

Sweffling Community Pub Limited

Time Bound Share Offer

Minimum target: £400,000

Maximum target : £550,000

Offer opens: 21/09/2026

Offer closes: 30/11/2026

(or such other earlier or later date that may be advised, but in any event not later than 30/11/2026)

To support the community ownership and long-term future of The Sweffling White Horse

Offer maximum target	£550,000
Offer minimum target	£400,000
Minimum Investment	£50
Maximum Investment	£55,000 (10% of offer)
Offer opens	21 st September 2026
Offer closes	30 th November 2026, unless withdrawn or closed early by the Management Committee in accordance with the Society's Rules and the terms of this offer. In any event, the Offer will close no later than 30/11/2026
Type of offer	Time-bound community share offer
Society	Sweffling Community Pub Limited, a registered Community Benefit Society. FCA Mutuals registration number: 9661.
Rules	Plunkett Foundation Model Rules Version 7.3 as adopted by the Society.
Important risk warning	Your capital is at risk. Community shares are withdrawable, non-transferable shares. The issuance of Community Shares is exempt from the terms of the Financial Services and Markets Act (2000) and associated Financial Promotions Order (2005). They do not offer access to the Financial Services Compensation Scheme and complaints cannot be taken to the Financial Ombudsman Service.

1. Important information for investors

Please read this before investing

This offer document should be read with the Society's Rules, business plan, financial forecasts, application form and any supporting documents published with the offer. These can be found on our website at www.swefflingcommunitypub.uk. The purpose of the offer document is to help prospective members make an informed decision.

- Community shares should be regarded as a long-term, patient investment made primarily to support community benefit rather than to secure a financial return.
- You may lose some or all of the money you invest. The value of shares can be reduced if the Society's assets fall in value or if the Society cannot meet its liabilities but their value cannot increase.
- Shares cannot be sold, traded or transferred, except in the limited circumstances set out in the Rules, such as death or bankruptcy.
- Withdrawal of community shares is not guaranteed. It is at the sole discretion of the Management Committee and may be suspended if withdrawal would harm the Society's financial position or community purpose.
- Any interest on shares is discretionary, must be affordable and, under the Plunkett Model Rules, cannot exceed the permitted cap of 5% or 2% above the Bank of England base rate, whichever is the higher. Our Business Plan assumes no interest in the first year unless the board decides otherwise after review of forecasts performance, interest may be payable in FY28 and is modelled in the business plan.
- This share offer document has been awarded the Community Shares Standard Mark. The Community Shares Standard Mark is awarded by the Community Shares Unit to offers that meet national standards of good practice. For more information about community shares, the Community Shares Standard Mark and the Community Shares Unit go to: www.communityshares.org.uk



2. Offer at a glance

What are we raising?	£550,000 through community shares. The confirmed minimum investment is £50; the maximum individual investment is £55,000 (10% of the £550,000 offer). NOTE that no investor should hold more than 10% of the total issued share capital, so in the event that less than £550,000 is raised the maximum shareholding will be 10% of that raised amount
What will the money be used for?	To secure the long-term future of The Sweffling White Horse as a community-owned pub, including building acquisition costs, professional fees, working capital, reserves and planned improvements. See section 7.
Who can invest?	Individuals aged 18 or over, corporate bodies and unincorporated organisations through a nominee, subject to the Society's Rules and board acceptance of the application.
Share price	£1 per share.
Minimum investment	£50 – please note: all purchases will comprise 1x Member Share of £1 and the balance would be Community Shares. Member Shares are not withdrawable and cannot earn interest; Community Shares are withdrawable and can pay interest (subject to the Rules of the Society) Covered by Section 8 of Rules
Maximum investment	£55,000 (10% of the £550,000 offer)
Voting rights	One member, one vote, regardless of the number of community shares held.
Withdrawal	Not before three years from issue, unless the Management Committee decides otherwise; thereafter at the Management Committee's absolute discretion and subject to affordability.
Interest	No interest for the first full financial year; thereafter the Society may pay modest interest only if affordable, from trading profits, and subject to member approval where required.
Tax relief	The Society has requested Advance Assurance for SEIS and EIS tax relief but cannot guarantee it will be granted. Please select 'I am interested in SEIS and/or EIS' on the share application form and your offer acceptance and share issue will be briefly deferred until confirmation is received.
How to invest	Via online Application form or paper form

3. Why we are doing this

The Sweffling White Horse is the key hub for its surrounding community. It is a social meeting point, a setting for local clubs and events, a supporter of local producers and a crucial part of village life.

The Society is currently successfully running the pub under a lease arrangement with the owners. The lease agreement includes an irrevocable option for the Society to acquire the freehold of the White Horse at a fixed, agreed price before the lease expires on the 24th December 2026. Failure to exercise the option and purchase the buildings will most likely result in the pub being sold at auction or otherwise disposed of, leaving its future as a pub in jeopardy.

Community ownership is intended to protect the character of the pub for the long term. It gives local people and supporters a democratic stake in the future of the pub and a clear route to participate in decisions through the Society.

The offer aims to raise £550,000 between 21st September and 30th November 2026. The board may choose to close the offer early or withdraw it if circumstances require, provided this is consistent with the Society's Rules, the offer terms and Standard Mark expectations of openness and transparency.

Since we started this process in March 2025, we have held a number of community meetings to assess the willingness of the community to save the pub, and have collected feedback on how we can improve the pub going forward. We're grateful for the ability to trial a number of these changes during the lease period and have seen significant increase in both footfall and revenue from implementation of more consistent opening hours and a revised interior layout which fosters better communication, we've been able to significantly improve beverages on offer while maintaining our core focus on local real ale. We're also pleased to benefit from an increase in feature nights and the use of the building by local clubs.

The lease period has also enabled us to validate the accounts provided to us from the previous management and to show significant increase in revenue under the new management, including enhanced property revenue.

The pub provides the only regular meeting point in the village and we're pleased to see more of the village and surrounding villages making the most of our facilities.

4. About The Sweffling White Horse

The Sweffling White Horse is a traditional real ale pub on Low Road, Sweffling, Suffolk IP17 2BB. One of only a handful of remaining alehouses in East Anglia without a bar (food and drink are served through the kitchen door as would have traditionally been the case), the pub is dog-friendly with traditional pub games, two main rooms, a woodburning stove, a wood-fired range cooker, and a small beer garden with covered areas and seating for approximately 50 people.

A brief history of the pub

Early Years and 19th Century

1810: Constructed by the Kerr family, who brewed their own beer on-site and owned several area pubs.

1840s–1900s: Functioned as a traditional rural local, playing host to coroner's inquests and managed by figures like pig dealer and victualler Robert Elvin through the late 19th century.

1981: A local post office operated out of the old stable block.

Closure and Modern Revival

2003: The pub closed down and sat derelict for five years.

2008–2011: Bought by Marie Smith and Mark Sealey, who heavily refurbished the building with a strong emphasis on green energy, a wood-fired range, and local real ales. It reopened in December 2011.

Accolades: The pub gained regional fame, winning multiple Campaign for Real Ale (CAMRA) awards for its unspoiled, traditional two-room atmosphere and gravity-dispensed cask ales.

2025–2026: Following the retirement of Smith and Sealey after 16 years, the village successfully transitioned the landmark into a community-run pub.

Accolades

The Campaign for Real Ale (CAMRA) has repeatedly lauded the Sweffling White Horse for its total commitment to an authentic, unspoiled real ale experience. It has secured an exceptional array of regional titles:

East Anglia Regional Winner: Named the absolute CAMRA East Anglia Pub of the Year in 2015.

National Top 16 Finalist: This regional win advanced the venue into the elite Top 16 Pubs in Britain category for CAMRA's National Pub of the Year title.

Suffolk Pub of the Year: Crowned the top pub across the entire county of Suffolk in 2015 and 2022.

Ipswich & East Suffolk Branch Pub of the Year: Voted the outright branch winner in 2015, 2016, 2017, 2021, and 2022.

Traditional Customs

The Village Wassail: Every January, the pub hosts a Wassail celebration. A procession of torch-bearers leads villagers and the local Old Glory Molly Dancers (an East Anglian version of Morris

dancing) through the village. They march to an apple tree in the pub garden to bless it for a good harvest. The "broom-man" leads the crowd in banging pots, shouting, and singing "Here We Come A-Wassailing" while hot spiced apple juice is handed out.

Traditional Pub Games Night: On the third Monday of each month, the pub eschews modern electronic entertainment for historic table games. Locals gather to play Cribbage, Dominoes, Shove ha'penny, and Contract whist.

Craft Culture: The pub hosts a monthly "Knit & Natter" night, keeping regional heritage crafts like spinning and stitching alive over a pint.

The pub is the hub of the village, with this community role being reflected in events in addition to those listed above such as book clubs, chess club, community walks, quiz nights, community bring-your-own suppers and a variety of local clubs use it for occasional meetings.

The pub is renowned for both its layout and the quality of the beer kept, with visitors and musicians stopping in from all over the world.

The pub also serves as a grassroots music venue, with both fledgling and experienced artists taking part in the Open Mic nights and many playing exceptionally intimate gigs of their own in the small lounge.

The Society is keen to continue this excellent work by maintaining a core focus on serving ales and other produce from the surrounding area in exceptional condition. Where products can't be sourced directly locally, we try to source via local distributors with a focus on fairtrade wherever possible.

5. About Sweffling

Sweffling is a small village of approximately 187 residents across 105 dwellings, situated in the picturesque Alde Valley on the main road between Framlingham and Saxmundham and close to the A12 trunk route.

It is marked at around the middle of the deprivation scale (see <https://deprivation.communities.gov.uk/about-your-neighbourhood/E01030176?postcode=IP172BB>) notably because of an acute lack of available and affordable housing which tips an otherwise very favourable set of statistics. We hope by bringing the pub's attached accommodation back in to service we can play our part in helping to manage this.

6. About the Society

Our Community Benefit Society was formed on 2nd December 2025 by committee and took over the operations of the pub on Christmas Eve 2025 with the pub leased to us for a year to enable us to raise the funds to purchase the building with an agreed price of £530,000

We ran a founding share offer in January 2026 to welcome our first members to the society and to raise our initial share capital, these shares follow the standard Member and Community shares format as per our rules and those issued in this Share Offer and carry no other special rights.

This offer was targeted for £30,000 and raised £33,925, with 59 members founding the society. The capital raised was used to pay the lease premium of £20,000 (which included stock, float cash and furnishings) and some minor startup expenses and the rest retained for working capital, for which recent balances are provided in the Business Plan and associated documents.

6.1 What is a Community Benefit Society?

- Most community owned pubs have used this structure as it offers flexibility of operation while specifically preserving democracy and community engagement.
- Registered at the Financial Conduct Authority but not regulated by them
- Can undertake all the things that a 'normal' limited liability entity can do
- Democratic – One Vote Per Member prevents size of shareholding dictating the ability to steer the operations
- Can issue Community Shares
- Asset lock protects the major assets so that on the event of any disposal, any surpluses can be used only for re-investment in the business or distribution to other asset-locked organisations with charitable objectives
- Members can vote at Members' Meetings, can stand for election to the board/management committee
- Has limited liability, i.e. the most any Member can lose is the value of their initial investment

7. The share offer

7.1 What investors receive

- Community shares with a nominal value of £1 each, these are withdrawable and potentially interest bearing subject to the society Rules.
- A single, £1 Member share which provides Membership of the Society and appropriate voting rights, assuming the application is accepted and the minimum shareholding requirement is met. This share is non-withdrawable and non-interest paid.
- The Member share gives one vote at members' meetings, regardless of the number of Community shares held.
- The right to stand for election to the Management Committee, subject to eligibility under the Rules.
- The right to receive member communications and to participate in the governance of the Society.

7.2 Offer timetable

Launch	21st September 2026
Community information meetings	To be communicated via the websites and mailing list
Closing date	30th November 2026
Share issue and member confirmation	Within 7 days of receipt of application and funds unless you have expressed an interest in SEIS/EIS tax relief as per Section 2.
Completion milestone	Purchase of the building to be conducted on, or around the 24 th December 2026

7.3 Extensions, over-subscription and under-subscription

If the offer is over-subscribed, the Management Committee may scale back applications, close the offer early or retain additional capital only if doing so is consistent with the business plan and the Society's Rules.

If the offer does not reach the minimum amount required to proceed, the Management Committee will hold a members meeting promptly after the close of the offer to assess whether the community has any alternative proposals, and if none are identified, will terminate the lease at its end date of 24th December and return funds proportionally to members after any costs have been taken into account.

Any material change to the offer after launch will be communicated promptly and clearly to applicants and members.

8. Use of funds

Source of Funds

Source	Amount	Notes
Existing Reserves	£30,000	(estimated at end of lease period based on current trading)
Share Offer	£400,000 - £550,000	
Secured Loan	£0 - £150,000	Subject to due diligence
Grants	£3,300	Grant received from Co-Operatives UK to cover the Standard Mark assessment and marketing of the Share Offer We are evaluating other grants for future projects such as long-term improvements to the buildings
Total	£583,300	

Application of Funds

Use	Budget	Notes
Acquisition of Buildings	£530,000 £16,000	Purchase price Stamp Duty
Professional fees	£4,500	Legal and Survey costs (estimates provided by two local firms)
Standard Mark assessment	£1,500	
Initial repairs and improvements	£5,000	Subject to survey, many pressing matters relating to plumbing and general wear-and-tear have already been resolved during the lease period
Working capital	Not required – business is already trading successfully	Stock, utilities, wages, insurance, marketing and opening cashflow.
Offer costs	£1,500	Printing, promotion, platform fees, events and administration.
Total	£558,500`	This leaves approximately £30,000 in reserves to start the financial year after ownership

9. Business plan overview

A full business plan is published with this document and is available on our website at www.swefflingcommunitypub.uk.

How is the pub running?

The pub has been run on a volunteer basis (with support from a retained member of staff) for the first 6 months of trading, and we have now transitioned to a paid live-in General Manager with support for breaks in split-shifts and larger events provided by the volunteers. We anticipate moving over to an additional paid member of staff (or rota thereof) in the second year after purchase, though this may vary depending on business need. Additionally the holiday accommodation is now supported by a self-employed cleaner.

The pub is self-supporting, with trade improving and generating a suitable profit and contribution to the reserves.

The purchase of the buildings enables us to preserve the future of the pub and remove the lease costs, which offers an improvement on the returns.

How does our trading compare to that of the previous landlords

Our table below shows earnings across the prior two years under the previous landlords, and then our first two quarters.

We are very pleased that even with some significant works and renovations of the property our improvements are already generating increased revenue. Please note that our overheads include the rent and amortized lease premium (approximately £18,000 for the two quarters shown) which did not apply to the previous landlords and would not apply to us once building is purchased.

Metric	2023 (Previous landlords excluding campsite)	2024 (Previous Landlords excluding campsite)	Q4-25 + Q1-26 (Us)
Turnover	£69,726	£89,189	£55,257
Cost of Sales	£51,983	£48,295	£20,290
Gross profit	£17,743	£40,894	£34,967
Other Income (Grants/Fundraising)			£7,284
Overheads	£14,238	£12,510	£35,209 (includes £18,000 of lease costs)
EBITDA	£3,505	£28,384	£7,041 (£24,041 excluding lease)

Summary

- Key trading assumptions: The pub and Society is already trading profitably, and likely to benefit further from enhanced trading plans while still under the lease period. Purchase of the building will remove the lease overhead and improve profitability, and if necessary these savings will cover the costs of any secured lending if required.
- Break-even point: The pub and Society is already trading profitably.
- First year cash requirement: The Society has appropriate reserves, with the exception of costs required for acquisition of the building.
- Grant or loan funding assumed: We provisionally have up to £150,000 available as a commercial secured loan, subject to due diligence and an offer-in-principle should there be a shortfall in the fundraising. We have already received £3,300 of grant funding for the Share Offer and Standard Mark
- Dependencies and contingencies: By the point of purchase, we should have approximately £30,000 of reserves, with our only main dependency being the purchase of the buildings.
- Exit or fallback plan if the offer is unsuccessful: If the offer is unsuccessful, we will hold a members meeting to consider any alternative options or financing, or return funds proportionally to shareholding members.
- We are estimating around £20,000 of property rental income allowing for us having some downtime for each unit while change of use is sought and for any further improvements above the immediate refresh we've already conducted, this has significant long term potential upside when Sizewell main construction starts, potentially up to £40,000 in Y4.

Objectives

- Short-term – Secure the buildings and therefore the future of the pub
- Medium-term – Identify improvements that can be made to the site that will increase revenue and/or improve the building fabric. Suggestions have so far included an improved kitchen, better use of the outside space, a refresh of the toilets and provision for an accessible toilet – these will be considered once purchase is complete and when we can consider grant options available
- Long-term – Improve property revenue when Sizewell construction is fully underway.

Summary Projections

Below are brief summary projections for the years post-purchase of the buildings. More detailed projections are given in the business plan and its associated appendices. Please note these projections exclude inflation for ease of comparison.

Projected Statement

Based on a continuation of our current trading

Metric	FY 2025 (02/12/25 - 05/04/26)	FY 2026 (06/04/26 - 05/04/27)	FY 2027	FY 2028	FY 2029
Pub Sales	£26,537	£125,000	£130,000	£136,000	£142,000
Property Income	£274	£10,000	£25,000	£25,500	£26,000
Turnover	£26,811	£135,000	£155,000	£161,500	£168,000
Pub Expenses	£9,801	£46,042	£47,542	£49,648	£51,753
Property Expenses	£152	£5,000	£8,000	£8,000	£9,500
Cost of Sales	£9,953	£51,042	£55,542	£57,648	£61,253
Gross profit	£16,858	£83,958	£99,458	£103,852	£106,747
Other Income (Grants etc)	£3,562	£3,721	TBD	TBD	TBD
Overheads	£19,000	£61,933	£64,160	£69,515	£69,570
EBITDA	£1,420	£25,747	£35,299	£34,338	£37,177
Lease Premium Amortisation	£0	£11,582	£0	£0	£0
Acquisition Costs	£0	£12,500	£0	£0	£0
Stamp Duty	£0	£16,000	£0	£0	£0
Loan Interest	£0	£0	£0	£0	£0
Corporation Tax	£284	£316	£6,707	£6,524	£7,064
Interest to Members (3.5%)	£0	£0	£0	£20,405	£20,405
Depreciation				£500	£500
P+L Reserve	£1,136	(£14,651)	£28,592	£6,909	£9,208
Total Cash Earnings	£1,136	(£3,069)	£28,592	£7,409	£9,708
Funds Raised		£550,000			
Asset Purchases		£530,000		£2,500	
Closing reserves balance	£14,173	£31,104	£59,696	£64,604	£74,312

Projected Statement with secured lending

Based on a continuation of our current trading with secured lending at £150,000, repayable over 20 years, and assuming a base rate of 3.75% and a loan rate of 6.75%.

Metric	FY 2025 (02/12/25 - 05/04/26)	FY 2026 (06/04/26 - 05/04/27)	FY 2027	FY 2028	FY 2029
Pub Sales	£26,537	£125,000	£130,000	£136,000	£142,000
Property Income	£274	£10,000	£25,000	£25,500	£26,000
Turnover	£26,811	£135,000	£155,000	£161,500	£168,000
Pub Expenses	£9,801	£46,042	£47,542	£49,648	£51,753
Property Expenses	£152	£5,000	£8,000	£8,000	£9,500
Cost of Sales	£9,953	£51,042	£55,542	£57,648	£61,253
Gross profit	£16,858	£83,958	£99,458	£103,852	£106,747
Other Income (Grants etc)	£3,562	£3,721	TBD	TBD	TBD
Overheads	£19,000	£61,933	£64,160	£69,515	£69,570
EBITDA	£1,420	£25,747	£35,299	£34,338	£37,177
Lease Premium Amortisation	£0	£11,582	£0	£0	£0
Acquisition Costs	£0	£12,500	£0	£0	£0
Stamp Duty	£0	£16,000	£0	£0	£0
Loan Interest	£0	£0	£10,012	£9,757	£9,484
Corporation Tax	£284	£316	£4,804	£4,670	£5,262
Interest to Members (3%)	£0	£0	£0	£12,990	£12,990
Depreciation	£0	£0	£0	£500	£500
P+L Reserve	£1,136	(£14,651)	£20,482	£6,420	£8,941
Total Cash Earnings	£1,136	(£3,540)	£20,482	£6,920	£9,441
Funds Raised		£550,000			
Asset Purchases		£530,000		£2,500	
Capital Repayments			£3,673	£3,929	£4,203
Closing reserves balance	£14,173	£31,104	£47,913	£48,404	£53,642

Distressed Statement

Based on a continuation of previous Landlords trading but with supplementary property income

Metric	FY 2025 (02/12/25 - 05/04/26)	FY 2026 (06/04/26 - 05/04/27)	FY 2027	FY 2028	FY 2029
Pub Sales	£26,537	£125,000	£97,000	£99,000	£102,000
Property Income	£274	£10,000	£21,000	£21,000	£21,000
Turnover	£26,811	£135,000	£118,000	£120,000	£123,000
Pub Expenses	£9,801	£46,042	£35,806	£36,529	£37,490
Property Expenses	£152	£5,000	£7,000	£7,000	£7,000
Cost of Sales	£9,953	£51,042	£42,806	£43,529	£44,490
Gross profit	£16,858	£83,958	£75,194	£76,471	£78,510
Other Income (Grants etc)	£3,562	£3,721	TBD	TBD	TBD
Overheads	£19,000	£61,933	£63,845	£69,162	£69,188
EBITDA	£1,420	£25,747	£11,349	£7,309	£9,323
Lease Premium Amortisation	£0	£11,582	£0	£0	£0
Acquisition Costs	£0	£12,500	£0	£0	£0
Stamp Duty	£0	£16,000	£0	£0	£0
Loan Interest	£0	£0	£0	£0	£0
Corporation Tax	£284	£316	£2,156	£1,389	£1,771
Depreciation				£500	£500
P+L Reserve	£1,136	(£14,651)	£9,192	£5,421	£7,051
Total Cash Earnings	£1,136	(£3,069)	£9,192	£5,921	£7,551
Funds Raised		£550,000			
Asset Purchases		£530,000		£2,500	
Closing reserves balance	£14,173	£31,104	£40,296	£43,717	£51,268

We have additionally completed a variety of other scenarios for affordability and these are available with the business plan, including heavily distressed scenarios with and without the secured lending. As a committee we are happy that there are suitable options for cost savings or revenue generation in a result of a slowdown in the core pub trade, and that a loan is affordable based on our projections if it is required.

Risks

Capital at risk

Only invest what you can afford to lose. Community shares are primarily for people who want to support the community purpose of the Society.

Risk	What could happen	How we will manage it
Trading risk	Pub income may be lower than forecast due to consumer demand, weather, competition, inflation or local factors.	Conservative forecasts, active community engagement, events, cost monitoring and flexible opening / staffing model.
Cost inflation	Repairs, utilities, wages, insurance and stock costs may exceed budget.	Contingency budget, supplier review, staged works and regular management accounts.
Property and repairs	Unknown building defects or maintenance needs could increase costs.	Survey, legal due diligence, maintenance plan and reserves.
Volunteer and staffing capacity	Community pubs depend on committed people; lack of capacity may affect delivery.	Volunteer strategy, paid roles where needed, clear responsibilities and training.
Regulatory and licensing	The Society must comply with licensing, employment, health and safety, data protection and society law.	Named compliance leads, external advice and documented policies.
Governance risk	Conflicts of interest or lack of board skills could harm the Society.	Skills audit, conflict declarations, elections, induction and transparent member reporting.
Funding risk	The offer may not raise enough or may rely on grants or loans not yet confirmed.	Clear minimum target, fallback plan and transparent updates.

10. The Management Committee

The Society's Management Committee is responsible for strategy, financial stewardship, compliance, risk management, member reporting and oversight of the pub operation.

The Management Committee are all volunteers and derive no benefit from the society other than those afforded to all other member shareholders and volunteers.

The current Management Committee consists of:

Chairperson: Oliver Stockman

Treasurer: Sachiko Osawa

Secretary: Alexander Fraser Whitehead

General Member: Paul Scales

Management Committee Biographies:

Oliver Stockman – Oliver currently serves as Managing Director of two community-focused local Internet Service providers and as Managing Director of the group that owns them, with 15 years experience at board level. These positions follow a 10 year career in the legal sector, specializing in developing and co-ordinating business automation for Law firms and a stint as a technician in the Events industry. He has also spent many an hour in this pub, both as a customer and behind the bar whenever temporary staffing had been needed so carries great knowledge of the pubs recent history and is well known by it's community.

Sachiko Osawa - Senior Finance and Accounts professional with over 20 years experience in Management Accounts and Financial Statements, strength in VAT and International Trade. Experienced in treasury operation, accounting compliance, system implementation and team management. Sachiko is keen to use her skills and experience to contribute to the community in a Treasurer role and is also well known to the pub's customers.

Paul Scales – Paul currently owns and manages a specialist vintage goods shop in nearby Wickham Market, with previous experience in Horticulture and Garden design following a long-standing 20 years service as a Database manager with the Royal Mail. Paul carries 40 years experience in part-time bar work and retail and brings a wealth of knowledge and local contacts to the team.

Alexander Fraser Whitehead – Fraser is a qualified solicitor with extensive experience. Some of his roles include former Partner and Board member of national and international law firm. Former member of governing Council of The Law Society. Member of the Law Society Main Board. Former chair Law Society Policy and Legal Affairs Committee. Former secretary and chair of a national political think tank. Former Trustee and Chair of a leading accident prevention charity. Member of Council and legal advisor for Islington Free Legal Advice Centre. Chair of Trustees Central London Solicitors Educational Trust. Fraser is also Director of two estate management registered limited companies.

Project Team

The Management Committee are assisted by additional voluntary co-ordinators referred to as the Project Team. This currently consists of:

Designated Premises Supervisor: Clive Chambers

Property Co-ordinator: Peter Morris

Accommodation Co-ordinator: Anna Morris

Volunteers Co-ordinator: Ben Morris

Marketing Co-ordinator: Anna Morris (acting)

Events Co-ordinator: Ingrid Emsden

Administration Secretary: Ellie Lorne

Website Co-ordinator: Dave Johnson

Conflicts of Interest

One of Oliver's telecoms companies provides specialist broadband and phone packages to local community groups on a costs-only basis. The pub has opted to take one of these packages on a hands-off basis with Oliver excluded from the discussion as it was the most cost-effective, the committee is free to change to any other provider at any time and Oliver derives no tangible benefit from this service as it is a costs-only package.

11. Frequently Asked Questions

What happens if the Sweffling White Horse fails as a business?

If the Sweffling White Horse were to fail as a business and becomes insolvent then either the Management Committee, or an insolvency practitioner would be obliged to realise the Company's assets to repay any mortgage providers and other creditors. Once these debts are resolved the remaining value will be available for distribution to shareholders and other community projects or charities. The Asset Lock rules mean that if the pub and buildings have increased in value, the shareholders will have the face value of their investment returned together with any accrued interest. Any surplus thereafter will be distributed to other community projects or charities nominated by the Management Committee.

Is tax relief available?

We have applied for Advanced Assurance for the Enterprise Investment Scheme, but there is no guarantee it will be granted. Please see examples here for the benefits for investors:

<https://www.gov.uk/guidance/venture-capital-schemes-tax-relief-for-investors>

<https://www.crowdcube.com/explore/investing/tax-relief/eis>

If you are one of our founding/pioneer shareholders, we would strongly recommend seeking independent advice as to whether you qualify for the relief as there are specific clauses relating to investors with existing shares.

Can I invest with my pension funds?

Some Self Invested Pension Plans (SIPPs) may support the purchase of shares in a Community Benefit Society, please contact your SIPP provider and your Financial Advisor.

Please note that due to the Asset Lock no capital gain is possible in a Community Benefit Society, though interest can be paid.

What redress do I have if the business fails and I lose the value of my shares?

The share offer is exempt from the Finance Services and Markets Act 2000, or subsidiary regulations, which means there is no right of complaint to the Financial Ombudsman, nor can you apply to the Financial Services Compensation Scheme.

Can I influence the way the Sweffling White Horse is run?

By being a shareholder, you will be a member of the Society and able to attend the Annual Members Meeting and put motions forward for consideration at the meeting, you will have an equal vote with all other members regardless of their investment on these motions presented. You can also put yourself forward to be elected to the Management Committee and have a direct influence on the direction of the community enterprise.

How can I get my money back?

You cannot sell, or transfer, your shares (unless you die or become bankrupt), and withdrawals can only be funded from trading surpluses, or by the issuing of new shares. You will not be able to withdraw your shares for at least 3 years after the Share Offer closes. After that time you may make an application to withdraw your shares by giving the Society's Management Committee three months' notice. However, the amount of shares that can be withdrawn at a particular time will depend on the funds available, and the need to maintain adequate reserves to secure the long-term interests of the Society as determined by the Management Committee. This is consistent with the expectation that investing in the Sweffling White Horse is a long-term investment in your community rather than for personal gain.

Before investing you may wish to consider whether to take independent financial advice.

12. How to apply

1. Read this offer document, the Society's Rules, the business plan, the financial forecasts and the application form.
2. Decide how much you wish to invest, subject to the minimum and maximum limits.
3. Complete the application form online or on paper.
4. Once your application has been processed the Treasurer will contact you to arrange payment using your preferred method of payment indicated on the application form.
5. The Management Committee will consider applications and may refuse an application at its absolute discretion in accordance with the Rules.
6. If accepted, you will receive confirmation of membership and shareholding. Share certificates or statements will be issued in the form approved by the Society.

Data protection

Personal data will be used to administer the share offer, maintain the register of members, communicate with members and meet legal obligations. Add the Society's privacy notice link and data controller details before publication.

13. Complaints, queries and Standard Mark

Questions about the offer should be sent to: enquiries@swefflingcommunitypub.uk, or in writing to The Committee, Sweffling Community Pub, White Horse, Low Road, Sweffling, IP17 2BB

The Society intends this document to meet the Community Shares Standard Mark standard: easy to understand, factually supported, not misleading, and consistent with the Rules, application form and business plan.