



# SAVE THE THREE HORSESHOES PLEDGE FORM 2017



We have a unique opportunity to invest in our 'village pub' and secure its future. The importance of the village pub as a central social hub for a range of activity ( not just drinking ! ) is increasingly recognised and we should not allow our village pub, the Three Horseshoes, to go the way of so many others.

If the pub is to be saved for the future it will need your help. As explained at the village meeting on 25 November, as a community we currently have the opportunity to purchase the Three Horseshoes. The community would then own the pub in perpetuity and be able to develop it to run as a 'community hub'. The purchase will need to be funded largely through individuals in the community purchasing shares in the pub, whereby all the shareholders will become Members of the Helions Bumpstead Community Benefit Society and have a say in how the Society is managed by electing a committee to run it on the Members behalf. The more of us who can contribute to this project, the greater the likelihood of success – there are many other successful examples of this model working. We are researching grants available from national and regional networks, however we estimate that we will need to raise **£285,000** through this share offering, in order to purchase, refurbish and restart the pub.

We are aware of tax relief schemes that can provide between 30% and 50% tax relief on share investment in such schemes, but the tax relief will only be available on money provided for this initial share offering and not afterwards, additionally other such schemes have also provided modest dividend payments to shareholders. More information will be provided on this in the final share offer document and you will be encouraged to seek independent advice on how you may personally take advantage of this; but in principle for every £100 you invest, you may be able to reclaim £30 to £50 from the tax man.

**To finalise the business plan and share offer we need to assess how much we are all willing to invest or donate. To help us gauge the level of support at this stage we would be grateful if you could fill in the boxes below.**

**This is a non-binding agreement in advance of the formal share release. No money changes hands and this is not a final commitment. We anticipate the minimum investment will be £100 (with a maximum amount to be determined) and all shareholders will have one vote and consequently the same say in how the society is run.**

*Your pledges will be kept confidential within the Helions Bumpstead Community Benefit Society management committee.*

Please write the level of your  
**PLEDGE** here:

Please write the level of your  
**DONATION** here:

**Please return your form to:** Helions Bumpstead Community Benefit Society Limited, c/o Sages End Cottage, Sages End Road, Helions Bumpstead, CB9 7AW by **20 December 2017**

Please also provide your contact details so we can be back in touch when we launch the share offer or able to accept your donations. Your details are kept secure and not disclosed outside of the Community Benefit Society:

Name: .....

Email: .....

Home address: .....

.....

Phone number: .....

Preferred contact: Email  Phone  Post:



**SAVE THE THREE HORSESHOES**



# YOUR CHANCE TO HELP SAVE THE VILLAGE PUB!

**INVEST IN THE 1<sup>ST</sup> LOCALLY OWNED & MANAGED COMMUNITY PUB**  
The Three Horseshoes pub lies at the heart of Helions Bumpstead, just five minutes drive south from Haverhill. Sadly the pub has been closed for the last 3 years, however the village now has the unique opportunity to buy the Three Horseshoes pub for the local community. This would mean that:

- The pub becomes owned by "Members" who are shareholders
- The benefits of the pub go back into the community
- It is owned by the Community for the benefit of the Community
- The last Village Pub is secured for the future as a public amenity



**THE COMMUNITY PUB VISION**  
Since 1988 there have been 46 Pubs nationwide that have become owned through a community shareholding across their local villages, and more recently there has been a wave of new community pubs being launched. These pubs have all been successful and currently have a 100% survival rate.



**HELIONS BUMPSTEAD, HAVERHILL**



The whole community has got behind the ambition to create the first community pub in this area to:

- protect the last Village pub in the village
- establish an inclusive and welcoming community pub environment
- respect the wishes of the community in the way the pub is used & managed
- prioritise community cohesion and addressing social isolation



#### THE INVESTMENT TARGET

The community is well on its way to meeting their funding target of £400,000, which will include purchasing the Freehold of the pub, refurbishing and reopening. We hope to get grant funding and a loan from the Plunkett Foundation and other networks which means that we are aiming to raise a minimum of £280k from investors through a share release and donations.

More information is available at

By Email: [Helionspub@hotmail.com](mailto:Helionspub@hotmail.com)

Twitter: [@Helionspub](https://twitter.com/Helionspub)

Website: [Helionscommunitypub.co.uk](http://Helionscommunitypub.co.uk)

Facebook: [Save The Three Horseshoes](#)



SAVE THE THREE HORSESHOES



HELIONS BUMPSTEAD, HAVERHILL



#### BUSINESS PLAN SUMMARY:

On the basis of pub industry guidelines and previous trading, we believe that the pub has the potential to start making money in its second year after reopening, based on realistic benchmarks of “Fair Maintainable Trade” (i.e. annual trading revenue). Much will depend on the quality of service provided of course, how quickly the pub can attract business and the most important challenge will be that of securing a suitable Manager and Staff.

We believe the pub remains a viable and attractive business; all community owned pubs have succeeded in becoming viable commercial activities.

However we are confident that the pub should generate a modest operating profit, which will be controlled by the CBS Members (i.e. all the shareholders). This profit would be allocated by the elected shareholders committee for things like funding improvements to the pub, encouraging successful management, and potentially pay an annual dividend (i.e. interest payments) to the people who buy shares.

Although under the CBS terms the value of the shares cannot rise, however modest interest (dividend) payments of up to 5% could be paid if the business proves sufficiently profitable. These matters will all be addressed in more detail in the share prospectus which we hope to publish early in the New Year.

#### WHY PLEDGE YOUR SUPPORT NOW:



Secure the future of a Traditional Village Pub at risk



Take pride in your role as an owner of a Local Pub



Support a key community asset



Benefit from potential Tax Relief on your Investment



Potential for attractive Investment dividends