

Thank you



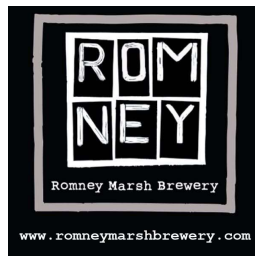
We wouldn't be here without the following...



Damian Green MP



Parish Council



The Community Ownership Fund



Alison Miles



THE BETHERSDEN CHARITABLE TRUST



THE GEORGE
FREEHOUSE

THE GEORGE
FREEHOUSE
REAL ALES
HOME COOKED
FOOD
TEA & COFFEE

bus stop
The George
Freehouse

FAMILY
BEER
GARDEN

JUSTICE
CELEBRATIONS
PUB & BAR
HOP BUNDT
LIVE MUSIC
FROM 8PM

R459 KWR

What we'll cover today

1. Where are we now?
2. Our vision for The George
3. Key financial assumptions
4. The share offer structure
5. Tax relief
6. How you can buy shares
7. Popular questions
8. What we need from you

The
GEORGE
COMMUNITY



A quick reminder of our team



Robin Draper



Alex Withington



Joanne Brannan



Roger Kelly



Michele Sadler



Where are we now?

We are delighted to say we have agreed a conditional price to purchase the pub, and are now able to move forward into our Community Share Offer.

Raising funding from the community now is **vital** for us to progress.



Our vision for The George as a Community Pub



Food & drink from **local** suppliers – working with great producers which are around us.
Supporting local businesses and local jobs as well as reducing food miles



Home cooked food which is good value for money. A limited menu of classic pub food – cooked brilliantly rather than lots of average dishes



We want to enhance what the pub offers to the **community** wherever we can. This includes a meals on wheels service to the isolated, a café during the day and in the future a business hub



The **profits from the pub will stay in the community**. In the short term, these will be re-invested into the pub. Longer term we want to make these available for other community project

Why should I invest now?



This is **our one chance** to buy the pub and secure it for the community for years to come.

We've got real momentum, including;

- An amazing grant to help with the purchase costs
- A detailed business plan to get the pub up and running and deliver money back into the community over time
- Fantastic support from the village and surrounding area
- Our MP and a number of community organisations backing us
- A range of local suppliers we're already working with

If we don't raise sufficient money in our share offer, we will need to withdraw and close the society.

The pub will be sold to someone at some point, but it's long term future is far from certain.



THE TIME IS NOW!

Key financial assumptions



In our audited business plan, we've laid out all the main assumptions underpinning our approach, including detailed 12 month cashflow and our 5 year financial forecast.

The business plan will be available on our website alongside all the share documentation for you to review. The key components are...



A community share offer to raise a **target of £300,000**.
Supported by further grants of £46,000 and a short term loan of £26,000.



Share-matching grant of £250,000 from the Community Ownership Fund.
Plus an additional equity investment from Cooperatives UK of £25,000.



Moderate renovations including replacing the oil heating and repairs to the cellar and kitchen.
Wider modernisation over 5 years including expansion (subject to further funding).



A managed pub, where we employ a General Manager. This allows us to work closely with the manager, ensure community priorities are delivered and re-invest profits into the pub.

The share offer structure



The key points are;

- Minimum investment is £500, up to a maximum of £40,000
- Although we can't share the profits to members, we can pay interest up to 5%, or 2% above base rate
- Our plan assumes 2% initially, rising to 5% interest by year 4
- This means that if you invest £10,000, over 5 years we will pay around £1,600 in interest!
- We intend to pay interest as a bar tab at the pub, but you can request for it to be paid by bank transfer instead
- Profits go to upgrading the pub and in future, to the wider community
- One member = one vote, to make it as democratic as possible
- Members can elect the Management Committee, vote at our AGM and on key decisions
- **Runs 20th November 2022 – closing 18th December 2022***



Tax relief



- **Through our company structure as a Community Benefit Society, community investors are eligible for 30% tax relief through SITR, subject to confirmation by HMRC**
- SITR stands for Social Investment Tax Relief
- Once the share offer is complete, we will submit all our documentation to HMRC. Once approved, they supply us with a tax certificate to prove our tax relief status, which we supply to our investors to include with their tax return
- We expect this process to take around 6 months – so don't complete your self-assessment too early this time!

How you can buy shares



The George Community Limited Share Application Form

Now is the time when you make this happen. It's simple and easy to do. Just fill out this form and return with a cheque made out to: The George Community Limited
The Old Chapel
Forge Hill, Bethersden, Kent
TN26 3AF

COMPLETE FORM IN BLACK INK UPPER CASE CHARACTERS

Title and full name

Nominated holder (joint and corporate applications only)

Date of birth

Address with postcode

Post Code:

Email address

Phone number

Alternatively pay by BACS, use the bank details:

Sort Code: **401608**

Account Number: **14630939**

Please use the reference: 'Your name, number of shares' - so if my name was Bill Bloggs and I wanted to buy 20 shares my reference would be 'Bill Bloggs 20 shares' and the value in the account would be £10,000

Number of £500 shares you wish to purchase

I am sending a total of

£

as a cheque*

as an electronic transfer with reference*

I'm happy to be kept up to date on email with local events and activities relating to The George

Tick if you are a UK taxpayer and you wish to claim tax relief on your investment under the SISR scheme (see prospectus for more info)

Declaration

I am 18 or over, have read the entire share issue document and agree to the terms and conditions of this offer. I understand that this form is a legal deed and must be signed by the person whom the shares will be allocated.

Signature

Date

Note: In signing this form you agree to your personal information being held on a data base, which will not be used by any third party for marketing purposes in accordance with the Data Protection Act (2018), in accordance with the Data Protection Act (2018).

**To ensure compliance with the Money Laundering Regulations (2017) The George Community Limited may require verification of the applicant's identity and cheques and bank transfers can only be accepted from banks authorised by the FCA.*

- Enclosed with your prospectus is an application form
 - Complete your application form (or fill out the one on our website)
 - Return it to Roger Kelly, The Old Chapel, Forge Hill, Bethersden
 - Or email it to rogerkelly@georgecommunity.com
 - Either enclose a cheque or transfer the funds by bank transfer
- **Don't delay! We need at least £275,000 to secure the future of the pub**

Our share certificate...



Popular questions you've asked us



Q) What's happened to our grants since 2021?



Q) What about the car park?



Q) What are the most urgent repairs and their approximate estimated cost?



Q) How will we recruit staff and run the pub?



Q) What are the timescales?

If you'd like more information or a chat...

We've teamed up with Vicki Bach and the Communithea team to run weekly drop-in chats in the Village Hall

- **Wednesdays 9:30 – 10:30 for the next 4 weeks**

OR we'll be around after the meeting if you'd like to stay for a drink

OR contact us via the website or joannebrannan@georgecommunity.com



What we need from you



1. If you do want to buy shares – **don't delay! We have only one chance to do this**
2. **Questions?** Stay for a drink tonight, come to our drop in café or get in touch
3. **Tell your neighbours and friends**, even if they live far away they can still support us via our Crowdfund
4. If you're able to help us in any way – please let us know too



Thank you



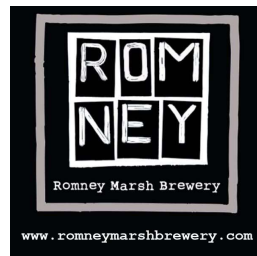
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