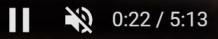
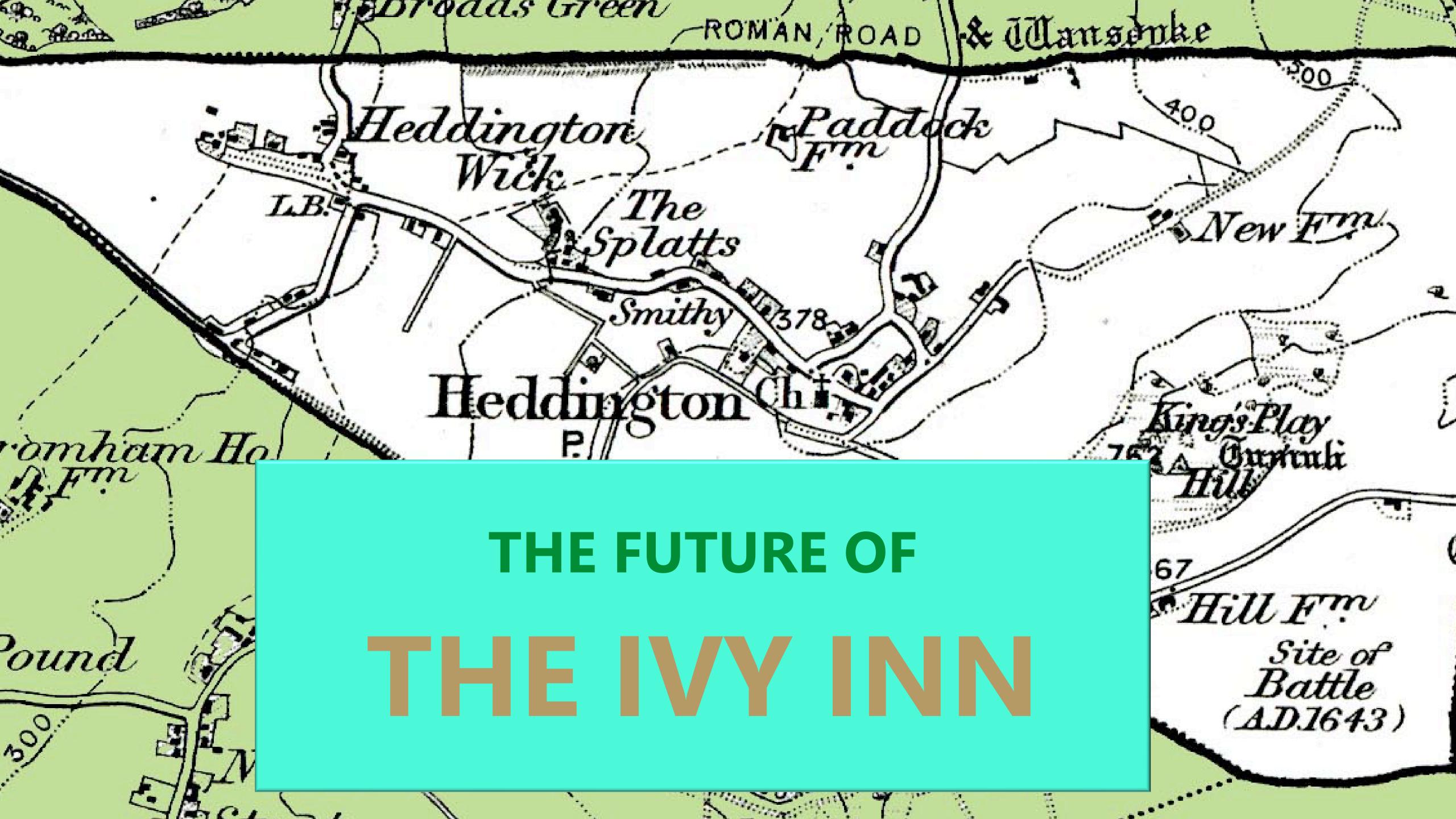


This is your chance to help establish a community-run-pub Heading to









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!



Branding







- Branding
- Professional banners

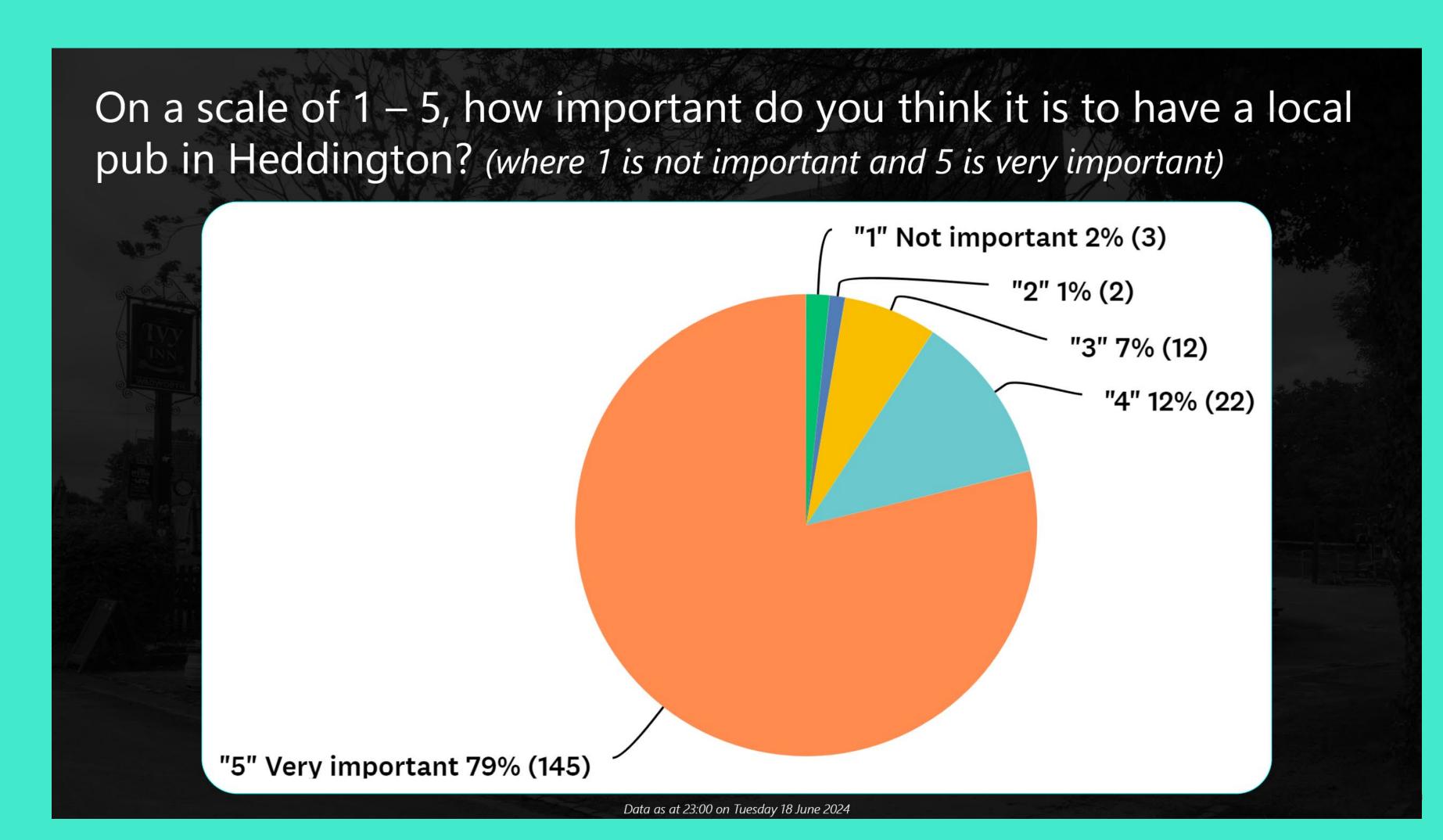








- Branding
- Professional banners
- Online village survey
 - more than 85 percent returned



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



24 July 2024

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

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 Society 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

For more information please contact:

Paul Moyle-Harris: 07785 270599 moyleharris@sky.com Rob Robinson: 07971 033913 rob@autoguide.co.uk

Photos of the lvy 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-

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 pending



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

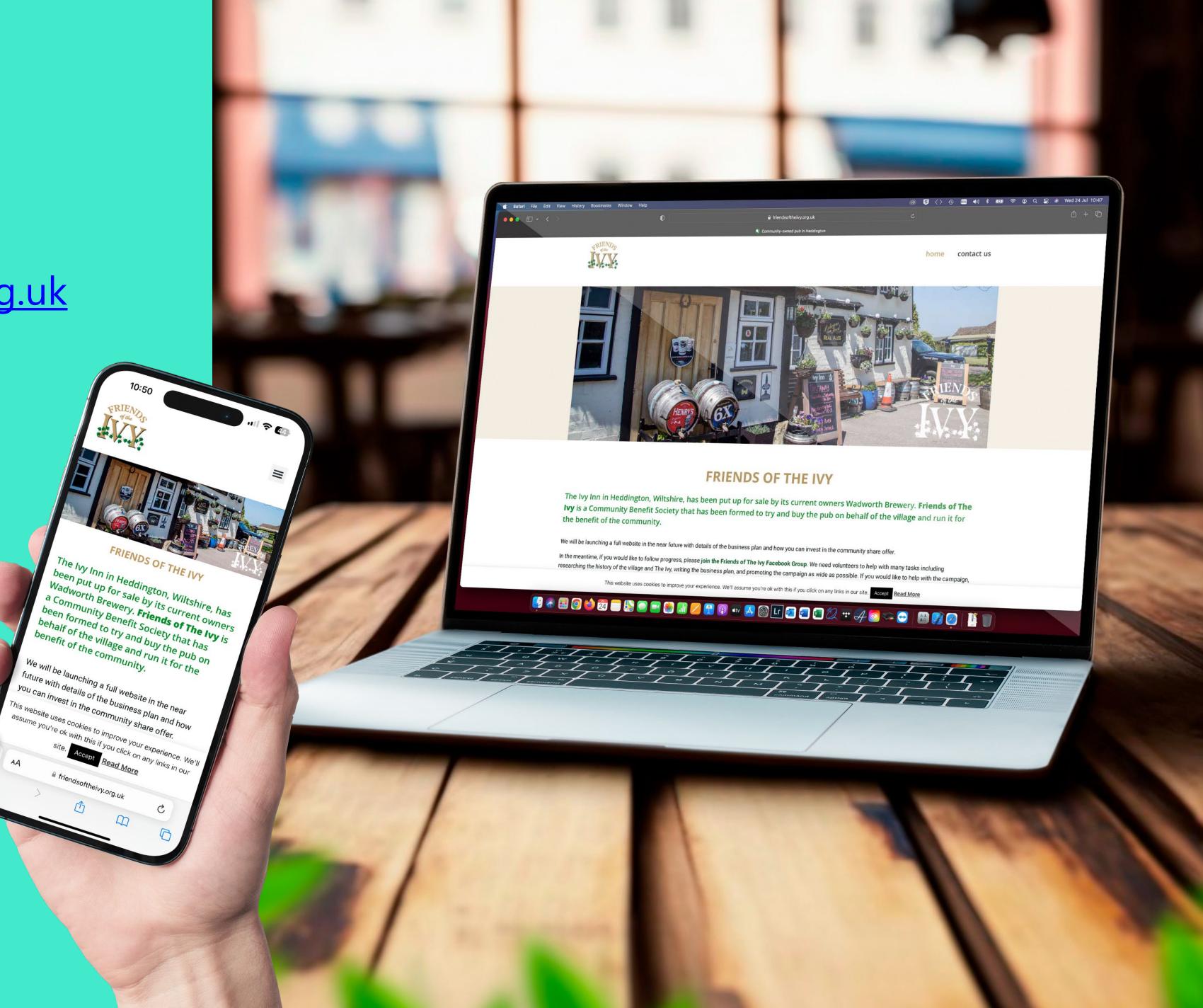




Live at <u>friendsoftheivy.org.uk</u>

Holding page for now

 Content to be added as business plan and community share offering are finalised



- 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)

 Share Certificate
- 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 <u>friendsoftheivy.org.uk</u> 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



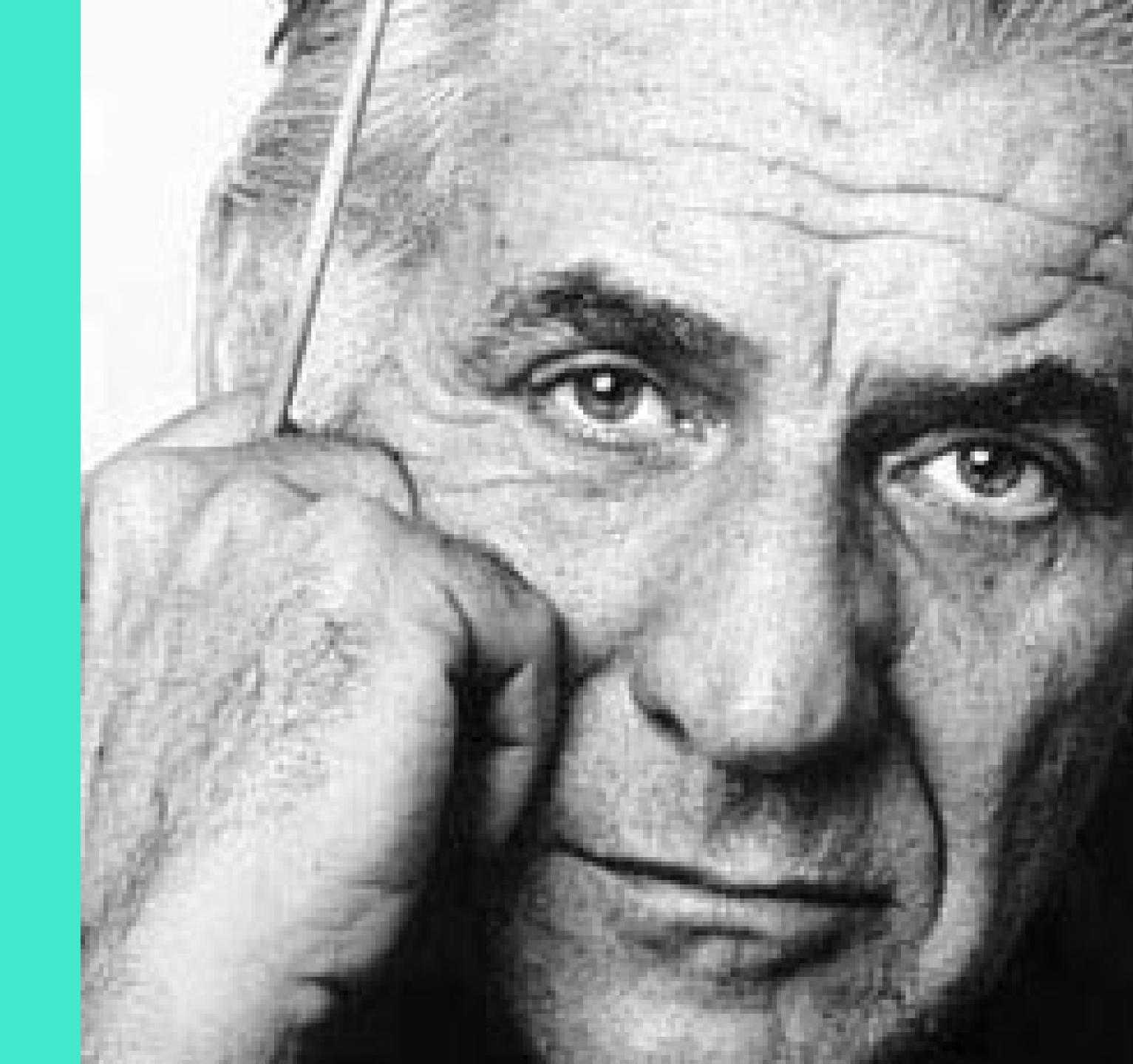
What can the rest of us do to help?

- 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





THANKYOU

ANY QUESTIONS?

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



