

Keep the White Lion Pub Pledge Form

(See next page for full details)



Visit www.whitelionaldershot.co.uk to find out more about the progress of the campaign.

Name:								
Address:								
Post code:								
email address:								
Phone : landline:								
: mobile:								
Potential value of investment	£20	£100	£200	£500	£1,000	£2,000	£5,000	other
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	£

Please complete this Pledge Form [online](#) or use a printed form and return it to:-
Peter Broberg (Treasurer), ACPL, 103 Belle Vue Road, Aldershot, GU12 4SA as soon as possible.

If you need further information, please contact Simon Attwood (Chair) at savethewhitelionaldershot@gmail.com

This information will be treated confidentially and used purely to gauge the potential level of funding for this campaign. This information is essential for obtaining other sources of funding.

This does not constitute a commitment to invest



Keep the White Lion Pub Pledge Form

What is it all about?

- You are being invited to make a pledge to buy shares in the Aldershot Community Pub Limited ('ACPL')
- ACPL was established to purchase, refurbish and maintain the White Lion public house as a profitable business and social hub, to carry out activities for the benefit of the whole community in and around Aldershot
- Aldershot Community Pub Limited is registered as a Community Benefit Society with the Financial Conduct Authority (Reg. No. 8366). This means that the pub will be owned and run by the community for the benefit of the community.

Why do it now?

- The pub has been registered as an Asset of Community Value (ACV)
- The owner, a private individual, has decided to put the White Lion up for sale
- While the ACV protects the pub from sale until 15th May 2020 the COVID-19 virus crisis has changed everything, but the ACPL committee are committed to seeing this through and your support is essential.

How would it be done?

- Raise funding via a community share issue when the COVID-19 situation allows. **This** pledge form gives us an indication of how much share capital might be raised and greatly helps with gaining other funding
- Applying for grants and mortgage finance
- Maximise the share sale as it is cheaper than mortgage or loan finance
- Follow the path identified by the Plunkett Foundation which has assisted other communities to do this.

How does the share sale work?

- A share prospectus will be issued when the COVID-19 situation allows
- Shares can be purchased for £20 per share
- The minimum subscription is £20 (1 share) and the maximum is £40,000 (2,000 shares), though this maximum may need to be scaled down under certain circumstances
- Shares are withdrawable (i.e. value returned at their fixed value of £20) but must be held for at least 3 years. Withdrawals are subject to ACPL having sufficient funds from trading profits, reserves or new share capital
- ACPL may pay interest, as compensation for the use of shareholder funds, but this must come from trading profits and take regard of the long term interest of ACPL in keeping prudent reserves and the commitment to community benefit. The COVID-19 crisis emphasises the need to have these reserves.
- Tax paying investors may benefit by being able to claim tax relief on their investment under the Social Investment Tax Relief (SITR) scheme. This will be clarified in the share prospectus.

Will ACPL be viable?

- Community owned pubs are based on a new business model that is more community focused and operates on a lower cost basis than pubs owned by breweries or pub companies
- ACPL is preparing a business plan to detail how the pub will be run as a profitable business and community social hub.

What do you need to do now?

- Complete this Pledge Form [online](#) or use a printed form and return it as soon as possible.

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