

Invitation to Pledge support

Dear Fellow Supporter

This letter is from the fundraising members of The Bluebell Inn Helpston Community Pub Steering Group, which has been formed to raise the funds required to purchase the Bluebell Pub for the benefit of the community.

This once-in-a-generation opportunity has become available to ensure the long-term future of this incredible asset for the benefit of the community.

The Bluebell needs to be a thriving, profitable and friendly 'hub' where everyone is welcome. We have so many ideas as to how the current offering on food and drink can be enhanced, but want to assure you that opinions from the village in terms of what you want 'your pub' to be, will be implemented, where possible. This pub will be owned by the community, for the community.

The steering group are part of a larger team of volunteers who have been working hard to establish the necessary business framework to make The Bluebell Community Pub a realistic proposition.

How You Can Help

The more people who can pledge to buy shares, however small in number, and the wider the section of the community that is involved in our project, the greater the likelihood of success. We appreciate that some people will not be interested or able to purchase shares and may prefer to make a donation instead, for which we would be extremely grateful.

Sources of Finance

We have researched what grants are available, both locally and nationally, but it is clear that these will only be a part of the fundraising that is required. We have a tight timescale, and we are likely to need to raise around £600,000 in order to secure the future of the Bluebell. We have already received a substantial level of commitment towards the required total.

As part of the grant applications, we need to establish how much the community is prepared to invest, and whether there is a genuine willingness in the village to contribute sufficient funds to make the project work.

The fact that you are reading this suggests that you would consider investing in, and/or making a donation to this incredible undertaking. We are therefore asking, more specifically, what this contribution might look like. This is an opportunity that is open to the whole community and beyond as the support for this will be spread across many members.

Legal Structure

We are forming a company in which villagers can invest by buying shares. The primary objective of the company is to run the Pub for the benefit of the community, and in the longer term, if there is any surplus, to use this to invest in wider village projects and activities. The company itself will be a Community Benefit Society which is registered with, and regulated by, the Financial Conduct Authority.

The Bluebell Inn Helpston Community Pub

Each share will cost £1 with a minimum investment of 250 shares for residents living within a 5-mile radius of the Bluebell. If you live more than 5 miles from the Bluebell, the minimum you can invest is £500 (i.e., 500 shares at £1. Anyone who invests in the future of the pub will have a vote and therefore a say in the affairs of the business at General Meetings. It is the intention that there will be a committee of members to oversee the strategic running of the business with a Landlord/General manager employed for the day-to-day activities. Of course, we welcome bigger share holdings (legal maximum is £100,000) but the business will operate strictly on a one member, one vote basis, regardless of how many shares you hold.

The successful running of the pub should generate profits, as at present, which will be split a number of ways. It is the intention of the company to pay interest on the shares to each of the shareholders at a rate equivalent or higher than a medium interest bank savings account. This will be agreed by all members at the Annual General Meeting. After tax, the remaining profits are then reinvested back into both the pub itself, as required, or the community as a whole, offering grants to village organisations.

Should you wish to recoup your investment, there is an opportunity to sell your shares back to the Company. To give the business a chance to establish itself we will need to agree an initial period of 3 years during which time the buying back of shares will be restricted, but thereafter the expectation is that there may be profits to fund withdrawals within parameters agreed by the members.

Business Plan

We are preparing an extensive business plan and firmly believe that with your support the business will be profitable, provided that we ensure we are responding to what you, our community, needs. A separate sub-committee is already working on this plan and proposals to make sure that the business is a success.

To help us judge the level of support we have, we would be grateful if you would fill in the enclosed form with how much money you are prepared to pledge. No money changes hands at this stage, and this is not a final commitment on your part. More financial information and details of the proposals will be provided in due course before you decide whether you would like to buy shares or make a donation. You can return your completed Pledge by email to: tonyhenthorn@icloud.com. If you wish to post the form back to us, please try to get it to us by 24th March 2024 and send it to Tony Henthorn at 35 Maxey Road, Helpston PE6 7DP.

Alternatively, send us a message through the website www.ourbluebellpub.co.uk and a member of our team will call to collect your envelope. We appreciate that many of you will want your pledges to be kept confidential and so only two members of the steering group will be opening the envelopes and will provide the rest of the group with the totals only.

If you have any questions about the formation of the company or the proposed share structure, then please view the Frequently Asked Questions at – www.ourbluebellpub.co.uk or contact us via 07590 750128.

Yours sincerely,



Tony Henthorn, Chair of the Steering group.

The Bluebell Inn Helpston Community Pub

From the Chair of the Bluebell Inn Helpston Community Pub

Please return this page by 24th March 2024 to 35 Maxey Road, Helpston, PE6 7DP or message Tony on 07590 750128 for a member of the team to visit and collect.

Our target is to raise £600,000 through Community shares to purchase and establish as an operating business the Bluebell Inn, Helpston. (minimum share purchase is 250 shares = £250)

Please select 1 option

I would be interested in buying shares at £1 per share	£
I wish to make a donation towards the community project of	£
I do not wish to buy any shares	

All pledges will be treated in the Strictest confidence.

No money should be forwarded at this stage and this is not a final commitment on your part. We would envisage your investment in the community would be required in July/August of 2024.

Please confirm your contact details so we can keep you informed of the developing situation on this exciting opportunity. These will be the details that we would use to send through the final share offer. Your details will only be used for this purpose.

Name:	
Address:	
Email:	
Mobile: (Optional)	