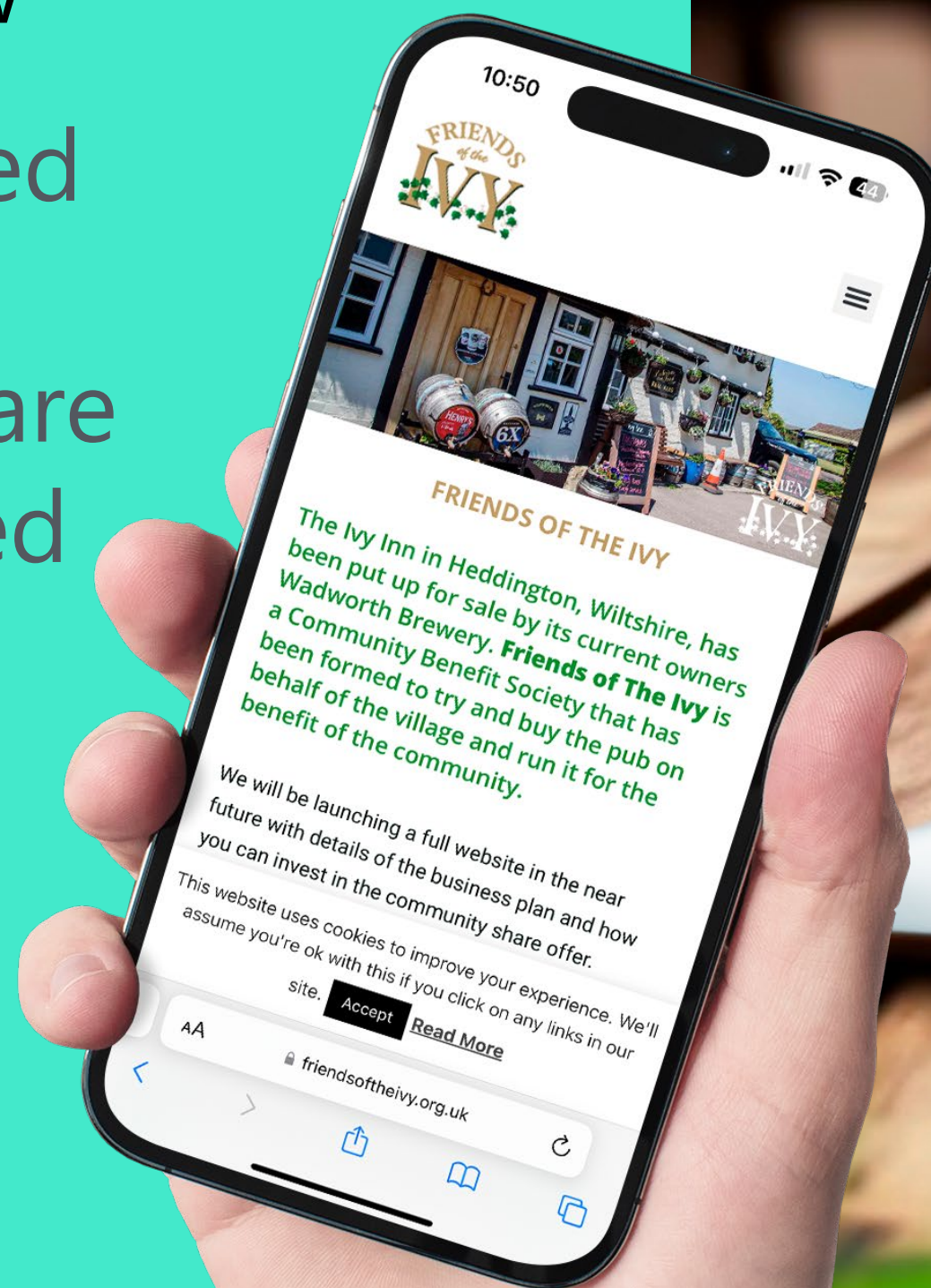


Where are we ahead?

- Branding
- Professional banners
- Online village survey
 - more than 85 percent returned
- Media interest
- Website

Website

- Live at friendsoftheivy.org.uk
- Holding page for now
 - Content to be added as business plan and community share offering are finalised



Where are we ahead?

- Branding
- Professional banners
- Online village survey
 - more than 85 percent returned
- Media interest
- Website
- Historical heritage
- Upfront Amenities Committee funding
- Good working relationship with the seller—so far
- Functioning subgroups

Sub-committee members

■ **Business Plan**

- Dave Denny (*steering committee*)
- David Bush
- Douglas Green
- Jo Alford
- Stuart Pearson
- Tony Walker

■ **Fundraising**

- Paul Moyle-Harris (*steering committee*)
- Barbara Clarke
- Charles Money-Kyrle
- Jeff Brown
- Jon Anstee de Mas
- Kate Howard
- Russell Gange

■ **History Research**

- Dave Mort (*steering committee*)
- Matt Wheeler (*steering committee*)
- Barry Fitzgerald
- Catharine Brode
- Jan Wilshire
- John Seward
- Leah Songhurst
- Liz Seward
- Mark Woodlands
- Raquel Anstee de Mas

Where might we struggle?

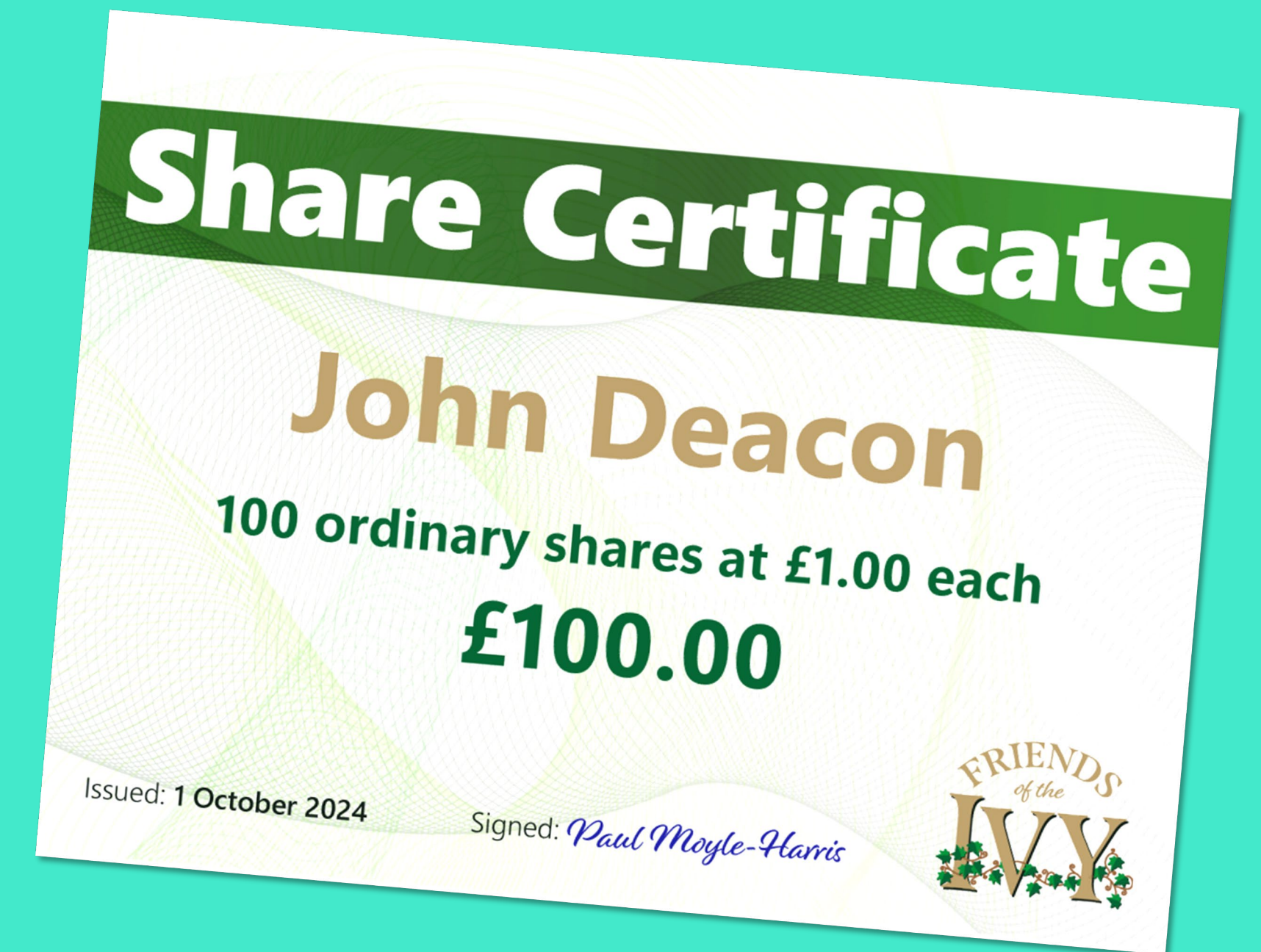
- Very tight timeframe—**99 days** until the moratorium expires!
- Size of the building
- Conservation Officer and Planning Department co-operation
- Raising the necessary funds
- Negotiation of purchase price
- Doing the reparations and building quickly enough
- Keeping the interest and momentum

Size of the current building footprint

- Restriction on the number of covers
- Will need modification to accommodate the café
- New toilet block that is “disability access” compliant
- Creating a “community meeting space” and a suitable “music venue”
- Potentially all overcome if we can demolish the rear of the building and start again
- Architects
- Planning/conservation agreement essential
- Political lobbying
 - Parish Council
 - Local Area Councillors
 - new MP
- Builders
- Money!

How and when do we raise the money?

- Business plan first
- Community Share Issue
- Donations
 - personal
 - corporate
- Grants
 - match funding
 - different criteria depending on which funding body
 - some will want a charge on the building
 - some will be given "in arrears"
- Loans
 - only if all else fails



When will the community shares be issued?

- Business plan needs to be signed off first
- Likely to be end of August or early September
- Community Share Standard Mark
- Written prospectus required
- No right of withdrawal for three years
- Money will be held “on account” and refunded if the project does not proceed
- Price per share now set at **£1 each**
- **Minimum** shareholding to be voting member: **100 shares (£100)**
- **Maximum** individual ownership set at **20,000 shares (£20,000)**
- Interest/dividends unlikely in the first few years
- **Buy as many as you can reasonably afford**



Timeline for the next few weeks

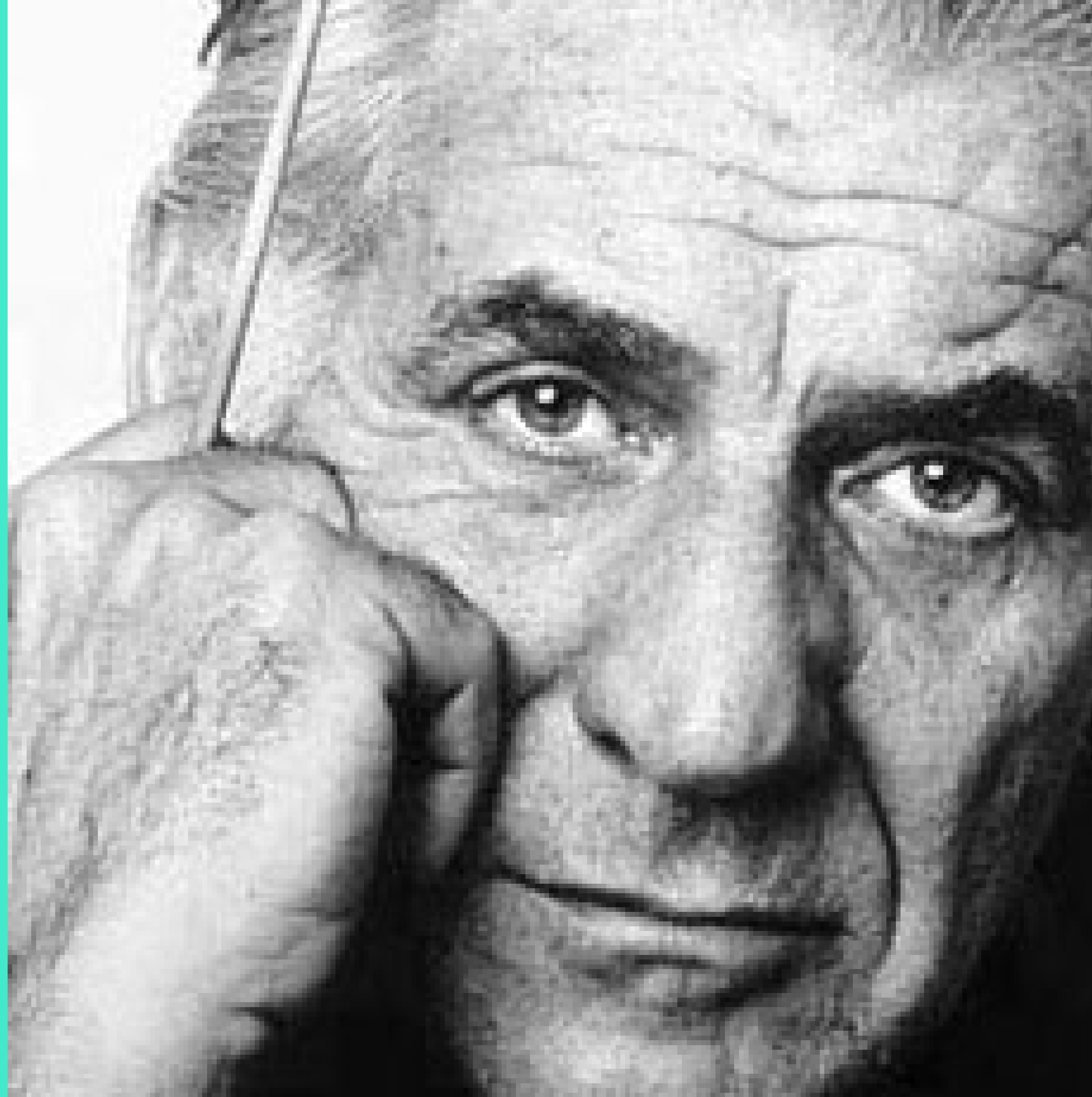
- Valuation report
 - structural survey
 - architect assessment
 - allows completion of the business plan
- Writing the share prospectus and/or pledges
- Formal share issue when Standard Mark achieved
- Likely to be online applications via the friendsoftheivy.org.uk website
- Corporate approaches and philanthropists
- Start applying to relevant grant funds
- When sufficient money in place make a formal offer to Wadworth
- Building work programme
 - tenders and volunteer working

What can the rest of us do to help?

- Save up!
- Spread the word and enthusiasm
- Get involved when asked
 - attend workshops and other events
- Share any ideas you have
- Keep an eye on WhatsApp and Facebook
- Share the feedback
- Attend the meetings
- Next one likely to be end of August—probably **Friday 30 August**
- **Keep believing!!**

“
*To achieve
great things,
two things are
needed; a plan,
and not quite
enough time*”

Leonard Bernstein
1918 – 1990





THANK YOU

ANY QUESTIONS?



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