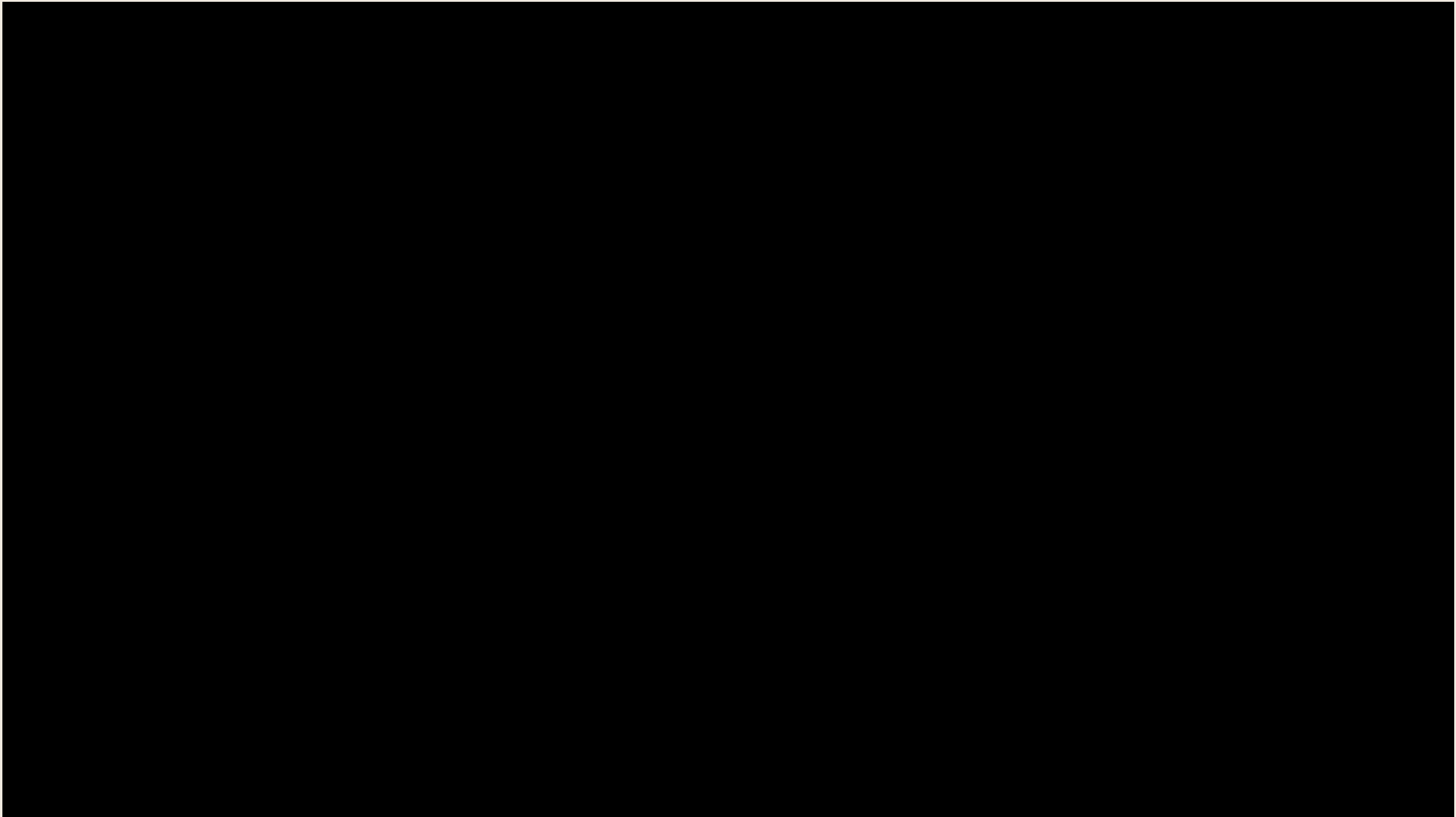




[friendsoftheivy.org.uk](http://friendsoftheivy.org.uk)



# House Rules



Please put phones  
on silent



Please don't talk during  
the presentation



Please ask questions  
at the end



**...and join us for a drink afterwards!**

# Morale And Commitment

Be upbeat! It takes 2-3 years to open a community facility.

We are **well ahead** of this target!

Encourage anyone expressing doubts: this **is** going to be owned  
"by the people, for the people!"

We will get out of this what WE ALL put into it.

**HEDDINGTON**



**THE IVY  
NEEDS YOU**

# Our Vision & Values

The Ivy will be more than a pub.  
It will be a **community hub**.

Our guiding values:  
**Local. Reliable. Quality & Value.**

The Ivy will be a destination for people  
**outside Heddington & Stockley**

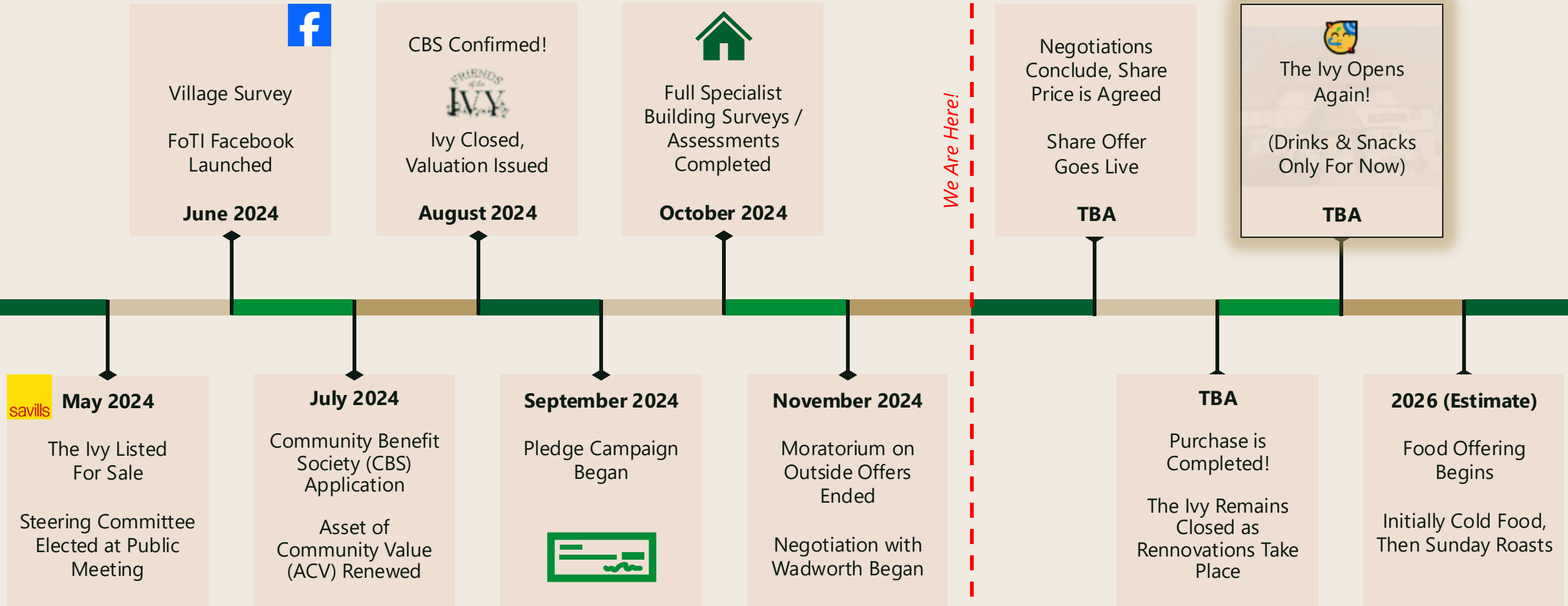
The Ivy is a place of heritage, at the  
**heart of the community for 150+ years**



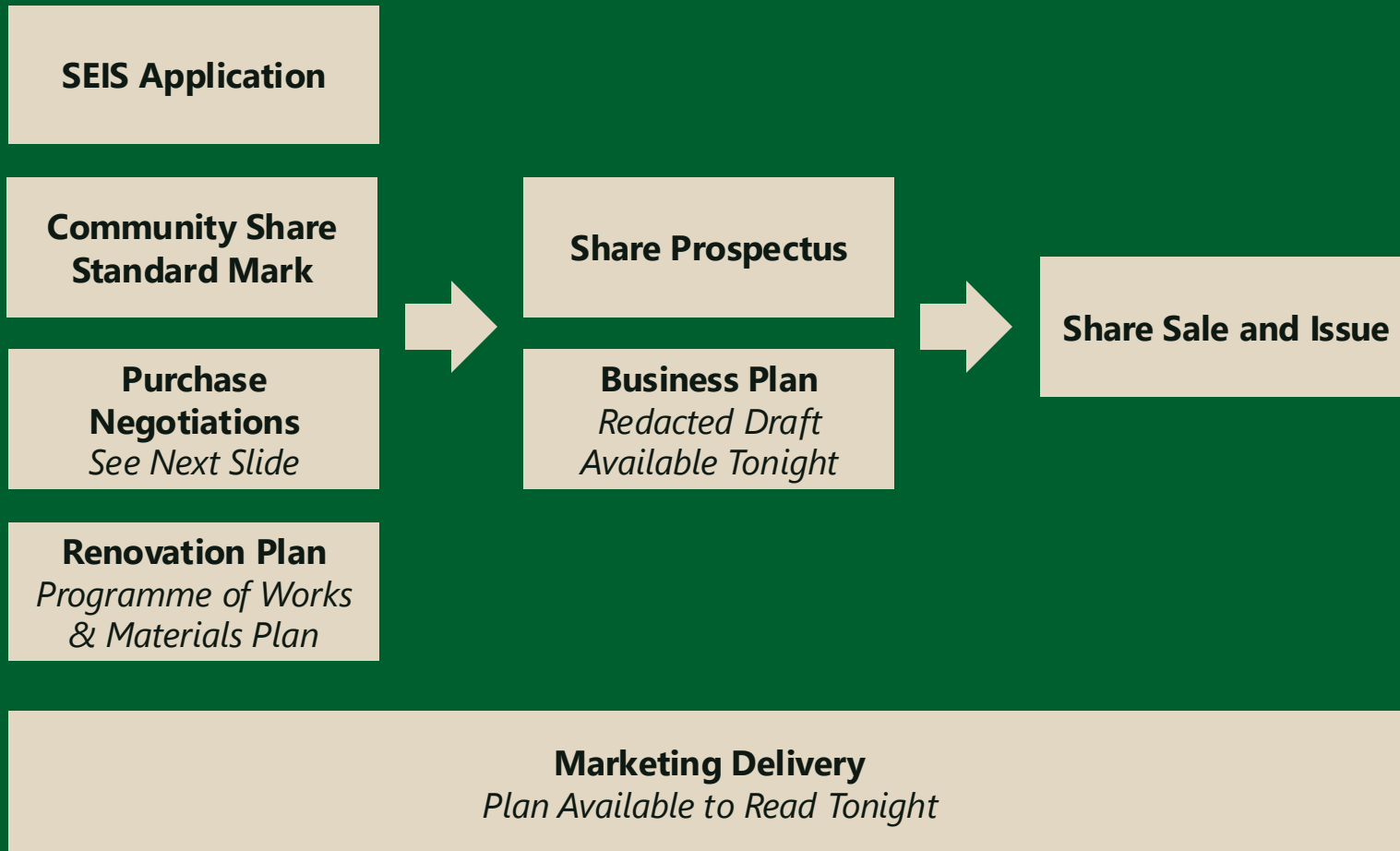


# Project Update

# Timeline of Events



# Currently In Progress





# Sale Negotiation Update



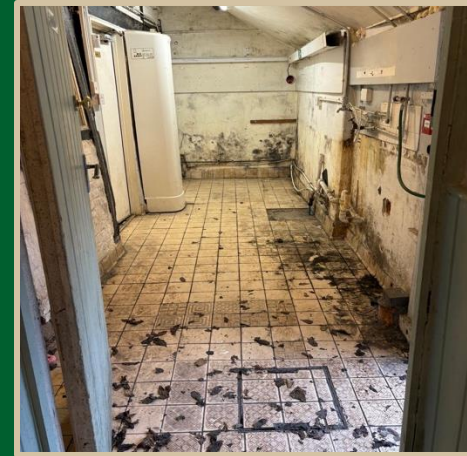
- Put on market for £450k + VAT (£530k)
- Initial offer submitted 28 Nov 2024
  - Including “further considerations” : partnership, community support, CBS process
- Offer rejected with no response to “further considerations”
- Savills reduced asking price to £340k + VAT (**£408k**)
- Refusing to allow us to explore the car park issue (*see next slide*)
  - They will notify us of their findings
  - At that point we will consider next steps



# What We Think We Know

- No other interested parties (...yet!)
- Plans for new layout of the building
- Grant targets: ongoing, forever!
- Projected turnover, P&L, cash flow for first few years (redacted from business plan)
- Most importantly...

**The local population is still behind this project!**



*Current interior of The Ivy*



*Current interior of The Ivy*

- Development cost to open
- Cost to fully correct shortcomings of building
  - ~£225k to comply with regs
  - ~£370k to deliver pristine building
- Likely minimum share target: £500k

# What We Need To Know



- Car park report
- Confirmation of SEIS / EIS (expected before end of March)
- Other grant applications responses
- New community ownership fund rules (if it exists at all !?)
- Check the sentiment of Amenities Committee & Parish Council
- Operating model for shop & café
- Is everyone REALLY still behind the project?

# Immediate Next Steps

- Await car park report
- Continue to develop website & social media presence
- Marketing & fundraising plans: gradual escalation up to share issue
- Public relations: may become crucial depending on Wadworth attitude
- Monthly pop-up pub & meeting
- Special events



# Project Summary

- We are in the negotiation phase of the project, purchase price already reduced by ~25%
- We estimate our chances of success are now ~60%
- Over 25 people are now directly working on this effort!
- It may be taking longer than some initially expected, but keep up your enthusiasm!

**We all need to keep getting behind the project!**



**Get Involved, Lend a Hand!**

# easyfundraising.org.uk

## Turn your daily shopping into everyday magic for us with easyfundraising

You shop, brands donate to us. It won't cost you any extra!



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Help us make a difference when you shop.  
Visit [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)



1 Visit [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)

2 Sign up and search for us

3 Your favourite brands donate to us whenever you shop with them



- Simple links on the website
- Download the “reminder app” to your device
- Shop as normal, but “request donation” when prompted
- £15.16 raised by 3 people in 2 days... *JUST IMAGINE!*
- Fund capped at £100k

**Ask your friends, family, and neighbours to join in!**



# friendsoftheivy.org.uk



home

about us ▾

shares & fundraising ▾

contact us ▾



Please register to “stay updated” and send this form to anyone you talk to about The Ivy!

[Friendsoftheivy.org.uk/stay-updated](https://friendsoftheivy.org.uk/stay-updated)

## STAY UPDATED ✕

If you haven't already registered to receive a copy of our **Community Share Prospectus** when it is published, but would still like to stay updated in the meantime—please **register for our email updates**.



# friendsoftheivy.org.uk

- **History page now live!** Read about past landlords and interesting events from The Ivy's history.
- Keep checking the site menu for more content, including information about the local area, walking routes, and our VIP campaign ambassador!
- The more you visit, the better our visibility is on Google.
- We have recently appointed a copywriter who will be updating our newsfeed.

We are continuously updating the website! As always, **please send your photos.**



The screenshot shows the website's header with the URL 'friendsoftheivy.org.uk' and the logo 'of the IVY'. Below the header is a historical photograph of a building with a thatched roof and ivy growing on its walls. In front of the building, there are several wooden carts or wagons. Below the photo, the title 'HISTORY OF THE IVY' is displayed in a large, bold, gold-colored font. Underneath the title, there is a paragraph of text describing the building's history.

**HISTORY OF THE IVY**

The building that is now The Ivy Inn originated as a single storey structure, with a footprint that equated to what is now its middle section, in the early 17th Century. Around the middle of that century the roof was raised to create the upper floor, the substantial fireplace and chimney were added to what was then the outside of the building, and a turret housing a spiral staircase would have been created next to the chimney to give access to the upper floor. It's believed that at one stage the ~~building was divided~~ into three



# Possible Future Events

- 
- Food events / taster sessions*
  - 80th VE Day Celebration with the RBL*
  - Summer Solstice Celebration*
  - Summer Ball*
  - Sports Events (golf, 5km run, walks)*
  - Harvest Festival or Promises Auction (or both!)*
- ...Anything Else!*

In addition to the monthly pop-up pub, we want to run other events for the village to keep momentum going.

**Your chance to vote tonight!**

# It Takes a Village!

DEMONSTRATE your support!

Ask questions if you're unsure of something:

[friendsoftheivy@outlook.com](mailto:friendsoftheivy@outlook.com)

Get involved, get others involved.

Share on social media.

Sign up to [easyfundraising.org.uk](http://easyfundraising.org.uk)

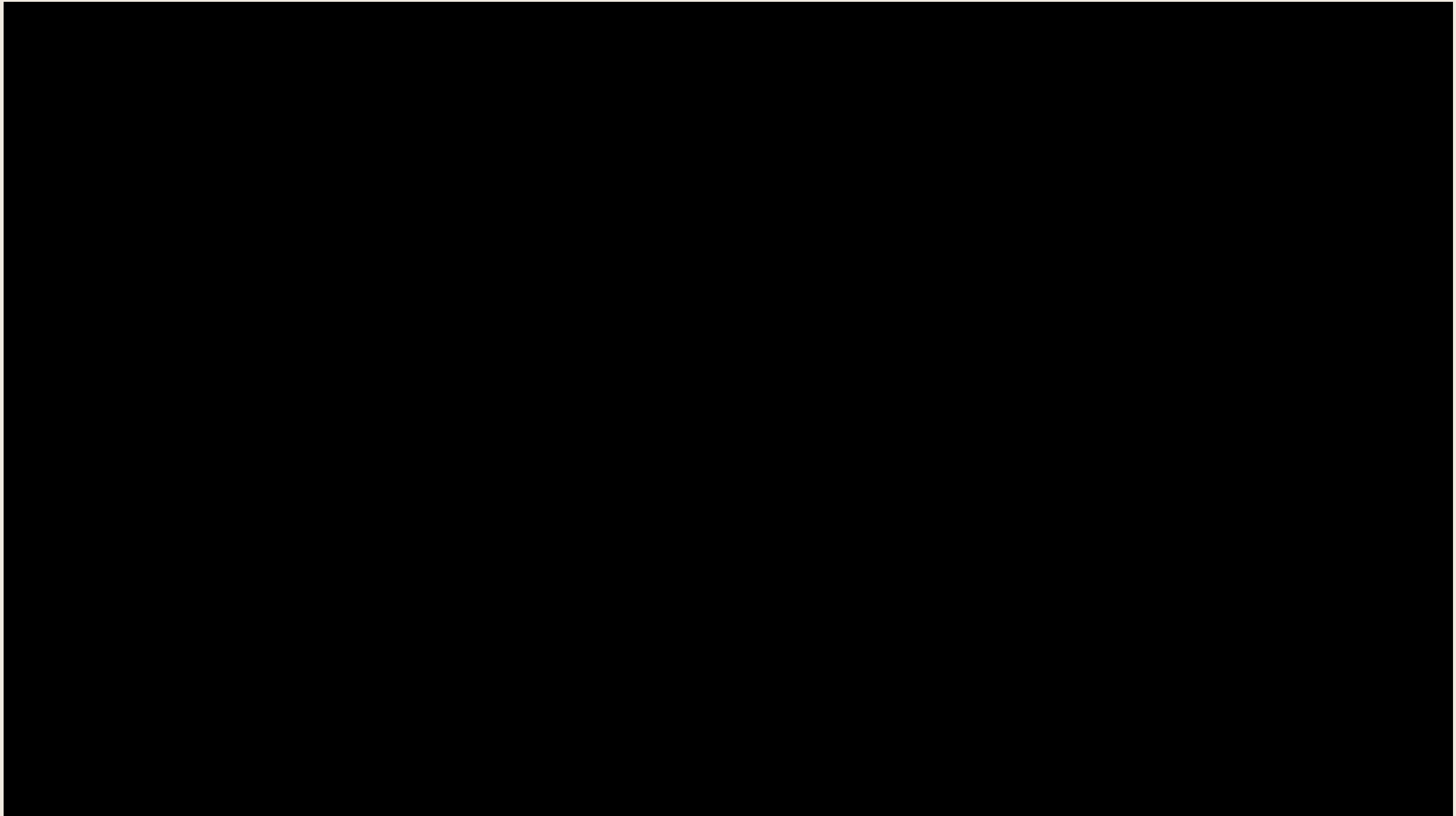
Persuade the doubters, keep the faith.

..and **SAVE UP!**

HEDDINGTON



THE IVY  
NEEDS YOU





[friendsoftheivy.org.uk](http://friendsoftheivy.org.uk)