

WHITE LION ALDERSHOT

Community Pub

Newsletter No 3 4 May 2020

COVID-19 UPDATE: all pubs are currently closed to help prevent the deadly corona virus from spreading ...

... but the community campaign to buy the White Lion goes on!

Read the latest White Lion news about **Lockdown, Share Pledges & Volunteering ...**

White Lion closes to help save lives. Campaign carries on!

Find out what progress is being made during 'lockdown' as the Steering group leading the campaign becomes its first official Management Committee.

Phil Duke, Management Committee Chair writes:

After COVID: local pubs will be more important than ever

The White Lion, together with all other pubs, has been required to close for the time being. But never fear, the campaign to keep the White Lion open after the Covid-19 crisis has **not** stopped. Key members of the White Lion's newly official Aldershot Community Pub Limited (ACPL) Management Committee are holding regular virtual meetings on Skype, with the assistance of other members of the committee as appropriate. A great deal of work has been going on behind the scenes and much progress has been made despite the difficult conditions we are all living under at the moment.

As you know, we are in the midst of a massive social and economic crisis. 'Lockdown' has impacted on us all and on the pub trade in particular. Some pubs will not survive Covid-19 and we all know we have lost too many pubs in Aldershot already! In the future local community pubs like the White Lion will be needed and valued more than ever.

Everyone reading this Newsletter has already shown a passionate and heartfelt desire to keep the White Lion pub in operation and it's now even clearer that we really do need this 'community hub' in our part of the town. While we wait to find out how pubs will be allowed to operate in the 'new normal' while the pandemic is being brought under control, the campaign to raise the funds to secure the immediate future of the **White Lion** and keep it running by and for our local community far into the future is now **more important than ever** and **the time for action is now!**

We look forward to being able to meet you all again in the not too distant future. In the meantime, we hope to update you with more frequent Newsletters. Please keep in touch, send in your share pledge, get ready to make donations or offer to help with fundraising and let us know what community services and activities you can see a need for and whether you might be able to help plan or run one of them.

Share Pledges so far: early pledges quickly reach £35,500 despite lockdown!

Have you made your community share pledge yet? You can help the bid for big money grants, loans & corporate donations simply by telling us the amount you **might** invest.

Treasurer, Peter Broberg, reports:

As promised, the Share Pledge form was launched at the end of March as planned but the timing was unfortunate as the COVID-19 lockdown had just started. The Committee anticipated many people would be understandably cautious about pledging money at the moment due to uncertainties over personal finances, job security and family health. Given the extremely serious world crisis we are going through, it has been very encouraging to receive so many early pledges:

As at 30 April 2020: **40** pledges received, total amount: **£35, 520** and counting.

The amounts pledged range from £20 (1 share) all the way up to the largest single pledge so far of £10,000 (500 shares). The average pledge is nearly £900 and the most distant has come from Spain!

To give you an idea of the range of pledges received so far, the amounts pledged break down as follows:

£10,000 (1 person), £5,000 (1 person), £2,000 (3 people), £1,500 (1 person),
£1,000 (8 people), £500 (5 people), £300 (1 person), £200 (6 people),
£100 (9 people), £40 (1 person), £20 (4 people)

which shows how, from the largest to the smallest, **every pledge helps** to increase the total and bring us nearer to raising the amount needed to buy the pub. The amount pledged will also have a big influence on the number and size of any **grants, loans and large-scale donations** we can attract, increasing the chances of reaching the sum we need to raise in order to make a successful offer to purchase. The total is what counts. So:

If you have pledged already, **THANK YOU** and if you haven't pledged yet, please **SUBMIT YOUR PLEDGE** here now if you possibly can:

[No obligation Pledge Form](#)

And if you feel able to increase your pledge, that would be welcome too.

Now is the time! We need more people to join us. Spread the word, not the virus!

Just as important at this crucial stage, let's **ALL** make a big effort to **spread the word**. Please **contact everyone you know** (or at least a few of them) **right now**. We need to reach more people and encourage them to join us and be part of creating something really worthwhile for all. Time is short, so don't wait until it's too late. The pub is going to be sold and it will only survive if we all join forces and make a successful bid to buy it.

Of the 85 people who originally expressed an interest in investing (by completing the initial questionnaire) 37 have submitted a pledge, along with 3 extra people so far. This is a fantastic start considering the current economic uncertainty and how severely restricted our fundraising opportunities are in the physical world under lockdown, but we do need much more support to be successful. The local council officially agrees that the White Lion is an asset of community value (ACV) but without the necessary money, it could easily soon be gone, almost certainly forever.

Even if you don't live nearby, the **White Lion Aldershot**, if it survives, will still be a pub well worth visiting and as a not-for-profit community pub, its financial future will be put on a much more secure footing than any commercial public house. So please dig deep if you care about traditional British pub culture. We welcome support from all quarters.

Remember, at this stage, **a pledge is not a final commitment** to buy shares but rather a no-obligation indication of your intention to invest and a really important tool to help the committee gauge the level of support for the scheme and make the necessary financial plans. When the COVID-19 business is over we intend to spring into action, but we can't do this without your help. Think of the money you probably aren't spending because all the pubs and most shops are currently closed. Could some of it go into buying shares?

Stuck at home? Can't go out to socialise again yet? Save your unspent beer money and make a donation to the White Lion campaign.

Besides pledging as much as you can reasonably afford to invest when the formal Share Offer is launched, if you would like to make a donation (small or large) to help cover our immediate fundraising costs, watch this space! As soon as the official ACPL bank account is active we will let you know when and how you can make secure donations to the campaign.

Sign up to help raise funds & get involved with plans for our More-Than-a-Pub community projects!

Are you keen to get involved in this exciting project? What can you do to help it succeed?

Vice-Chair, Jane Attwood & Secretary, Phil Hill explain how you can get involved:

‘White Lion Together’ project: we need your help & input

If nothing else, the COVID-19 pandemic has proved how truly effective, even vital, local community action can be. Eventually, when it’s safe for it to be lifted, the lockdown **will** be eased and at some point pubs will be allowed to open again. When that happens, we want the whole community to be part of it, part of something special, in Aldershot, on our doorstep.

The responses to our original **White Lion questionnaire** are proving a valuable source of your ideas for possible Community Benefit projects which the pub could run or host as well as offers of assistance from some willing volunteers. So, as we start planning some of the projects you want to see, here are the top seven ideas to come out of the survey.

- **Togetherness Club** - weekly get together activities/events (eg. Art & Craft classes) to combat loneliness & isolation (*any suggestions for a ‘catchy’ title for this club?*)
- **Small Business, Big Breakfast** - networking events
- **Pensioners Fish and Chips** - weekly lunch club
- **West End/East End** - hosting joint or West End Centre outreach entertainment & mutual event advertising
- **Hosting Wakes** for local funerals
- **Eco-Refill Corner** - bring your empties and fill up environmentally on cleaning products, shampoo, etc.
- **CV ‘Clinic’** – advising young adults & others on preparing for job applications

Volunteers will be needed in all sorts of roles to help promote, organise, lead or just generally lend a hand. So let us know **which project** or projects you would like to help with and **what role** you could take on or assist with. Plus any **specific ideas or contacts** with other people or organisations you already have that could help us take some or all of the above ideas (and others) forward and make them a reality!

To volunteer please email us at the address below. Do it now, during lockdown, so we can start firming things up and move on to more detailed planning and make the White Lion a truly great pub for all the community to enjoy well into the future.

EMAIL savethewhitelionaldershot@gmail.com **SHARE PLEDGE form** [No obligation Pledge Form](#)

WEBSITE www.whitelionaldershot.co.uk **Original questionnaire (still live)** [Questionnaire](#)

FACEBOOK <https://www.facebook.com/WhiteLionAldershotCommunityPub/>

White Lion Aldershot Community Pub

Newsletter 3

4 May 2020

Published by Aldershot Community Pub Limited (ACPL), a Community Benefit Society registered in England and Wales with the Financial Conduct Authority (Reg No 8366). Registered Office: 103 Belle Vue Road, Aldershot GU12 4SA